



INTRODUCING NIMUE'S NEW RETINAL POWER+ SERUM



NIMUE'S NEW RETINAL POWER+ SERUM

PRODUCT CONCEPT

RETINOIDS – ANTI-AGEING GOLD STANDARD

Nimue is launching a new dual-action Vitamin A serum in the booster range based on two next-generation encapsulated forms of Retinoids:

- Retinal – delivered in a vegan and deep delivery system (a second-generation Retinoid).
- Pro-Adapalene – a novel active which is a precursor of adapalene (a third-generation Retinoid).

Unlike first-generation Retinoid types (Vitamin A) such as Retinol and Retinoic Acid, Retinal and Pro-Adapalene have far fewer toxicity, stability and skin-irritation concerns. The effects are more balanced, the molecules are more bioavailable, but gentler than Retinoic Acid, and work in synergy with other actives. This results in dramatic skin-optimising results without irritation.

These superhero ingredients with powerful molecules have multiple benefits: resurface the skin; enhance collagen production; reduce blemishes; fade fine lines and wrinkles; and brighten the complexion.

Retinal, also known as Retinaldehyde, is better and faster acting than Retinol, providing remarkable visible anti-ageing, radiance-boosting and skin-smoothing benefits to the skin.

Rationale of using Retinal vs Retinol

They're both types of Retinoids, but not the same. The main difference lies in the chemical structures and how they interact with the skin. In the skin, Retinol needs to convert into Retinal before it can further convert into Retinoic Acid, which is the active form that delivers benefits. Retinal, on the other hand, only needs to convert once to become Retinoic Acid.

The extra conversion needed by Retinol ultimately weakens it and, as a result, it takes longer to work. Retinal can potentially deliver quicker and more noticeable results in terms of improving skin texture, reducing wrinkles and addressing other skin concerns.

Compared to Retinol, Retinal is also better tolerated by skin since it requires fewer conversions, which results in potentially fewer side effects such as irritation and dryness, and a lower concentration can be used.

NIMUE'S NEW RETINAL POWER+ SERUM

TARGET MARKET

- Can be used from age 20 onwards as a preventative measure to strengthen the skin against ageing.
- Ideal for environmentally damaged skin to actively repair and restructure the skin.

GENERAL SKIN BENEFITS

- Fading and breaking down of hyperpigmentation
- Reducing pore size
- Improving the skin's texture with visible and tactile softening
- Providing a youthful glow
- Accelerating cell renewal
- Increasing collagen and elastin production
- Reducing fine lines and wrinkles
- Increasing hydration with a plumping effect of the skin
- Acting as an anti-oxidant
- Improving breakouts and blemishes

INDICATIONS

- Fine lines and wrinkles
- Sagging skin due to loss of elasticity
- Dull skin
- Uneven skin tone
- Lack of radiance
- Environmentally damaged and ageing skin

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SELLING POINTS

- Nimue has formulated with the latest and most effective non-prescription Retinal and-Pro-Adapalene on the market to ensure a smart Vitamin A combination with dual-action efficacy.
- Both Retinoids are encapsulated, which helps to overcome the challenge of permeating both water- and oil-based cellular barriers, as well as the issue of problematic irritation.
- The skin must first convert Retinol to Retinal to form Retinoic Acid the skin can use. Retinal requires only one rapid conversion step, which is why it works quickly, and results are seen faster.
- Since it requires fewer conversions in skin, Retinal is better tolerated by skin compared to Retinol. This means a lower concentration can be used and it results in potentially fewer side effects such as irritation and dryness.
- Slow release of the Retinal over time keeps it stable and avoids irritation.
- Retinal is rarely used compared to Retinol because it is an expensive ingredient and difficult to formulate with.
- The pure Retinal (with a vegan deep delivery system) used in the Nimue serum is a new release, which is probably one of the most powerful Retinoids on the cosmetic market.
- Encapsulation ensures it doesn't break down and maintains potency and efficacy. This also eliminates the need to do a scaling approach in terms of concentration build up in majority of skins. In addition, the serum is suitable for on-going use.
- The serum is paired with a skin sensitivity modulator to soothe and prevent excess inflammation. Niacinamide and Squalane not only offset any potential for dryness or irritation but boost product efficacy, increase moisturisation and help calm the skin, promoting better tolerance.

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PRODUCT INFORMATION

SKU	CATEGORY	SIZE DETAIL	CODES
RETINAL POWER+ SERUM	HOME CARE BOOSTERS	30 mL	FG0013 6009693495784

DIRECTIONS FOR USE

For PM use only

- The serum is suitable for use across the entire face, neck and décolleté. We recommend applying the serum to the entire face – even if the main concern is in a specific area.
- Vitamin A is very beneficial to the delicate eye area. Use the product carefully in the eye area, avoiding the lids and direct eye contact.
- Use in the evening only when the skin repairs itself. Ensure use of SPF during the day.
- Apply after Nimue Cleansing Gel and Conditioner and follow with Nimue moisturiser.
- Can be used primarily for the Environmentally Damaged skin classification and incorporated into the current Nimue skin health programme.
- For first-time use of a skincare product containing Retinal (Vitamin A), limit use to 3 x per week. Gradually increase the frequency of use if no irritation or sensitivity occurs until daily application is reached.

NIMUE'S NEW RETINAL POWER+ SERUM

PRODUCT DESCRIPTION

A concentrated treatment serum with a luxurious gel-cream texture that melts into the skin, characterised by a cool, soft and silky sensorial skin aspect.

It is based on a smart combination of two of the latest and most advanced encapsulated Vitamin A Retinoids to achieve skin rejuvenation in ageing and environmentally damaged skin.

Pro-adapalene, which is a precursor of Adapalene in a smart delivery system, bio-transforms with the skin's own enzymes to slowly release active Adapalene into the layers of the skin. A protective effect helps soothe skin, reduce redness, even skin tone, reduce inflammation-related causes of ageing and increase cellular turnover.

Vegan pure Retinal, a precursor of Retinoic Acid, is captured in a deep delivery system for maximum delivery into the deeper skin levels to achieve quicker results than those offered by other Retinoids used in cosmetics.

This culminates in multi-action efficacy without irritation to protect against premature ageing, enhance elasticity and firmness, stimulate collagen and elastin production and reduce the effects of environmental damage.

To note: Pro-adapalene and Retinal are both non-prescription topical Retinoids that are derived from Vitamin A. Pro-adapalene and Retinal are both Retinoids, but Pro-adapalene is not a Retinol or Retinal.

Both these actives are science backed for their anti-ageing benefits. They are well tolerated, gentle and chemically stable.

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PRIMARY ACTIVE INGREDIENTS

RETINAL

INGREDIENT BENEFITS

- Protection against premature ageing.
- By protecting elastin and collagen, the product enhances skin elasticity and firmness, providing a rejuvenated and more toned appearance.
- The product stimulates the production of new collagen and elastin fibres, contributing to improved skin texture and overall appearance.
- Minimises the negative impact of environmental factors, such as sun exposure and pollution, on collagen and elastin degradation.

PRO-ADAPALENE

[Oleyl Adapalenate]

INGREDIENT BENEFITS

- Is the only third-generation Retinoid for cosmetic use.
- This novel active is a precursor of Adapalene, which is proven to increase collagen, reduce photo-ageing, balance skin tone, soothe inflammation, reduce pores and assist in reducing breakouts.
- Unlike first-generation Retinoids (Vitamin A types like Retinol and Retinoic Acid), Pro-adapalene has far fewer toxicity, stability and skin-irritation concerns.

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SECONDARY ACTIVE INGREDIENTS

ZANTHOXYLUM BUNGEANUM FRUIT EXTRACT

INGREDIENT BENEFITS

- A natural active ingredient crafted by green fractionation with skin sensitivity modulation benefits. Derived from spice and able to act on neuromuscular communication within the skin structure, it provides well-ageing and soothing benefits, adding a sensation of skin comfort while removing skin discomfort.
- Revitalises tired-looking skin.
- Manages, alleviates and prevents skin sensitivity from potential Vitamin A overstimulation.

SQUALANE

[LIPID AND NATURAL EMOLLIENT]

INGREDIENT BENEFITS

- It deeply moisturises the skin without leaving an oily finish, providing the skin with a healthy, rejuvenated glow.
- Protects skin barrier.
- Increases cell turnover.
- Decreases skin roughness.
- Improves elasticity.

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SECONDARY ACTIVE INGREDIENTS (CONTINUED)

NIACINAMIDE [VIT B₃]

[Nicotinamide]

INGREDIENT BENEFITS

- Rebalances skin tone and reduces discolouration.
- Moisturises the skin.
- Improves elasticity and appearance of wrinkles.

DELIVERY SYSTEM

ENCAPSULATION

- **Pro-adapalene**, which is a precursor of adapalene in a smart delivery system, bio-transforms with the skin's own enzymes to slowly release active Adapalene into the layers of the skin.
- **Vegan pure Retinal**, a precursor of Retinoic Acid, is captured in a deep delivery system for maximum delivery into the deeper skin levels to achieve quicker results than those offered by other Retinoids used in cosmetics. It is a pure compound encapsulated in a phospholipid liposome with clinically proven excellent penetration capacity, resulting in dramatic collagen recovery.

INCI LISTING

Water [Eau/Aqua], Squalane, Propanediol, Isoamyl Laurate, Glycerin, Sodium Acrylates Copolymer, Niacinamide, Hydrogenated Polydecene, Phenoxyethanol, Inulin Lauryl Carbamate, Phosphatidylcholine, Pentylene Glycol, Oleyl Adapalenate, Oleyl Alcohol, Phospholipids, Mannitol, Ethylhexylglycerin, Polyglyceryl-10 Stearate, Helianthus Annuus (Sunflower) Seed Oil, Tetrasodium Glutamate Diacetate, Retinal, Polyglyceryl-10 Laurate, Zanthoxylum Bungeanum Fruit Extract, Cetyl Alcohol, Tocopherol.

CASE STUDY REPORTS

NIMUE RETINAL POWER+ SERUM

BEFORE

HOME CARE

Retinal Power+ Serum,
Nimue Cleansing Gel
and Sun-C SPF 40

PROFESSIONAL

Nimue Smart Resurfacer

TRIAL OUTCOME

21% improvement in fine
lines and wrinkles

AFTER 5 MONTHS



*Informal evaluations as the above were conducted in-house and incorporate a course of professional treatments and homecare products to monitor efficacy for product development purposes.

*Results achieved in 5 months

NIMUE RETINAL POWER+ SERUM

BEFORE

HOMECARE

Retinal Power+ Serum,
Nimue Cleansing Gel
and Sun-C SPF 40

PROFESSIONAL

Microneedling

TRIAL OUTCOME

34% improvement in fine
lines and wrinkles

AFTER 5 MONTHS



*Informal evaluations as the above were conducted in-house and incorporate a course of professional treatments and homecare products to monitor efficacy for product development purposes.
*Results achieved in 5 months