

A STROKE OF SUN GENIUS

Prevent, repair, eliminate – DNA Damage¹



3 SHADES



COMPACT

A STROKE OF SUN GENIUS

Heliocare 360° MD AK Fuid + Heliocare 360° Capsules

FLUID

Heliocare 360° MD AK Fluid

COLOR + COMPACT

Heliocare 360° Color
Gel Oil-Free and Cushion Compact

GEL

Heliocare 360° Water Gel

ORAL

Heliocare 360° Capsules



Heliocare 360° – sun protection, inside and out.



HOME



3 SHADES



COMPACT



GEL

 HELIOCARE 360°

PREVENT, REPAIR, ELIMINATE - DNA DAMAGE¹

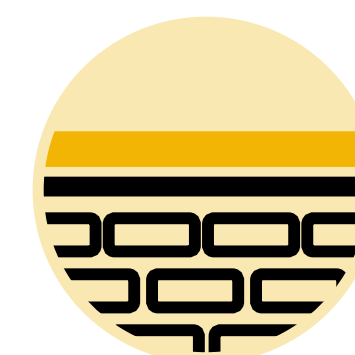
NEW **Heliocare 360° MD AK Fluid** go beyond photoimmunoprotection¹

NEW

THE UNIQUE PROPERTIES OF HELIOCARE 360° MD AK FLUID INCLUDE:^{1,2}



Very high full-spectrum sun protection -
UVB, UVA, HEVL, IRA



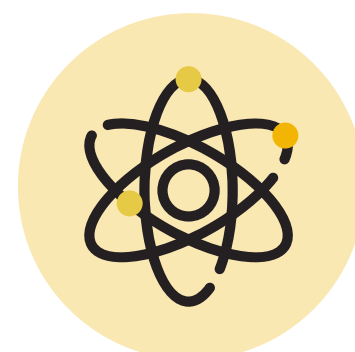
Skin barrier renewal -
Vederine[®]



Powerful anti-oxidant -
Fernblock+, Vit C + E



Moisturising activity -
Arginine



Prevention, repair and elimination of
DNA damage - triggers all 3 DNA repair
mechanisms: Fernblock+, GenoRepair
Complex, Sulforaphane



Clinical trial data

**HELIOCARE 360° MD AK FLUID -
for the prevention and adjuvant treatment of actinic keratosis (AK),
non-melanoma skin cancer (NMSC) and other skin pathologies¹**

Heliocare 360° - sun protection, inside and out.

UVB: Ultraviolet B; **UVA:** Ultraviolet A; **HEVL:** High Energy Visible Light; **IR:** Infrared



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 **HELIOCARE 360°**

UNIQUE INGREDIENTS = UNIQUE PROPERTIES

Heliocare 360° MD AK fluid



PREVENT AND REPAIR DNA DAMAGE

Fernblock+

- powerfull anti-oxidant
- prevents and eliminates DNA damage from both UVA and UVB
- long lasting – 24 hrs activity¹

GenoRepair Complex

- enzymatic complex, which activates all three DNA repair mechanisms:
 - photolyase
 - endonuclease
 - glycosylase
- immediate activity
- lasts up to 4 hrs²

Sulforaphane –

up regulates cellular anti-tumoural response via three different pathways²

POWERFUL ANTI-OXIDANT ACTIVITY

Fernblock+, Vitamin C, Vitamin E¹

VERY HIGH, FULL-SPECTRUM SUN PROTECTION

Combination of **photo-stable chemical & mineral filters, biomimetic melan, Physavie, OTZ¹**

SKIN BARRIER RENEWAL

Vederine –

is rich in oligofructosans which normalises epidermal renewal processes and reinforces skin barrier function¹

MOISTURISING ACTIVITY

Arginine –

increases urea in the stratum corneum and thus skin moisture¹

Heliocare 360° – sun protection, inside and out.

UVA: Ultraviolet A; **UVB:** Ultraviolet B



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 **HELIOCARE 360°**

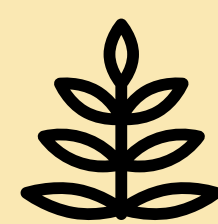
HELIOCARE 360° CAPSULES

Protection that works from the inside out

THE UNIQUE PROPERTIES OF HELIOCARE 360° ORAL CAPSULES INCLUDE:^{1,2}



NEW



Fernblock+

New *Polypodium leucotomos* extract with higher concentrations of the main polyphenols

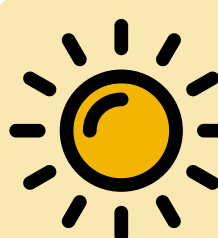


In comparison to Fernblock® it offers **significantly greater:**

● **Photoprotection**

● **DNA protection and repair**

● **Anti-ageing properties**



Broad-spectrum UVA, UVB, HEVL and IRA coverage

HelioCare 360° – sun protection, inside and out.

UVA: Ultraviolet A; **UVB:** Ultraviolet B; **HEVL:** High Energy Visible Light; **IRA:** Infrared A



HOME



3 SHADES



COMPACT

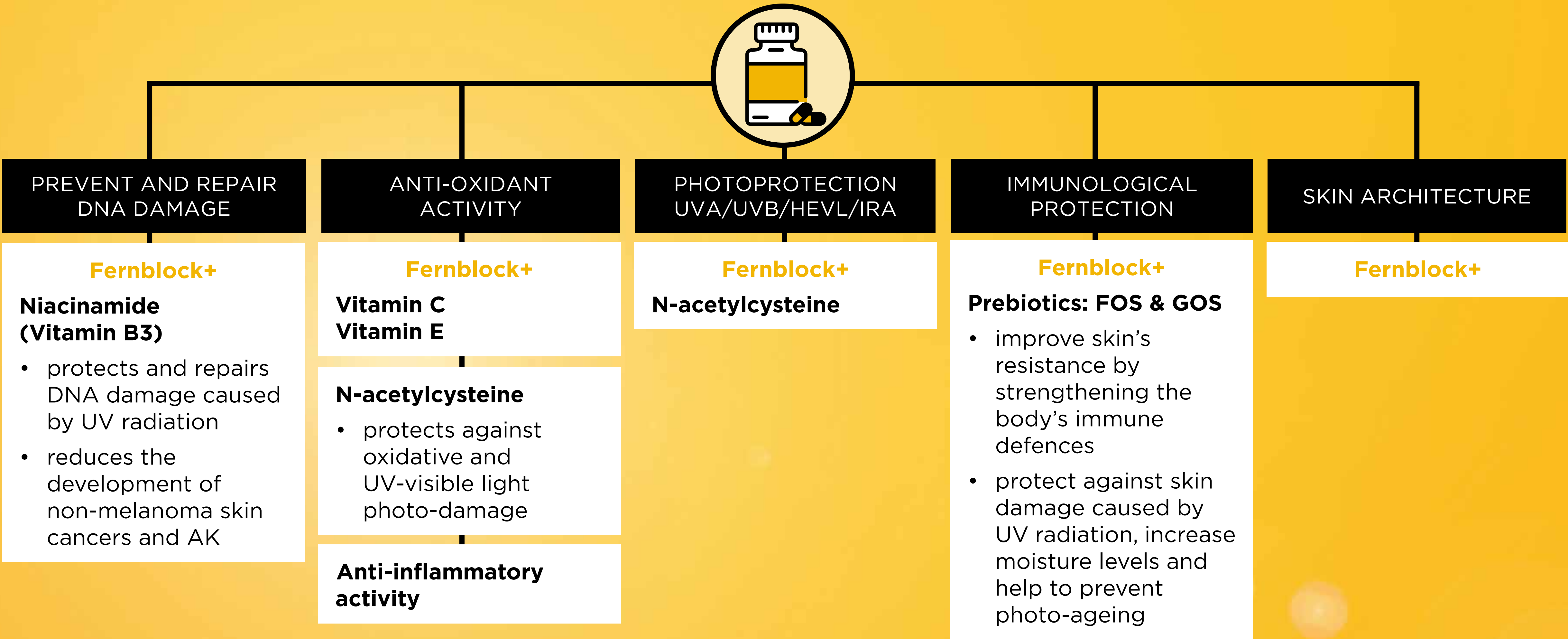


GEL

 **HELIOCARE 360°**

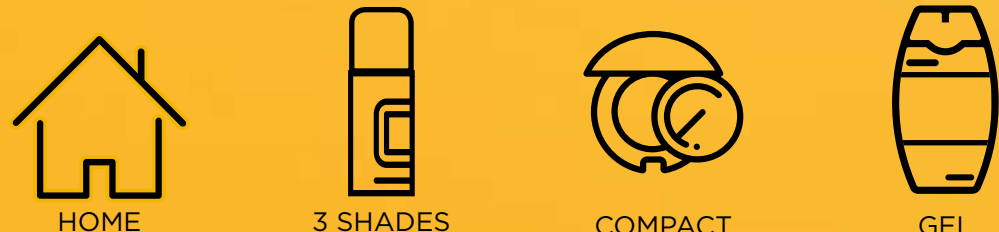
UNIQUE INGREDIENTS = UNIQUE PROPERTIES

Heliocare 360° Oral capsules⁷



Heliocare 360° – sun protection, inside and out.

UV: Ultraviolet; AK: Actinic keratosis; FOS: Fructo-oligosaccharide; GOS: Galacto-oligosaccharide



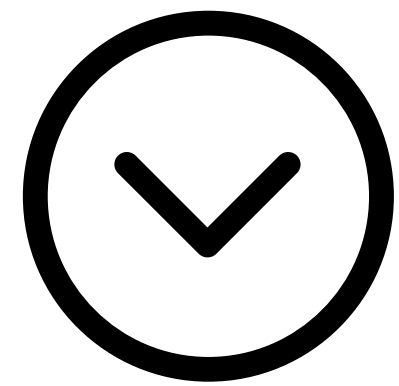
HELIOCARE 360°

HELIOCARE 360° MD AK FLUID

Prevention and adjuvant treatment of actinic keratosis (AK)
and non-melanoma skin cancer (NMSC)¹

Objective clinical evaluation⁸

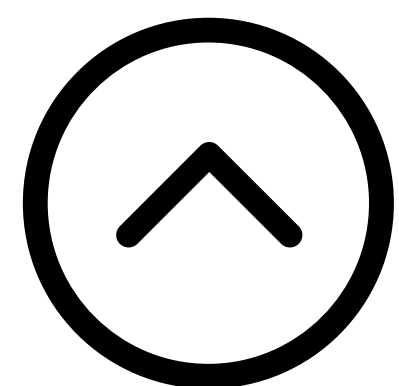
T0: 95% of lesions disappeared after PDT



NMD GROUP

T6: reduction in AKs[#]

T12: non-significant increase
(p=0.083)**



SS GROUP

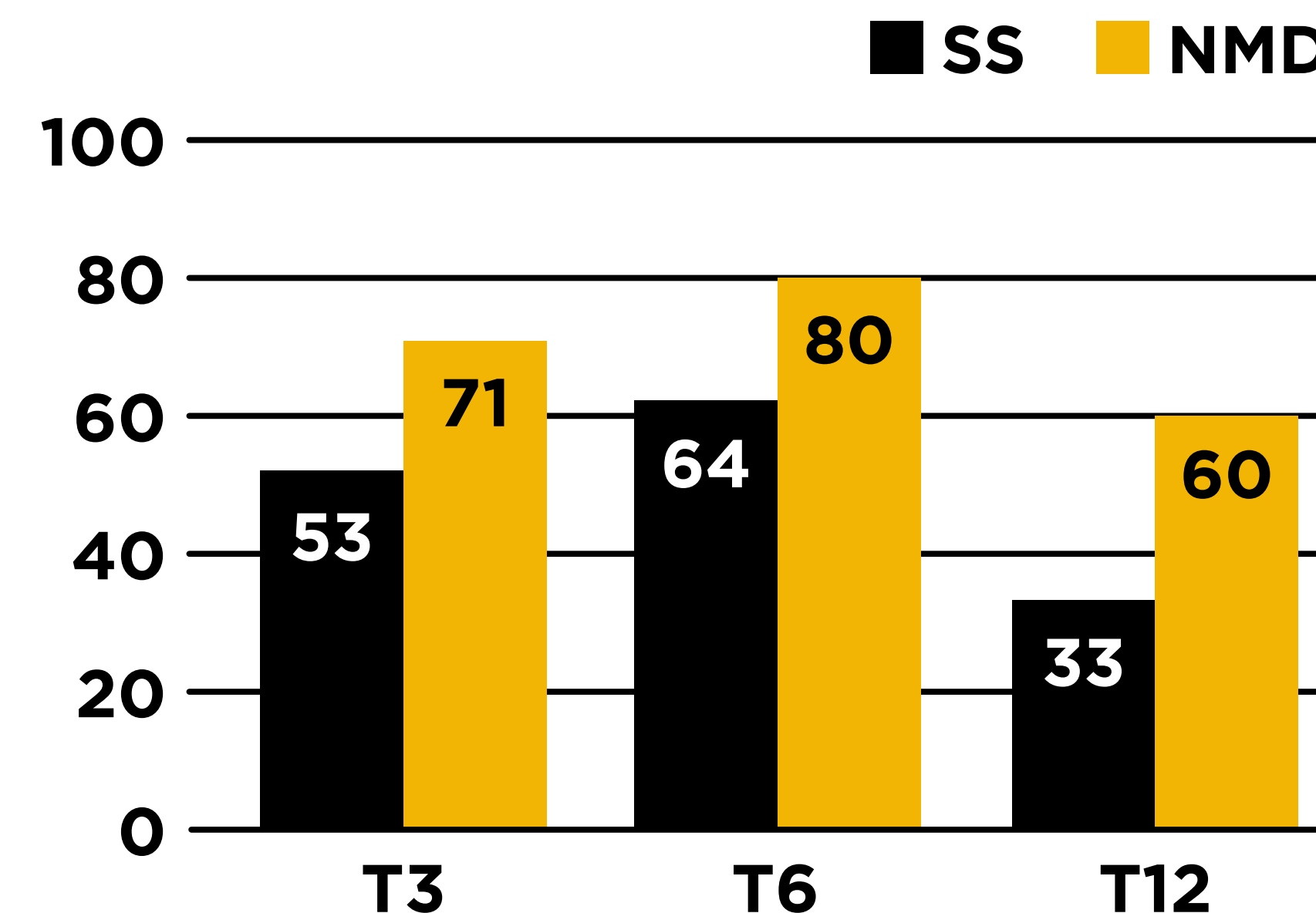
T6: increase in AKs[#]

T12: significant increase
(p=0.038)**

The presence of atypia on the evaluated area was significantly higher
in the SS group vs. the NMD group (p=0.034) after 12 months from PDT⁸

Subjective clinical evaluation⁸

% PATENTS WITH INTENSE IMPROVEMENT



According to Patient Global Assessment (PGA).

T0: One week post PDT; **T1:** One month post PDT; **T3:** Three months post PDT; **T6:** Six months post PDT; **T12:** One year post PDT

Heliocare 360° – sun protection, inside and out.

PDT: Photodynamic therapy; **NMD:** New medical device; **SS:** Standard sunscreen



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 **HELIOCARE 360°**

EARLY TREATMENT OF THE FIELD OF CANCERISATION WITH HELIOCARE MD AK MAY BE USEFUL TO PREVENT THE DEVELOPMENT OF SQUAMOUS CELL CARCINOMA (SCC)⁸

The efficacy of the combination of new ingredients and technologies was proven in both the improvement of the field of cancerisation and the prevention of development of new AKs⁸



HELIOCARE 360° MD AK FLUID –
for the prevention and adjuvant treatment of actinic keratosis (AK),
non-melanoma skin cancer (NMSC) and other skin pathologies¹



HelioCare 360° – sun protection, inside and out.

TB: Baseline; **NMD:** New medical device; **T12:** One year post PDT; **PDT:** Photodynamic therapy



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 **HELIOCARE 360°**

HELIOCARE 360° MD AK FLUID

HELIOCARE 360° CAPSULES

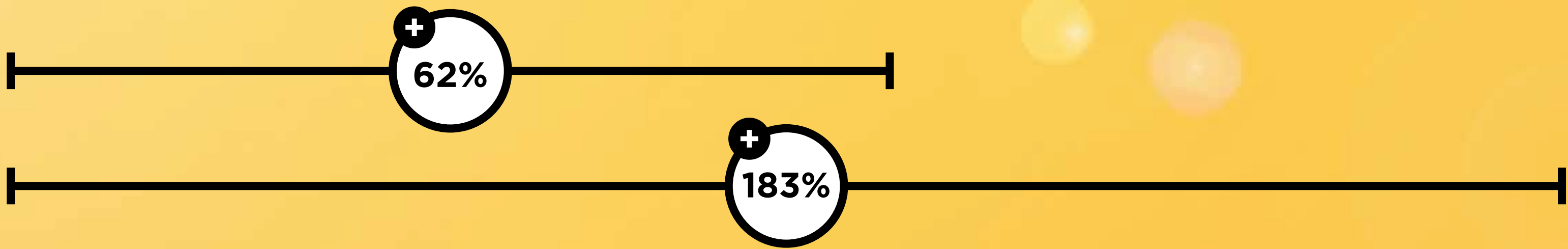
Prevention and adjuvant treatment of actinic keratosis (AK)
and non-melanoma skin cancer (NMSC)

CLINICALLY PROVEN EFFICACY

Fernblock® supplementation significantly increased
the clearance rate of AK vs. PDT alone³

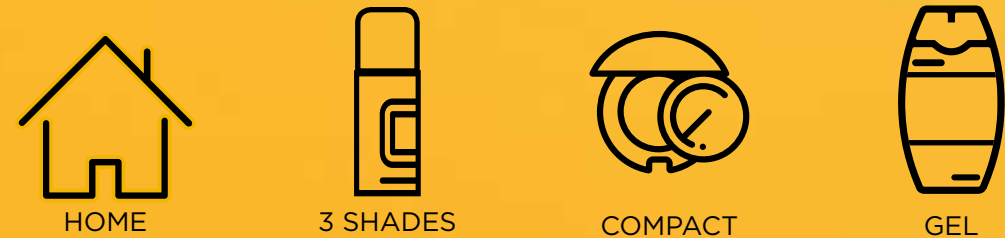
Adapted from Data on File⁴

Time (Months)	FP	H360 AK	H360 AK + Oral PLE
TBasal	6.40±1.72	6.80±2.51	6.20±1.47
T0	0.00±0.00	0.13±0.51	0.20±0.63
T6	0.85±1.29	0.53±0.74	0.30±0.48



HelioCare 360° – sun protection, inside and out.

PDT: Photodynamic Therapy



HELIOCARE 360°

3 SHADES OF SUN PROTECTION



Heliocare 360° Color Gel Oil-free

Photoimmunoprotection 360° in fluid make-up with ultra light dry touch texture⁵

NEW

Available in 3 innovative shades



Pearl



Beige



Bronze

Heliocare 360° – sun protection, inside and out.



HOME



3 SHADES



COMPACT



GEL

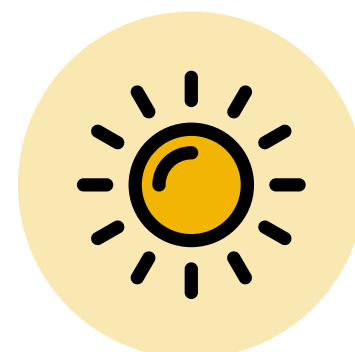
 HELIOCARE 360°

3 SHADES OF SUN PROTECTION

Heliocare 360° Color Gel Oil-free comes in 3 innovative shades



PHOTOIMMUNOPROTECTION 360° IN FLUID MAKE-UP WITH
ULTRA LIGHT DRY TOUCH TEXTURE⁵



Full-spectrum UVA, UVB,
SPF 50+, HEVL, IRA



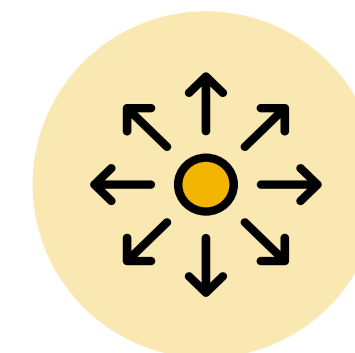
Powerful anti-oxidant and
repair activity



Natural even skin tone
with matte effect and no shine



Sebum-regulating and
moisturising activity



High coverage



Pearl



Beige



Bronze

Heliocare 360° – sun protection, inside and out.



HOME



3 SHADES



COMPACT



GEL

 **HELIOCARE 360°**

CLEVER & COMPACT

Cosmetic innovation, sun protection and science all in one

NEW

Heliocare 360° Color Cushion Compact

1st dermatologic photoprotection
in a cushion format⁶

Available in 3 innovative shades



Pearl



Beige



Bronze

Heliocare 360° – sun protection, inside and out.



HOME



3 SHADES



COMPACT



GEL

 HELIOCARE 360°

WHERE PROTECTION MEETS BEAUTY

Cosmetic innovation, sun protection and science all in one

PROTECT⁶

- photoprotection

UNIFY⁶

- high photostability
inorganic filters –
sunprotective care,
responsible for colour
- 3 innovative shades in line
with current make-up
fashion trends
- neutral shades vs. traditional
orange-yellow – even tone
avoiding ‘mask effect’

HYDRATE⁶

- hydro-complex – complex
of emollient actives which
enhance, repair and
restore the barrier function
of the skin to obtain
greater hydration
through two **synergistic
mechanisms of passive
and active hydration**



- **oil-free**
- suitable for **all skin types** including
combination and oily

- **water-resistant** – photoprotection remains
unchanged after water immersion (40 min)
- **high tolerance** – paraben-free, alcohol-free, no
octocrylene or potential hormone disruptors

Heliocare 360° – sun protection, inside and out.



HOME



3 SHADES



COMPACT



GEL

 **HELIOCARE 360°**

NEW HELIOCARE 360° WATER GEL - FROM PROTECTION TO REPAIR

NEW



Heliocare 360° Water Gel SPF 50+
photoimmunoprotection and long-lasting hydration
in an ultra-light aqueous gel

FOR ALL SKIN TYPES

Heliocare 360° – sun protection, inside and out.



HOME



3 SHADES



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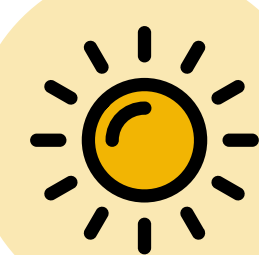
GEL

 **HELIOCARE 360°**

THE PERFECT SOLUTION FOR SPORTS PEOPLE AND SENSITIVE EYES

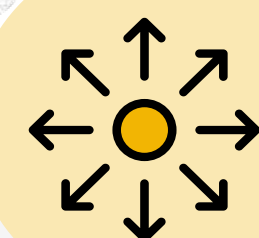
HELIOCARE 360° WATER GEL SPF 50+

NEW



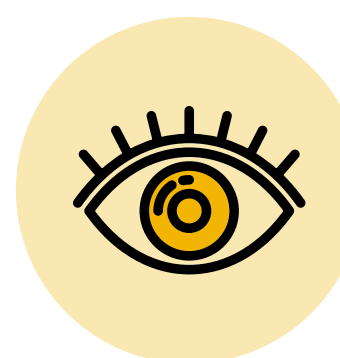
HelioCare 360° photoimmunoprotection

- **Full spectrum protection** – UVB SPF 50+, UVA, HEVL, IR-A
- **DNA protection** – Fernblock+, Glycosilase
- **Antioxidant activity** – Fernblock+, Green tea, Vit E
- **Immunoprotection** – Fernblock+



Ultra-light water gel texture formulated for sensitive skin

- Fast absorption, unnoticeable on the skin
- Silky feel, water-resistant
- Hypoallergenic
- Non-comedogenic
- Alcohol- & paraben-free



Specifically formulated for sensitive eyes

- **Clinically proven eye tolerance***
- **Water gel pH 7.52**
 - lacrimal pH 7.30 – 7.8
- **NO**
 - redness
 - tears
 - irritation
 - eye dryness
 - itching
 - congestion

* Evaluation of product tolerance during use. 23 subjects with sensitive and intolerant skin between 18 and 70 years old for 28 days. Performed under dermatologic and ophthalmological control.

HelioCare 360° – sun protection, inside and out.

UVB: Ultraviolet B; **SPF:** Sun Protection Factor; **UVA:** Ultraviolet A; **HEVL:** High Energy Visible Light; **IR-A:** Infrared A



HOME



3 SHADES



COMPACT



GEL

 **HELIOCARE 360°**

FROM PROTECTION TO REPAIR

Heliocare 360° Water Gel SPF 50+



DUAL ANTI-POLLUTION ACTIVITY

Biological cellular protection

(Antaron™ Sensory)

Avoids proteic degradation in the stratum corneum

Physical barrier

(PatchH2O™)

Forms an invisible patch mesh which protects the skin against daily attack from pollutant

INNOVATIVE CONTINUOUS-RELEASE HYDRATION SYSTEM



Biopolymer network + moisturising booster complex



Immediate and long-lasting hydration

Biopolymer network: Hyaluronic acid, Alginate, Pulullan; **Moisturising booster complex:** Urea, Arginine, Glycerine, Trehalose, L-Serin, Aron NT-Z
Antaron™ Sensory is a water dispersible polymer that has unique hydrophobic characteristics and is capable of forming a mesh over the skin
PatchH2O™ is a powerful 'anti-thirst' moisturisation, for immediate and lasting effect (5 days) that restores the quality of the skin barrier

Heliocare 360° – sun protection, inside and out.



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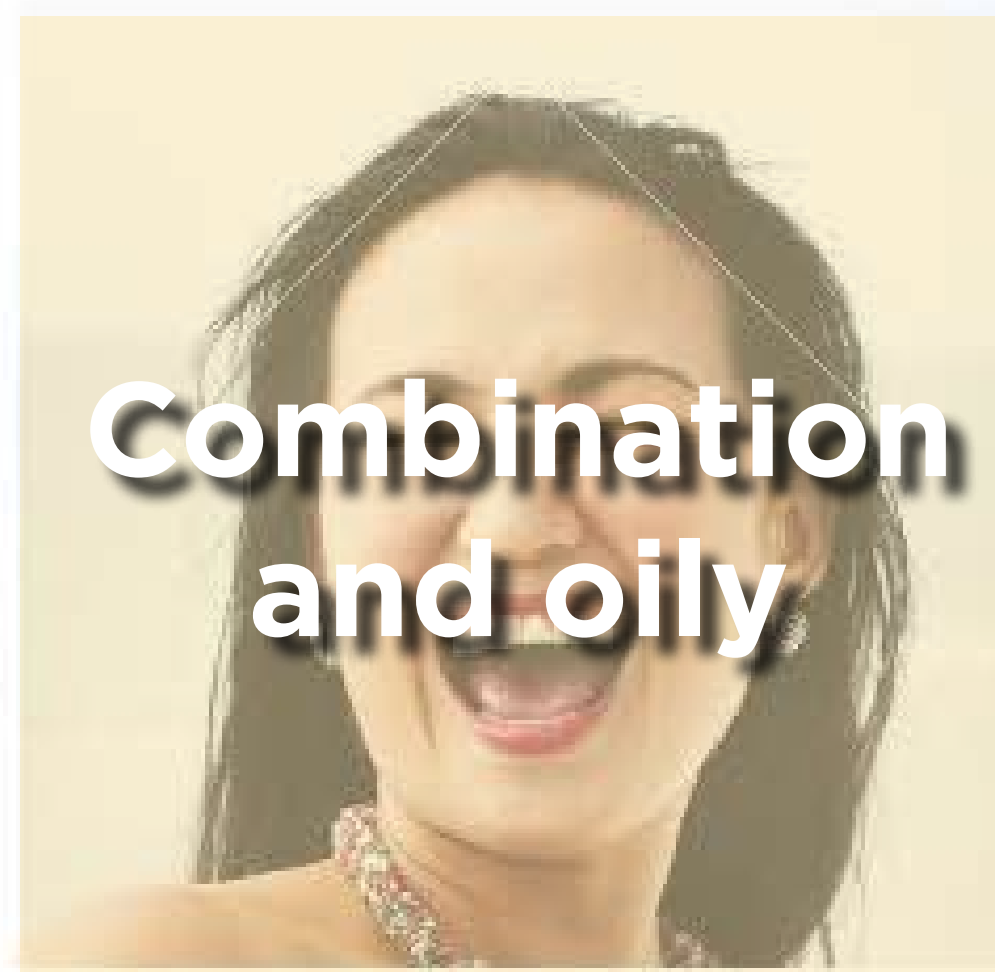
GEL

HELIOCARE 360°

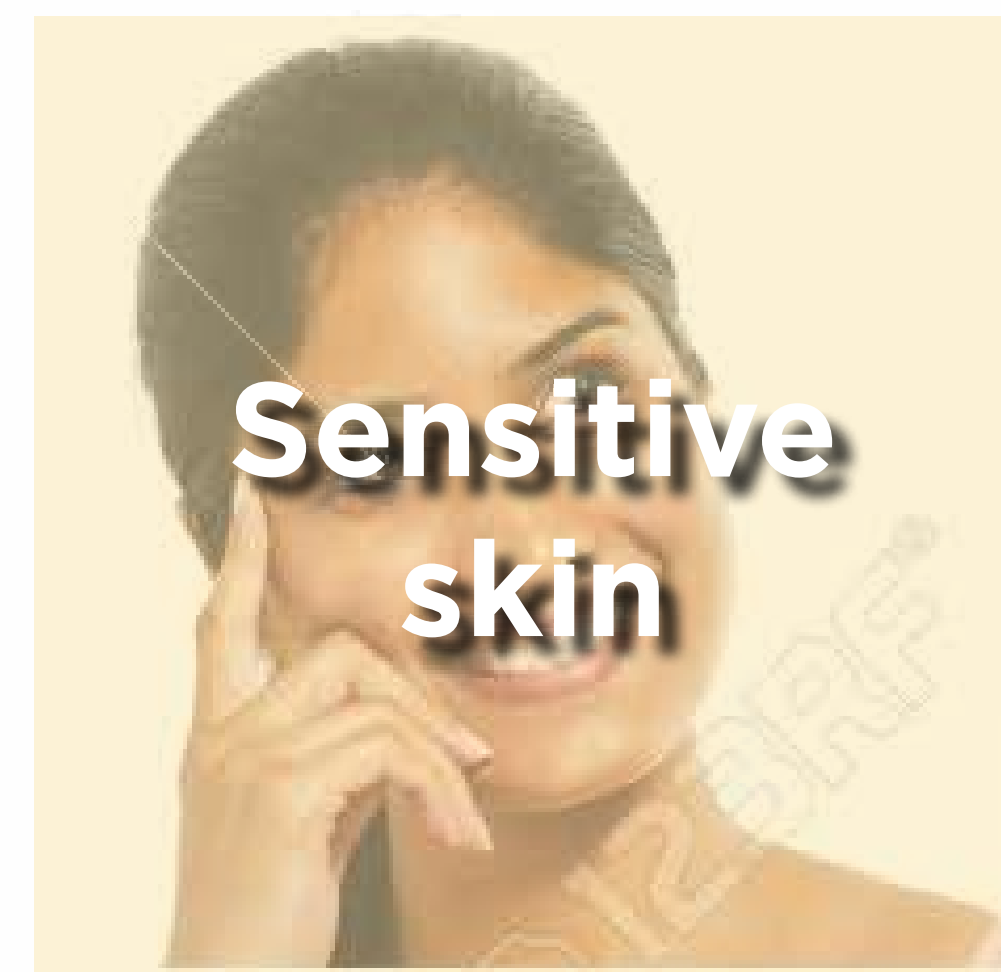
PHOTOIMMUNOPROTECTION
AND LONG-LASTING
HYDRATION IN
AN ULTRA-LIGHT
AQUEOUS GEL FOR
ALL SKIN TYPES



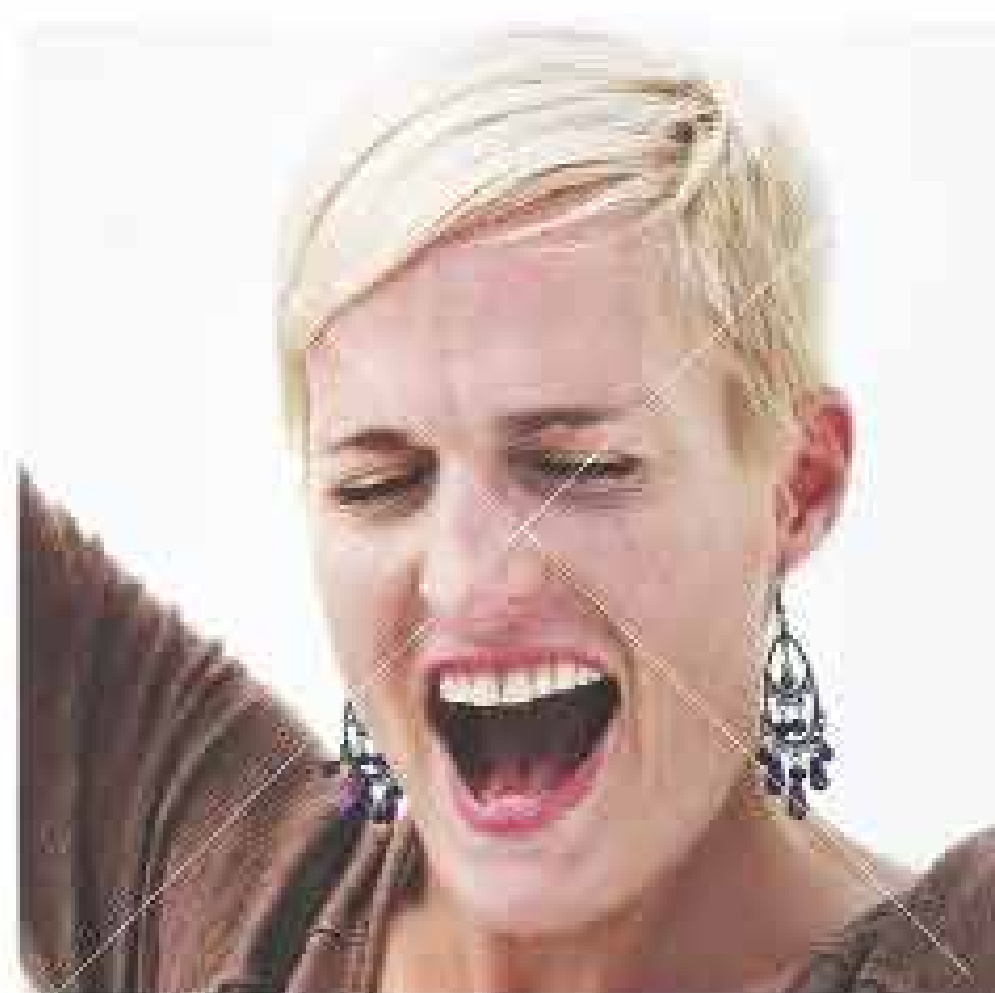
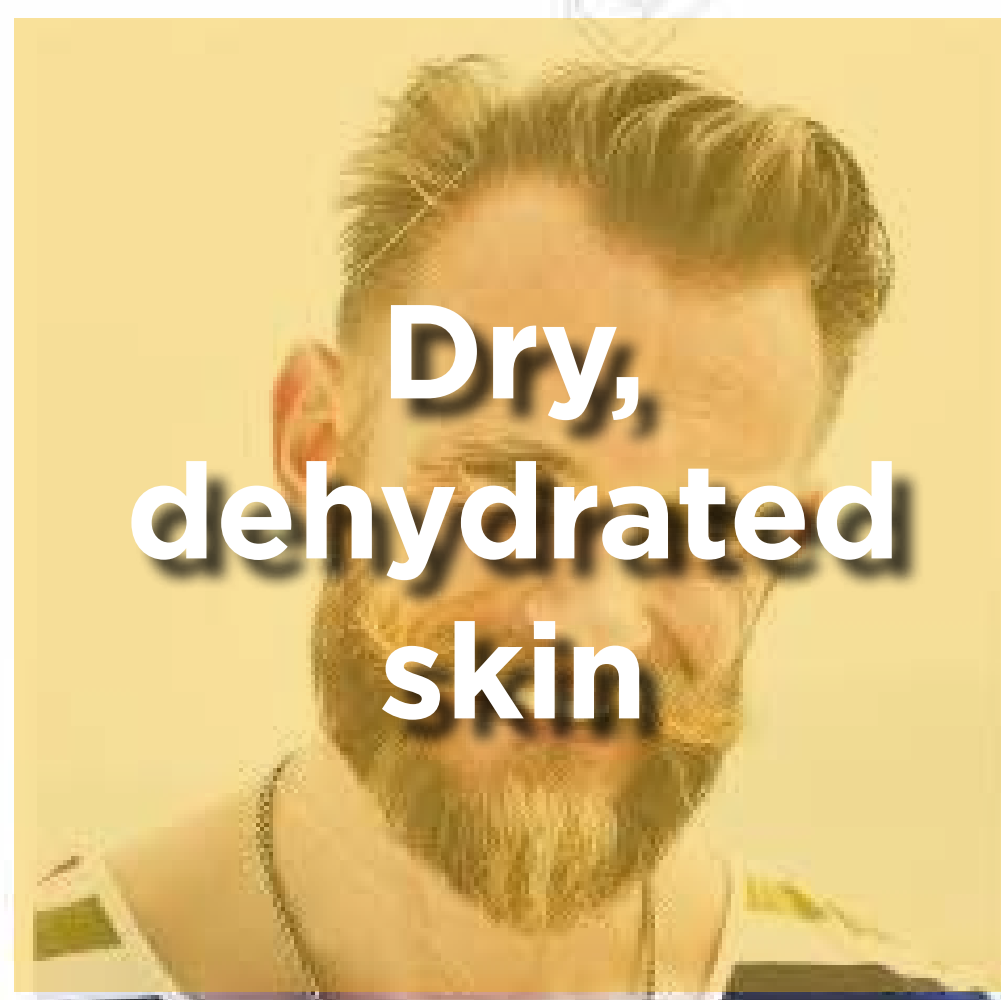
**Combination
and oily**



**Sensitive
skin**



**Dry,
dehydrated
skin**



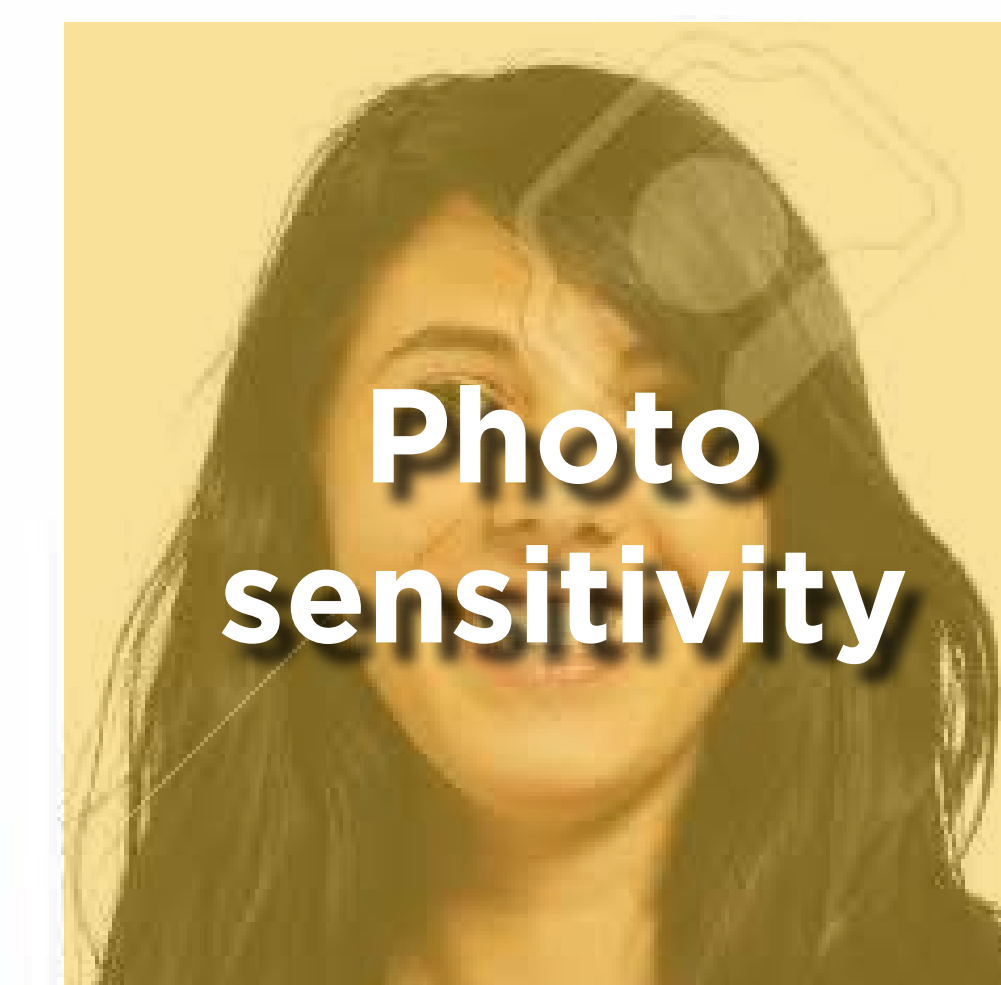
**Photoageing
and spots**



**Sun-related
pathologies**



**Photo
sensitivity**



Heliocare 360° – sun protection, inside and out.



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3 SHADES



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HELIOCARE 360°

HELIOCARE 360°

Full spectrum photoimmunoprotection with enhanced anti-oxidant and repair activities



GALENIC FORMULATION

High and very high protection for sun-related pathologies, photosensitivity, enhanced anti-ageing and anti-spot activity

COLOR

That provides colour, evens skin tone, hides imperfections and masks post-procedure redness

PEDIATRICS

Very high protection sensitive, delicate skin of children, Atopic Dermatitis from 3 months

MD

Very high protection for specific dermatological indications

ORAL

Complement to topical photoprotection for skin suffering from sun-related pathologies

Heliocare 360° – sun protection, inside and out.



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 HELIOCARE 360°



Sensitive skin



Normal skin



Combinational skin



Specific dermatological indications

HELIOCARE 360°

Dry skin



All skin types



Oily skin



Heliocare 360° – sun protection, inside and out.



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3 SHADES



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GEL

 HELIOCARE 360°



HELIOCARE 360° – SUN PROTECTION, INSIDE AND OUT.

REFERENCES

1. Data on File I.
2. Data on File II.
3. Auriemma M, Di Nicola M, Gonzalez S, *et al.* Polypodium Leucotomos Supplementation in the Treatment of Scalp Actinic Keratosis: Could It Improve the Efficacy of Photodynamic Therapy? *Dermatologic Surgery*. 2015;41:898-902.
4. Data on File III.
5. Data on File IV.
6. Data on File V.
7. Data on File VI.
8. Botella R, Vitale M, Llavador M, *et al.* Safety and efficacy evaluation of a new medical device for prevention of actinic keratosis development after photodynamic therapy. Poster P0610, presented at ADV Congress 2018.