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# aurafirm

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*Lactobacillus Ferment, Avena sativa (Oat) Kernel Extract*

# aurafirm



**Firm** – Ingredient that firms and plumps the skin.

**Ferm** - A homonym of Ferm, to represent the *aurafirm* fermentation process.

# aurafirm


**Kaura** – Finnish word for Oats.

**Aura** – Distinctive atmosphere or quality that seems to surround and be generated by a person, thing, or place.

# Content



**What is the skin microbiome?**

**What is fermentation?**

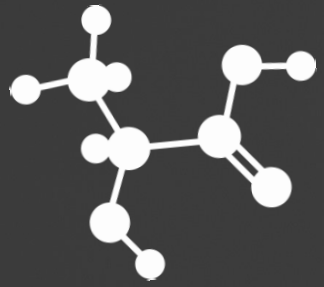
**What is *aurafirm*?**

**What does *aurafirm* do?**

**Is *aurafirm* a sustainable ingredient?**

**What are *aurafirm* benefits?**

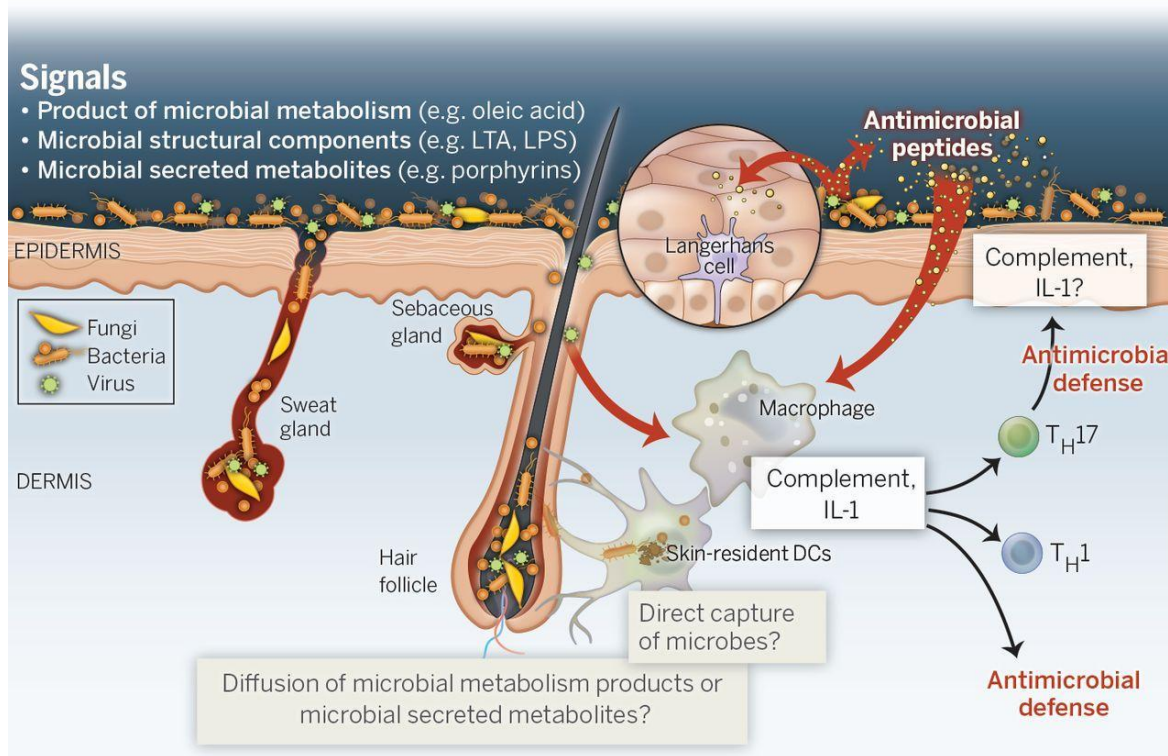




# What is the skin microbiome?



# The Skin Microbiome



Community



Imbalance

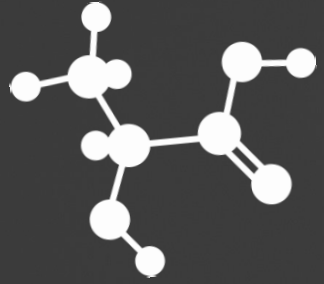


Skin Disorders



Consumer Engagement

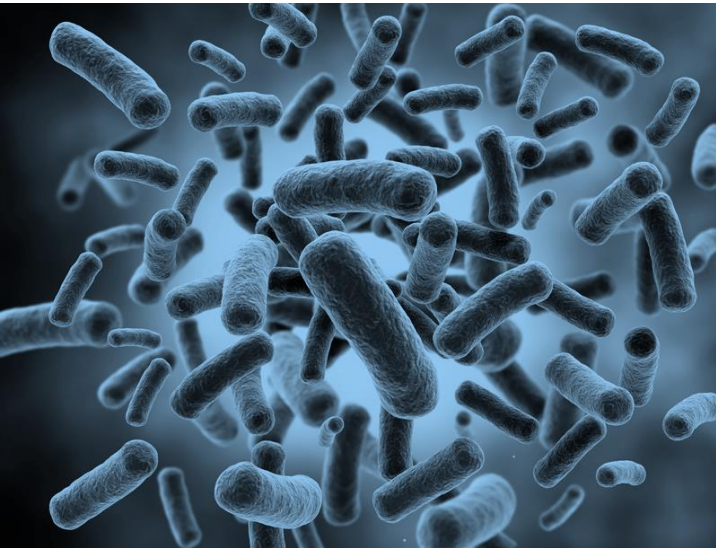




# What is fermentation?



# Fermentation



## Fermentation Process

Biological process by which complex organic molecules are enzymatically broken down into simpler substances.

Uses microorganisms including yeast and bacteria.



**Bioavailability**



**Peptides & Amino Acids**

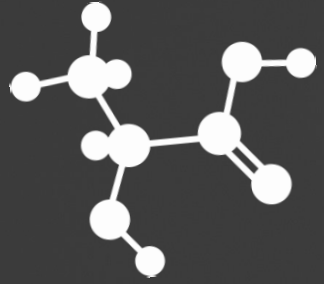


**Antioxidant Levels**



**Exfoliation**





**What is *aurafirm*?**

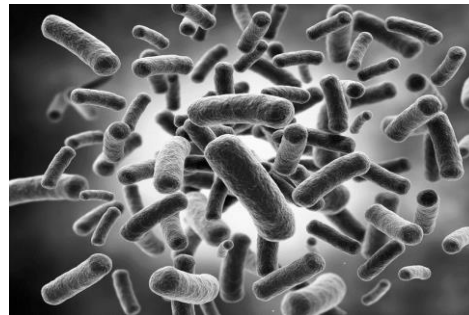




# aurafirm Process



Oat COM



*Lactobacillus* Strain



Fermentation



aurafirm



Oat COM, patented  
advanced colloidal  
oatmeal



A unique patented  
strain of *Lactobacillus*,  
developed over 50  
years



Fermentation process before  
pasteurization. Oat COM is  
completely converted to  
biomass and organic acids

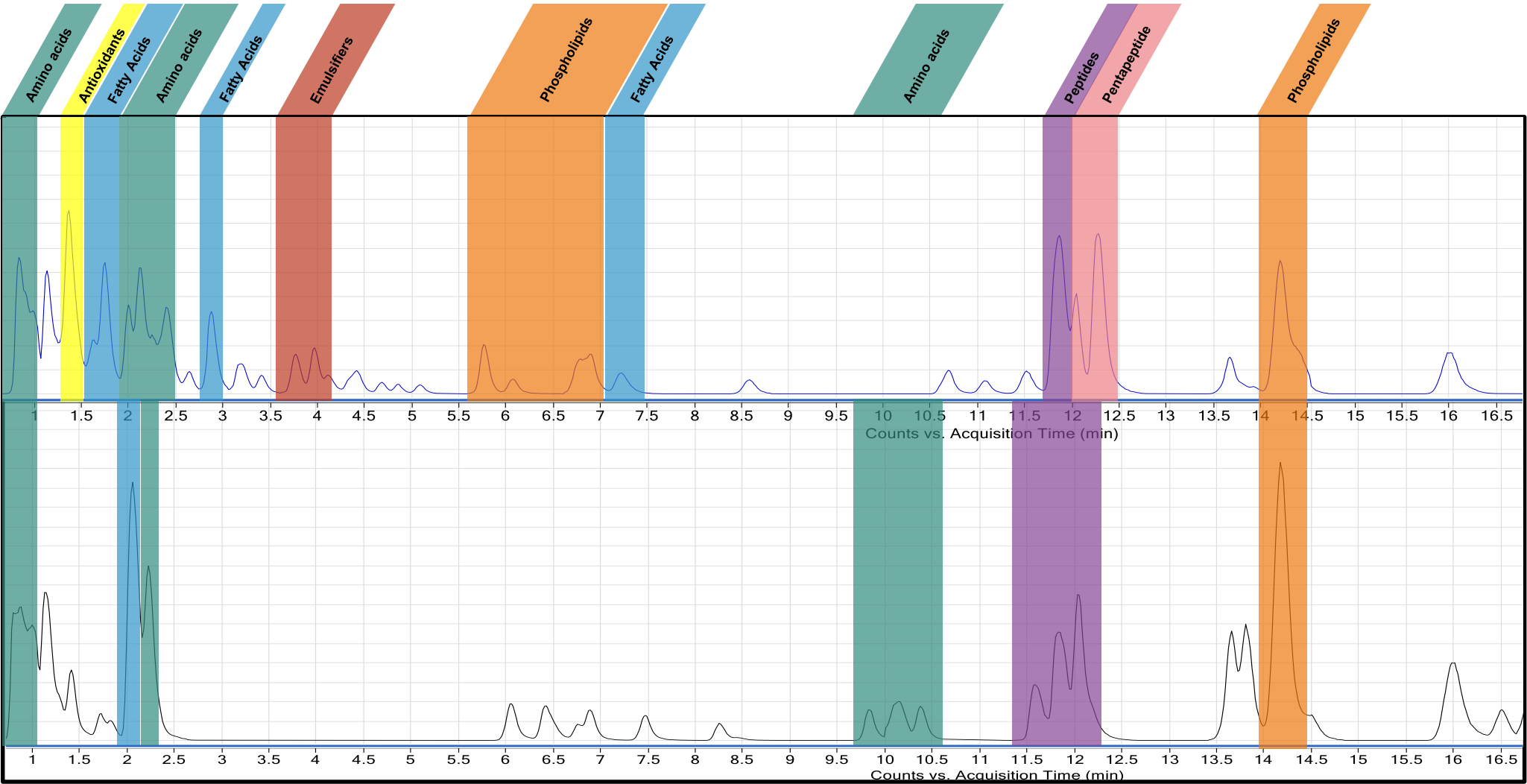


Sustainable active Oat  
ingredients

# aurafirm Profile



aurafirm



Oat COM



# aurafirm Properties



**Beta Glucan**  
Firming



**Antioxidants**  
Protection



**Phospholipids**  
Barrier Repair



**AHA**  
Exfoliation



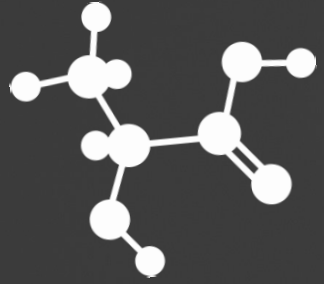
**Amino Acids**  
Stabilize skin barrier



**Pentapeptides**  
Collagen Production







**What does *aurafirm* do?**





# aurafirm Efficacy



# aurafirm Efficacy





# aurafirm Efficacy

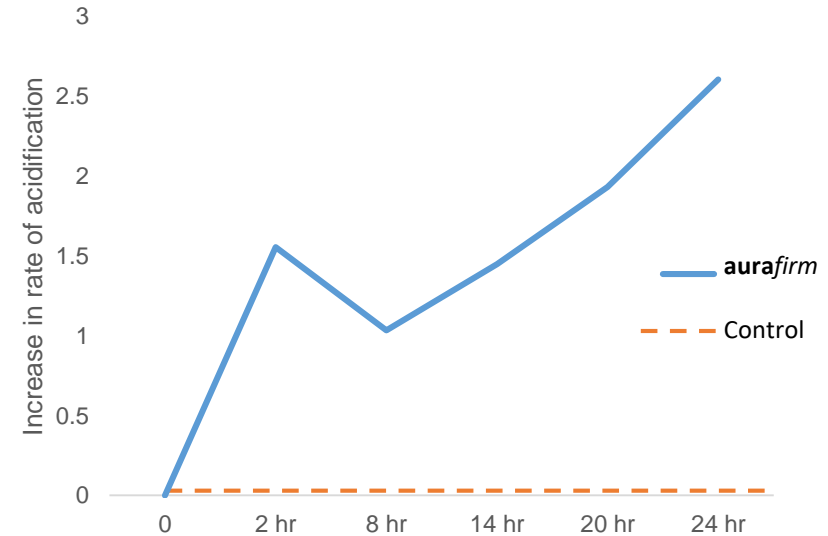


## Microbiome Recovery

### Microbiome Study

- Designed to imitate the **skin microbiome recovery** and **resettlement**.

### Results



# aurafirm Efficacy



**aurafirm** speeds up the recovery of the skin's first line of defence.

**aurafirm** enhances the conditions for the **microbiome to thrive.**



# aurafirm Efficacy



Plumps & Firms



## Skin Texture Analysis

- Evaluate the hydration and anti-aging.
- Comparison with a fully formulated cosmetic product.
- **aurafirm** was compared as a single ingredient in a basic vehicle.

## Commercial Product

- ROC Hydra+ hydrating cream
- INCI Name: aqua (water), cyclopentasiloxane, ethylhexyl methoxycinnamate, glycerin, butyl methoxydibenzoylmethane, tridecyl salicylate, potassium cetyl phosphate, butylene glycol, dimethicone, helianthus annuus (sunflower) seed oil, C12-15 alkyl benzoate, styrene/acrylates copolymer, hydroxyethyl urea, tocopherol, panthenol, magnesium aspartate, zinc gluconate, copper gluconate, dimethicone crosspolymer, pentylene glycol, bisabolol, propylene glycol, behenyl alcohol, isohexadecane, linseed acid, glyceryl acrylate/acrylic acid copolymer, zeamays (corn) starch, ammonium lactate, sorbitan oleate, PEG-40 castor oil, sodium dodecylbenzenesulfonate, cetearyl alcohol, acrylates/C10-30 alkyl acrylate crosspolymer, ammonium polyacrylate, acrylates copolymer, disodium EDTA, sodium hydroxide, BHT, phenoxyethanol, methylparaben, ethylparaben, propylparaben, parfum

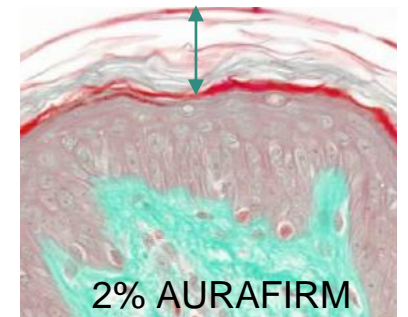
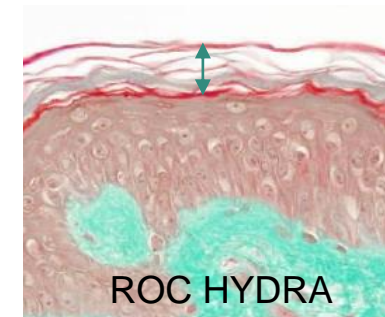
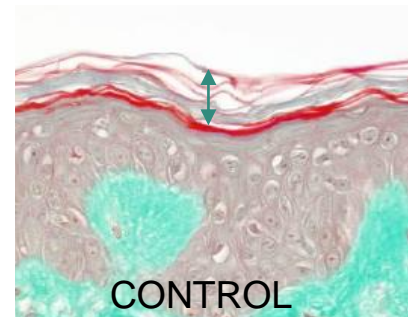
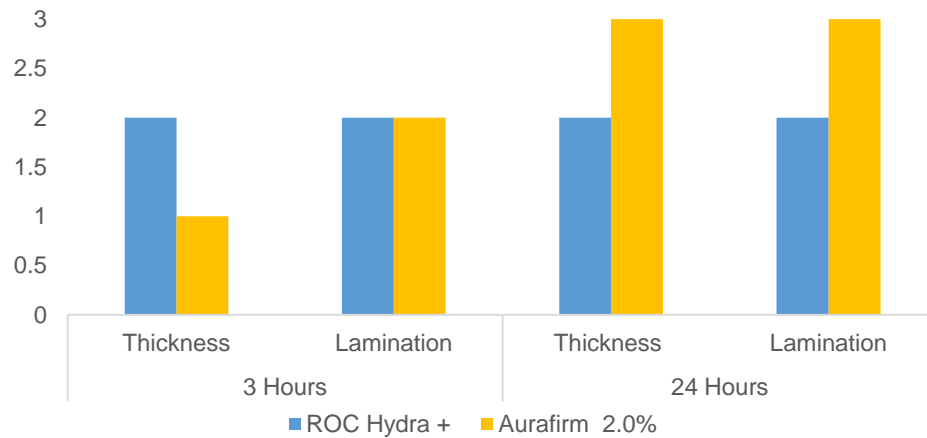
# aurafirm Efficacy



Plumps & Firms



## Results – Hydration



5µm - thin histological cryo sections stained according to trichome masons protocol showing the stratum corneum – Bio-EC



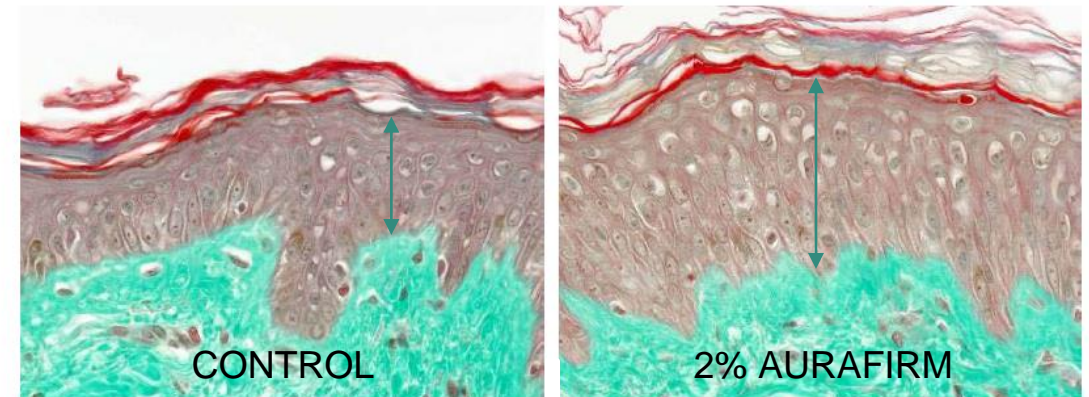
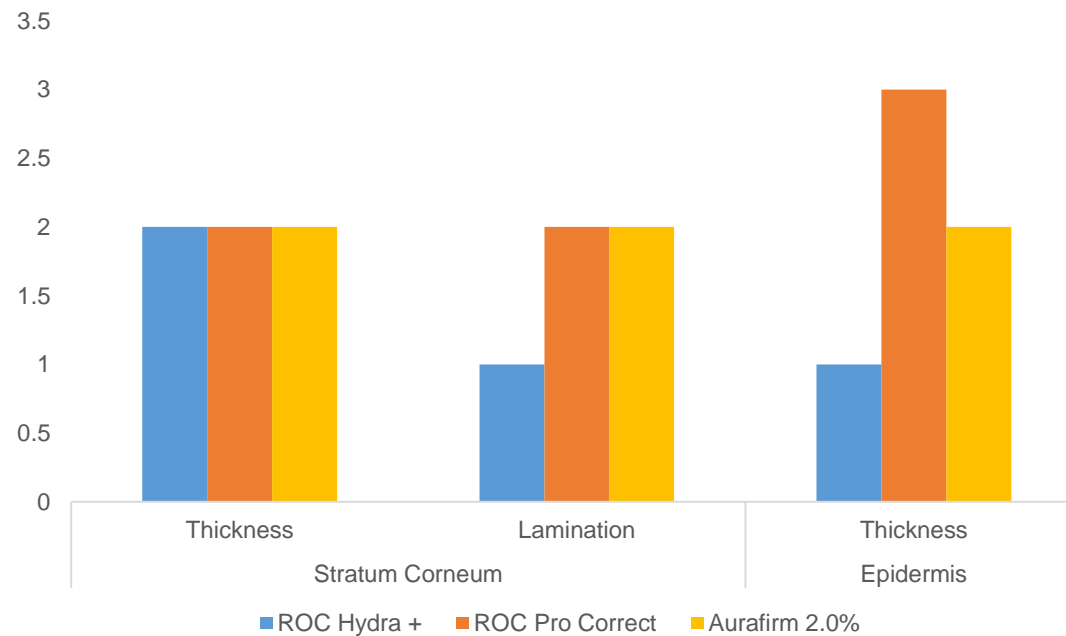
# aurafirm Efficacy



Plumps & Firms



## Results – Anti-Aging (Day 5)



5µm - thin histological cryo sections stained according to trichrome masson's protocol showing the stratum corneum

# aurafirm Efficacy



**aurafirm** increases stratum corneum thickness and lamination.

**aurafirm** increases epidermal thickness.

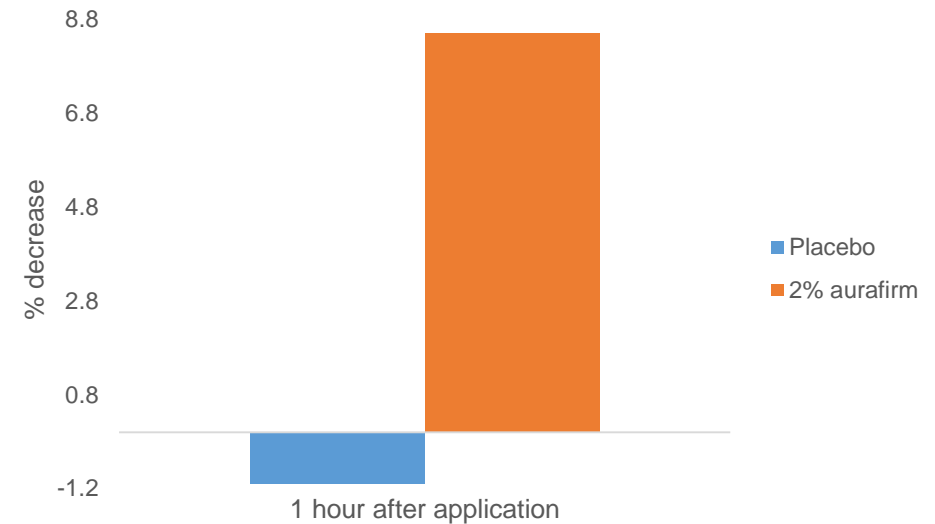


# aurafirm Efficacy



## Skin Texture Analysis

- 10 volunteers between 45-60yrs old with dry skin.
- Evaluates the effects of 2% **aurafirm** versus a placebo.



# aurafirm Efficacy

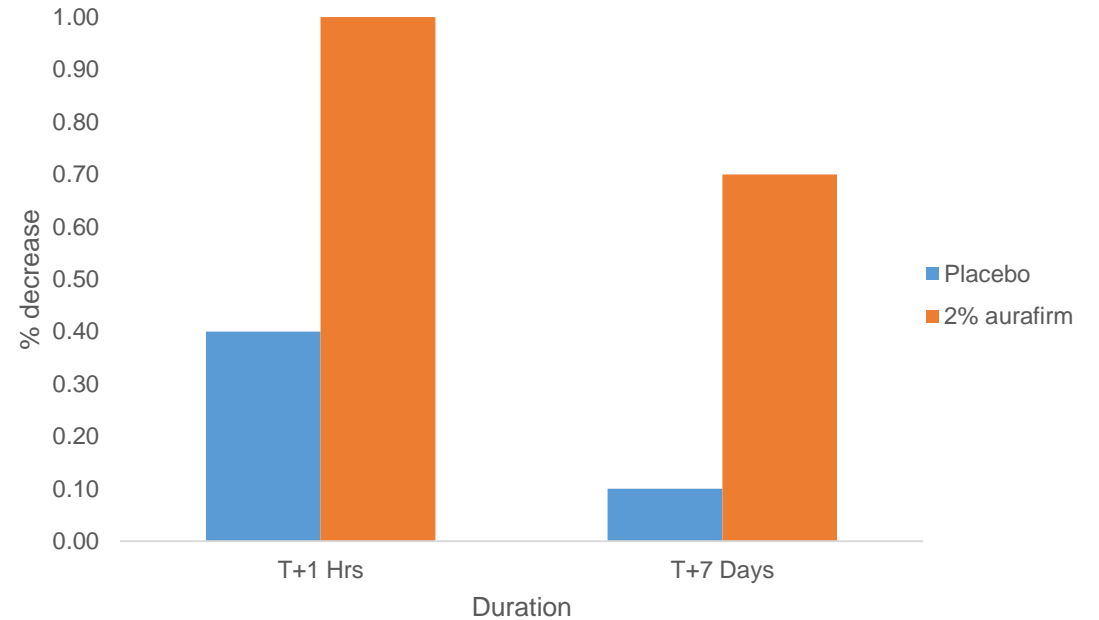


## Skin Radiance



### Chromameter Study

- 15 volunteers.
- Product containing 2% **aurafirm** and placebo applied on morning and evening half-face.
- Analysis of the skin tone and colour.
- Measurements taken over 7 days.



# aurafirm Efficacy



*aurafirm* rapidly **decreases skin roughness** and **firms and plumps**.



*aurafirm* significantly **improves complexion** and **radiance**.



# aurafirm Efficacy



Leaves skin feeling  
**moisturized** and **comforted**

## Consumer Perception Study

- Volunteers completed a self assessment survey 1 hour and 24 hours.
- Consumers applied application of a product with 2% **aurafirm**.
- A self assessment was taken at 7 days after volunteers had applied the product twice daily.

**Feeling of comfort**



**Feeling of moisturization**



**Feeling of radiance**



**Feeling of firmness**



✓ Denotes score of 70% of more agreed

# aurafirm Efficacy



*aurafirm* left skin feeling **moisturized, comforted, radiant** and **firm** after 7 days of regular application.

# aurafirm Efficacy



**Conditions** and **improves** the  
feel and appearance of hair



## Results

**Wet comb conditioning**



**Dry comb conditioning**



**Impact on hair feel**



**Hair felt soft after use**



**Hair maintained shine**



✓ Denotes positive noticeable impact

Shampoo with aurafirm	Shampoo and Conditioner with aurafirm
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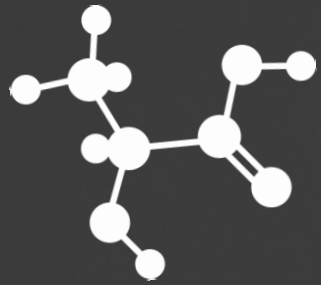
# aurafirm Efficacy



**Conditions** and **improves** the  
feel and appearance of hair



**aurafirm conditions** hair, leaving it  
soft and shiny after use.



Is *aurafirm* a sustainable  
ingredient?





# aurafirm Sustainability



## Colloidal Oatmeal

ECO FRIENDLY • FULL TRACEABILITY • SUSTAINABLE CROP



## Production Site

ENERGY EFFICIENT • SUSTAINABLE SITE • CERTIFIED



## Fermentation

NO WASTE • NO CHEMICALS • NATURAL PROCESS





# aurafirm Grades



P

**aurafirm P**

- Concentrated fermented cream
- Highest level of active molecules and nutrients



N

**aurafirm N**

- Mobile liquid
- Small amount of suspended sediment

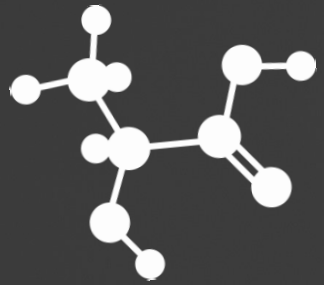


S

**aurafirm S**

- Clear liquid
- Aesthetically pleasing product
- Ideal for clear colourless product





**What are *aurafirm's*  
benefits?**





# aurafirm Benefits



## Building on Oat Cosmetics' strengths.....

- An ingredient built on oat heritage – a trusted staple in personal care
- Fermented ingredients are on trend
- Skin microbiome is a major topic of conversation within the industry



## .... to deliver

- Instant and long term skin toning and complexion radiance
- Highly effective improvements in skin health
- Microbiome recovery
- Hair conditioning properties



# aurafirm Packaging



## Pack Sizes

- 10kg Drum
- 5kg Drum
- 1kg Bottle
- 500g Bottle





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