

BIODERMA

LABORATOIRE DERMATOLOGIQUE

PRESS FILE

FOR IMMEDIATE
RELEASE



Sébiium

DISCOVER SÉBIUM RANGE

ACNE-PRONE SKIN

NOTHING CAN STOP YOU – NOT EVEN ACNE-PRONE SKIN

Acne can often make individuals feel isolated, as if they are the only ones grappling with unwanted blemishes and pimples. However, the reality is quite the contrary. Acne is a prevalent skin condition affecting over 80% of adolescents and many adults. It should not hinder individuals from expressing themselves fully and pursuing their passions. To make sure your spots don't stop you, our laboratories have developed the Sébium range for acne-prone skin.

WHAT IS THE DIFFERENCE BETWEEN ADULT AND ADOLESCENT ACNE?

The physiological pathologies are identical (excessive sebum secretion, blocked pores...). However, **adult acne tends to be located at the bottom of the face, on the jawline and chin, and is characterised by mostly inflammatory lesions and persistent, hyperpigmented residual marks, and potentially the presence of atrophic scars.** On top of this, the first signs of ageing appear,

with skin that is more delicate, and pores more visible as skin loses elasticity. The psychological repercussions can be even greater for an adolescent, impacting self-confidence and quality of life. For severe or persistent acne, it is always recommended to consult a dermatologist to explore appropriate treatment options and ensure the best care for your skin.

HOW DOES AN ECOBIOLOGICAL APPROACH HELP CARE FOR ADULT ACNE?

At NAOS, we stand for this approach that respects skin, strengthens its natural mechanisms and provides care that goes far beyond blemishes and marks linked to late acne. It also takes into account the appearance of the first signs of ageing and visible pores. **By acting at the origin of all these skin conditions, ecobiology helps skin return to a healthy and**

natural balance by interacting with the physiological mechanisms that are involved. Choosing multifunctional active ingredients ensures that a positive impact is left on [the] skin's ecosystem, without overtreating it.

- *Élodie VALIN, NAOS Scientific Valorisation Director*

WHAT IS THE DIFFERENCE BETWEEN ADULT & ADOLESCENT ACNE?

Adult skin is more fragile. Fine lines and wrinkles show loss of elasticity, as do visible pores. An adult with acne-prone skin must also deal with trying to heal their blemishes and reduce the appearance of skin tags.

The most common reflex is to treat the symptoms of skin problems and get temporary relief. The best option is to choose products that act on the causes of skin dysfunctions. Addressing problems at their source reduces the number of imperfections, residual marks and enlarged pores, as well as wrinkles and fine lines. The skin is permanently smoothed and regains radiance.



Élodie VALIN
Scientific Valorisation Director





CLINICALLY PROVEN EFFICACY*

BIODERMA'S ANSWER: SÉBIUM SERUM FOR CLEAN SKIN, FREE OF PIMPLES AND FINE LINES

BIODERMA presents its latest innovation, Sébium Serum, inspired by NAOS' ecobiological approach.

Acne and the first signs of ageing can be the result of stress, pollution, hormones, and other stimuli. The skin has its own natural resources, biological functions, to protect and restore itself and sometimes these functions become dysregulated, leading to problems such as acne and signs of ageing. With Sébium Serum, BIODERMA helps the skin to protect

itself once again. More than treating the symptoms, it acts on the first signs of ageing, and on the causes and consequences of acne. Sébium Serum, which strengthens the skin's natural mechanisms, helps the skin adapt to its environment and regain health.

For adults with acne-prone skin, Sébium Serum has proven efficacy on blemishes, marks, enlarged pores and fine lines that are the first signs of ageing.

AFTER **7 DAYS**

88%
PIMPLES REDUCED

91%
PORES TIGHTENED

76%
MARKS REDUCED

82%
FINE LINES REDUCED

AFTER **1 MONTH**

41%
IMPERFECTIONS REDUCED

15%
FINE LINES REDUCED

100%
VERY WELL TOLERATED

* Clinical test carried out on 33 subjects during 4 weeks.

TARGETED ROUTINE FOR ACNE-PRONE SKIN

1. CLEANSE

Sébiüm Active Foaming Cleansing Gel

An active cleanser suitable for oily, acne-prone skin formulated with salicylic acid, glycolic keratolytics and sebum-regulating zinc gluconate **that act on blemishes and help purify pores.**

BENEFITS

- Unclogs pores*
- Reduces imperfections***
- Provides deep cleansing*
- Maintains the skin's balance



200ml (R360.00)



2.

CARE

Sébi^{um} Kerato+

A moisturising gel-cream suitable for acne-prone skin that eliminates blemishes and regulates sebum while keeping the skin feeling comfortable thanks to a duo of keratolytic actives. Apply to clean, dry skin in the morning, at night, or both, to the whole face or just on certain areas.



WINNING COMBO: HIGH EFFICACY AND SKIN TOLERANCE

Let's take a closer look at Sébi^{um} Kerato+ and how it works to get rid of spots, including those stubborn blackheads. This anti-blemish concentrate has a keratolytic action based on an ecobiological approach – meaning a physiological pH for maximum tolerance and no stinging or dryness. The gel-cream's light hydrating texture adds extra comfort.

DUO OF KERATOLYTIC ACTIVES

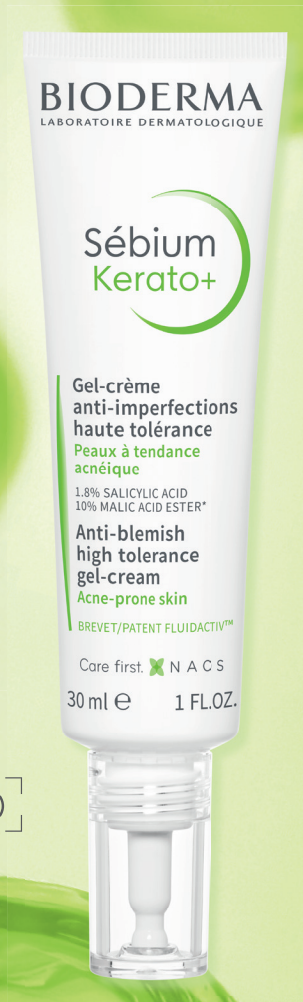
Salicylic acid (1.8%) gently exfoliates the outer layer of the skin, while malic acid ester reaches the pilosebaceous canal to act more deeply – while also keeping the skin moisturised.

FLUIDACTIV™ TECHNOLOGY

A combination of antioxidant propyl gallate and mannitol prevent sebum oxidation and pores from clogging – leading to fewer imperfections and marks more deeply – while also keeping the skin moisturised.

GOOD TO KNOW

When spots disappear, they often leave behind red marks – which can become permanent when exposed to the sun. By reducing the number and appearance of lesions, Sébi^{um} Kerato+ helps avoid lasting hyperpigmentation.



30ml (R470.00)

NEW RESULTS: 2X LESS SPOTS

Since its launch, Sébi^{um} Kerato+ has been used by consumers around the world who have seen its positive impact on acne-prone skin for themselves – reducing lesions without irritation. The latest clinical testing across 9 countries and all skin phototypes revealed:

2x
LESS SPOTS*

78%
USERS QUALITY
OF LIFE IMPROVE**

Visible efficacy from 2 days (1): -19% pimples volume, -20% marks, +23% skin homogeneity
Lasting results (from 28 days)(1): -41% pimples volume, -36% marks, +60% skin homogeneity

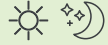
Clinical study under dermatological control carried out on 248 subjects, 2 applications per day, for 56 days. Clinical evaluation. **Cardiff Acne Disability Index (CAD)

SEBIUM PRODUCT RANGE CLEANSE

CLOGGED PORES, BLACKHEADS, PIMPLES



Sébiurn
Active Foaming
Cleansing Gel
WITH AHA-BHA



+



Sébiurn
Kerato+



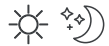
As soon as imperfection disappears, return to your normal routine



OILY TO ACNE-PRONE SKIN



Sébiurn
Cleansing Foaming Gel
WITHOUT AHA
OR
Sébiurn
H2O
WITHOUT AHA



+



Sébiurn
Kerato+



ACNE GRADES

1



2



3



4



5



MONOTHERAPY

KERATOLYTIC TREATMENTS

LIGHT CONCENTRATION

HIGH CONCENTRATION

ISOTRETINOIN

AS A RELAY TO TREATMENT



Sébiurn
Active Foaming
Cleansing Gel

+

Sébiurn
Kérato+



Sébiurn
Active Foaming
Cleansing Gel

+

Sébiurn
Kérato+

IN ASSOCIATION WITH MEDICAL TREATMENT



Sébiurn
Cleansing
Foaming Gel
OR
Sébiurn
H2O

+

Sébiurn
Sensitive

ACNE GRADES

1



2



3



4



5



IN MONOTHERAPY

KERATOLYTIC TREATMENTS

LIGHT CONCENTRATION

HIGH CONCENTRATION

ISOTRETINOIN

AS A RELAY TO TREATMENT



Sébiurn
Kérato+



Sébiurn
Kérato+



Sébiurn
Sensitive



Sébiurn
Hydra

SEBIUM PRODUCT RANGE TREAT

MILD TO MODERATE ACNE

KERATOLYTIC & SEBO-REGULATING



Sébiurn
Global

MEDICAL
TREATMENT
minimum
3 months



INFLAMMATORY
DOMINANT ACNE

SOOTHING & ANTI-INFLAMMATORY



Sébiurn
Sensitive

before, during and after treatment

SEVERE ACNE

NOURISHING



Sébiurn
Hydra

[MONOTHERAPY]

[KERATOLYTIC
TREATMENT]

[ISOTRETINOIN
TREATMENT]

MOISTURISING +

MOISTURISING ++

NOURISHING +++

COMPLETE SKINCARE SOLUTIONS: TAILORED ROUTINES FOR OILY AND ACNE-PRONE SKIN, WITH AND WITHOUT TREATMENT:

I CLEANSE

DAILY HYGIENE

NO RINSE



Sébiuim H2O
Purifying - Cleansing water
250ml R299.00
500ml R415.00

RINSE OFF



Sébiuim Cleansing Foaming Gel
Purifying foaming gel
100ml R175.00
500ml R460.00



Sébiuim Active Foaming Cleansing Gel
Purifying foaming gel with AHA/BHA
200ml R360.00

NEW



Sébiuim Hydra Cleanser
Hydrating cleansing balm
200ml R368.00

WEEKLY HYGIENE



Sébiuim Gel Gommant
Exfoliating - Purifying gel
100ml R280.00

I CARE

COMBINATION TO OILY SKIN

SHINE & DILATED PORES



Sébiuim Mat Control
Shine-control - Moisturiser
FLUIDACTIV™ TECHNOLOGY
30ml R405.00

PERSISTENT ENLARGED PORES



Sébiuim Pore Refiner
Corrective care for enlarged pores
FLUIDACTIV™ TECHNOLOGY
30ml R405.00

DULL COMPLEXION



Sébiuim Night Peel
Smoothing concentrate - Gentle peel
FLUIDACTIV™ TECHNOLOGY
40ml R450.00

ACNE-PRONE SKIN

BLEMISHES

OUT OF TREATMENT



Sébiuim Kerato+
Anti-blemish high tolerance gel-emulsion
FLUIDACTIV™ TECHNOLOGY
30ml R470.00

UNDER TREATMENT



Sébiuim Sensitive
Anti-irritation - Anti-blemish care
SEBORESTORE TECHNOLOGY
INFLASTOP™ COMPLEX
30ml R375.00

ADULT ACNE

NEW



Sébiuim Serum
Anti-imperfections: eliminates pimples and dilated pores
Anti-marks: reduces existing marks and prevents the formation of new ones
Smoothing effect: acts on 1st signs of ageing by smoothing fine lines
High tolerance 8h hydration
FLUIDACTIV™ TECHNOLOGY
30ml R576.00

SENSITIZED & DRIED SKIN



Sébiuim Hydra
Moisturising compensating care
FLUIDACTIV™ TECHNOLOGY
40ml R355.00

I PROTECT

FLUIDACTIV™ TECHNOLOGY CELLULAR BIOPROTECTION™



Photoderm AKN Mat SPF30
Mattifying fluid - High protection
40ml R385.00



Photoderm Aquafluide SPF50+
8H hydration and matte effect
40ml R365.00

A close-up photograph of a person's face, focusing on the eye and cheek area. The person has light-colored eyes and is looking slightly to the right. There are several small, raised skin blemishes (pimples) visible on the cheek and chin. The text is overlaid on the left side of the image.

**WHAT DOES
THIS MEAN FOR YOU?**

With our Sébium range,
individuals can regain control
of their skincare routine,
gently reducing pimples and
blackheads without hindrance.
Nothing should deter
individuals from embracing
each new day and tackling fresh
challenges head-on.

ABOUT NAOS AND ITS UNIQUE APPROACH, ECOBIOLOGY

When he created the first BIODERMA and INSTITUT ESTHEDERM products in 1977, Jean-Noël THOREL (pharmacist-biologist) paved the way for active cosmetics **by integrating biology into cosmetics for the first time**, with the aim of shifting the paradigm.

NAOS and its three brands – BIODERMA, INSTITUT ESTHEDERM and ETAT PUR – claim a unique approach: ecobiology. A combination of skin biology and ecology, ecobiology takes an innovative look at skin care, considering the skin as an ecosystem in permanent interaction with its environment. **Rather than over-treating the skin, we must support it to live and allow it to regain its natural balance over time, whatever the environment.**

NAOS is now an international company that has become a major player in the skincare industry thanks to its innovations and ecobiological expertise. Present in more than 100 countries, NAOS has chosen a single design and manufacturing site, NAOS Les Laboratoires, in Aix-en-Provence (France) in order to control the quality and unique design of its products.

Inspired by life and driven by the heart, NAOS is a shareholder foundation whose purpose is to help realise human potential.

[Learn more on www.naos.com](http://www.naos.com)

Care first.  N A O S

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