

SEPIBLISS: Nutraceutical Relief for Sensitive Skin

Opportunity Alert: Beauty and Skin Supplements



60-70% of women report having sensitive skin¹

50-60% of men report having sensitive skin²

Sensitive skin is caused by^{3,4:}

- Heat, cold, sun or wind exposure
- Topical products like cosmetics, soap and fragrance
- Emotional stress
- Spicy foods or alcohol

\$4 billion⁵
Size of global beauty supplement market in 2019
↑ **4.7%** Growth since 2018

\$225 million
Size of U.S. nutricosmetics market in 2019
↑ **46.4%** Growth since 2018

SIZE OF WESTERN EUROPEAN NUTRICOSEMETICS MARKET IN 2019

\$554.8 million USD ↑ **10%** Growth since 2018

Source: Euromonitor

ROOM FOR GROWTH:
48% of U.S. facial skincare topical product users have taken skincare supplements⁶

Benefits of Coriander Seed Oil

Coriander seed oil is derived from the *Coriandrum sativum* plant

One of the oldest known spices, prized for its aromatic leaves and seeds

Originates in the Mediterranean

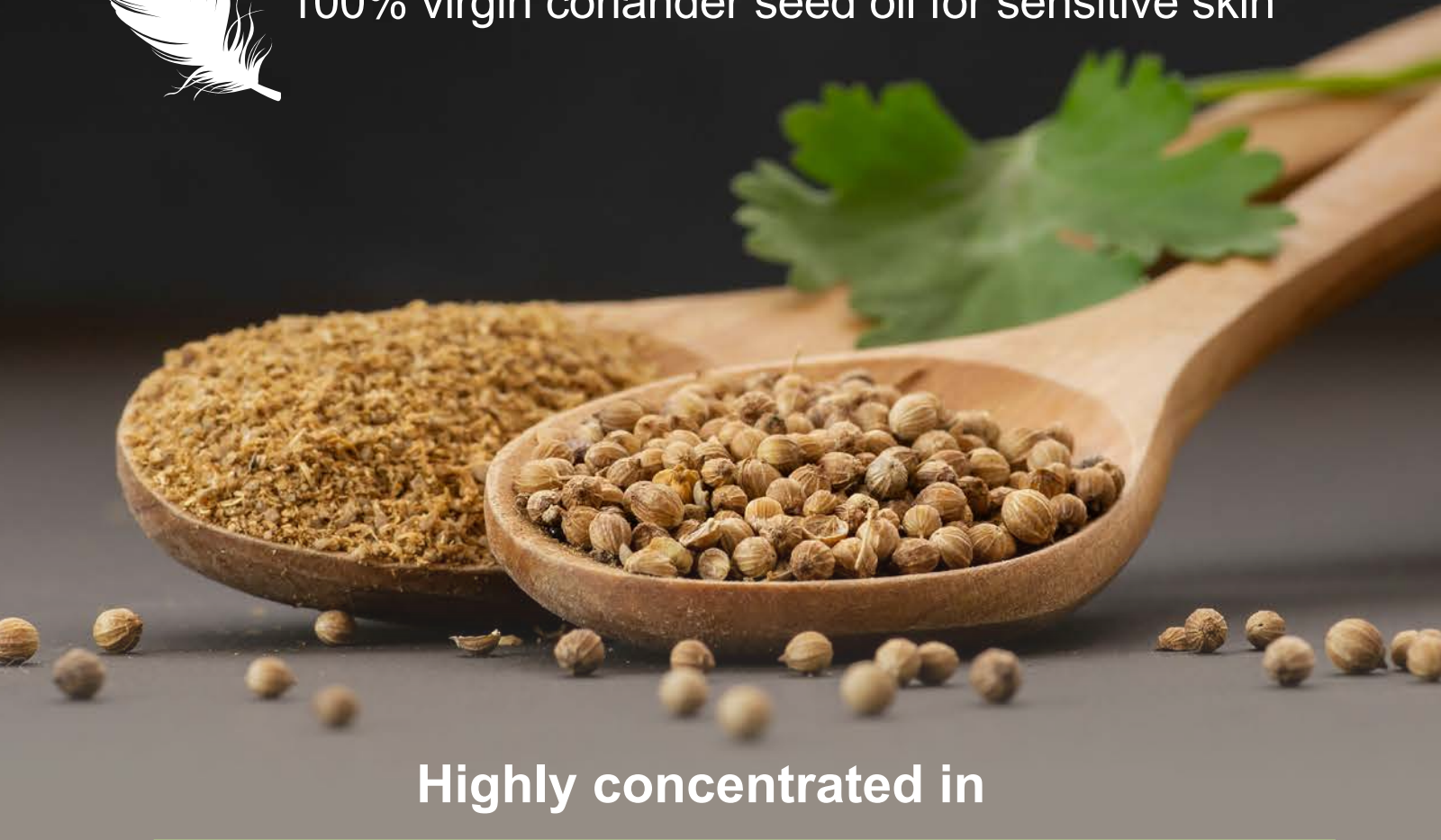
Utilized historically by:

- ✓ Ancient Egyptians (old seeds were found in King Tut's tomb!)
- ✓ Hippocrates
- ✓ Greek Physicians

For its

- ✓ Antioxidant effects⁷
- ✓ Anti-inflammatory benefits⁸
- ✓ Antimicrobial properties⁹

SEPIBLISS:
100% virgin coriander seed oil for sensitive skin



Highly concentrated in

- Petroselinic acid**
* a rare and novel fatty acid known for its anti-inflammatory properties
- Linoleic acid**
* The most abundant fatty acid in the skin
* Reinforces and replenishes the skin's protective barriers¹⁰
- Phytosterols**
* Anti-inflammatory compounds¹ that, when consumed, the body excretes on the skin as surface lipids¹¹
- Vitamin E**
* Boosts the body's antioxidant defenses against physical and chemical aggressors¹²

How it works^{13:}

- * Sepibliss protects epidermal cells from excessive inflammation¹⁴
- * Reinforces the skin's protective barrier
- * Reduces the activation of skin receptors that induce feelings of itchiness or pain

Soothes skin that is

- Irritated
- Sensitive
- Reactive
- Atopic-prone

Sepibliss is a natural neuro-soothing ingredient with anti-inflammatory properties, neutralizing neuronal hyper-reactivity to external stimuli.

Sepibliss has been studied in a double-blind, placebo controlled clinical study in volunteers with sensitive skin.

Researchers found that Sepibliss is effective in soothing sensitive and reactive skins when submitted to stress.

Reduces reactions like:

- ✓ **Flushing**
- ✓ **Itching**
* Sepibliss induces 4 times less stress-induced itching sensations vs placebo.
* Sepibliss helps reduce both intensity and duration of stress-induced itching vs placebo.
- ✓ **Tingling**
- ✓ **Redness**
* Sepibliss helps improve stress-induced skin redness and sensitivity.
* Sepibliss yielded a 36% reduction in stress-induced skin redness vs placebo.
- ✓ **Irritation**
- ✓ **Dryness and flaking**

- Natural
- Traceable, manufactured in Southwest France
- Made without additives or solvents
- Vegan
- Allergen- and gluten-free

Formulate with Sepibliss as a:

- ✓ **Central supplement ingredient for soothing and reducing sensitive skin reactions**
- ✓ **Supporting ingredient for**
* Anti-aging * Hydrating * Glowing * UV
- ✓ **Customize and personalize formulas for sensitive skin.**

The recommended dosage of 200 mg per day fits into one capsule

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5 Euromonitor International
6 Mintel. "Facial Skincare and Anti-Aging U.S. 2017 report."
7 Wangenstein H et al. "Antioxidant activity in extracts from coriander." *Food Chem.* 2004; 88: 293-297.
8 Reuter J et al. "Anti-inflammatory potential of a lipolotion containing coriander oil in the ultraviolet erythema test." *J Dtsch Dermatol Ges.* 2008; 6: 847-851.
9 Rattanachaiakunson P, Phumkhaorn P. "Potential of coriander (*Coriandrum sativum*) oil as a natural antimicrobial compound in controlling *Campylobacter jejuni* in raw meat." *Biosci Biotechnol Biochem.* 2010; 74: 31-35.
10 Nasrollahi SA et al. "Comparison of linoleic acid-containing water-in-oil emulsion with urea-containing water-in-oil emulsion in the treatment of atopic dermatitis: a randomized clinical trial." *Clin Cosmet Investig Dermatol.* 2018; 11: 21-28.
11 Bouic PJ. "The role of phytosterols and phytosterolins in immune modulation: a review of the past 10 years." *Curr Opin Clin Nutr Metab Care.* 2001; 4: 471-475.
12 Bhattacharyya AK et al. "The origin of plant sterols in the skin surface lipids in humans: from diet to plasma to skin." *J Invest Dermatol.* 1983 Apr; 80(4): 294-6.
13 Souyoul SA, Saussy KP, Lupo MP. "Nutraceuticals: A Review." *Dermatol Ther (Heidelb).* 2018; 8: 5-6.
14 Kern C et al. "Soothing effect of virgin coriander seed oil on sensitive skin." *OCL.* 2020; 27(49).
15 Ibid (Kern)