

New approaches for claim substantiations

• Well-being

- Combined approaches for a better understanding of product's effect
 - **Unconscious physiological response** (ANS): heart frequency, salivary cortisol, sIgA, mydriase, tremor at rest, skin microcirculation, *etc.*
 - **Behavior study**: posture evaluation, gait, facial expressions, prosody, *etc.*
 - **Mental state**: QoL questionnaires on well-being, mood, self-confidence, self-esteem, *etc.*

• Pollution

- Atmospheric pollution has negative impact on skin. *In vivo* studies are scares; information mostly comes from epidemiological studies
- Long term exposures to pollution lead to:
 - a **decrease** in cell renewal, moisturization, skin radiance, tissular oxygenation, skin suppleness, squalen level in sebum, collagen synthesis in the dermis, *etc.*
 - an **increase** in TEWL, oxidative stress, pigmented spots, wrinkles, inflammation, skin reactivity, *etc.*
- Dedicated Dermscan's protocol: mimics dusts and particulate deposits on skin or hair
 - Preventive action of creams (*anti-pollution deposit*)
 - Cleansing effect of make-up removers or micellar solutions