

VICHY
LABORATOIRES

RECHARGE
100% EPIDERMAL
HYALURONIC ACID
DAILY LOSS.*



LIFTACTIV H.A. EPIDERMIC FILLER

FACE & EYE SERUM

BRAND RECOMMENDED
BY **50 000** DERMATOLOGISTS ⁽¹⁾

HEALTH IS VITAL. START WITH YOUR SKIN.

*Based on the concentration of the formula in hyaluronic acid applied twice daily.

"Skin's health
has always
been a quest
for Vichy."



VICHY PIONEERS: **EXOSOME SKIN SCIENCE.**

Our expertise relies on the comprehensive study of the elements that affect its evolution over time. We now know that skin condition is defined not only by genetics, but also by a combination of multiple exposome influences: environmental, behavioral, and hormonal. And, above all: it's their cumulative effect that can disrupt the skin's biological functions and accelerate its ageing. In 2016, we turned these discoveries into a pioneering science: Skin Exposome Science.

This science led us to develop a multi-disciplinary approach to dermo-cosmetic, combining Dermatology with other medical fields (Endocrinology, Nutrition, Psychology, Neuroscience and Environmental medicine). Thus, we can address the visible symptoms of certain skin disfunctions, by prescribing products, which efficacy is tested in real life condition. Our protocols consist of powerful combinations of dermatological actives developed in hypoallergenic formulations, and health habit recommendations endorsed by our multi-disciplinary medical board. This global approach helps women to take action to counteract Exposome factors that accelerate their skin's ageing process.

Vichy is committed to gaining a better understanding on Exposome factors and their influence on skin's health and supports this highly important area of research at the international level through our annual Vichy Exposome Grant.

DR Stephanie Leclerc Mercier
Dermatologist
VICHY GLOBAL MEDICAL RELATIONS DIRECTOR

"HYALURONIC ACID.

SKIN'S KEY YOUTH ASSET AGGRESSED BY EXPOSOME. "

Hyaluronic acid is a substance naturally produced by the body. It is found in almost every cell : in the cartilages, bones, joints, in the eyes & gums.

But it's the skin that is its biggest reserve, containing 50% of all Hyaluronic acid present in the body. Hyaluronic Acid in skin helps to maintain its biomechanical properties. It is synthesized both in the epidermis and in the dermis. In the dermis, Hyaluronic acid gives volume to the extracellular matrix, responsible for the structure of the face.

In the epidermis, Hyaluronic acid retains the water present in the skin. It ensures good hydration, smooths fine lines and wrinkles.

When Hyaluronic acid is present in sufficient quantity, skin is smooth, elastic and toned. In the course of ageing, the Hyaluronic acid reserves decrease, leading to the appearance of wrinkles.





NEW RESEARCH

**|| EXPOSOME
AGGRAVATES WRINKLES
BY ACCELERATING THE
DEPLETION OF SKIN'S
HYALURONIC ACID. ||**

When the skin loses more Hyaluronic acid than it creates, wrinkles appear.

This process is due to two factors: natural chronological skin ageing and daily exposome aggressions. Indeed, in the course of natural ageing process, the amount of Hyaluronic acid in the skin decreases considerably: it produces less and of lower quality.

New research proves that this phenomenon is accelerated by exposome. Certain exposome factors, such as UVB rays, tobacco or lack of sleep, can directly accelerate the depletion of Hyaluronic acid and slow down its production.

Other exposome factors act indirectly on the skin. This is the case for UVA & Infrared rays, polluting particles, heat or cold. They increase the production of free radicals, which then deteriorate skin's Hyaluronic acid. The damage becomes visible fast. Skin loses its suppleness, it is less firm and wrinkles appear.

VICHY SOLUTION

LIFTACTIV H.A. EPIDERMIC FILLER

FACE & EYE SERUM

RECHARGE
100% EPIDERMAL
HYALURONIC ACID
DAILY LOSS.*

Our unique formula combines Vichy volcanic water with dermatological actives known for their anti-wrinkle efficacy :

[HA] + [VITAMIN CG + PEPTIDE]

*Based on the concentration of the formula in hyaluronic acid applied twice daily.





HYALURONIC ACID

VITAMIN Cg

PEPTIDE

VICHY VOLCANIC WATER

|| SINERGY OF
DERMATOLOGICAL
ACTIVES TO RECHARGE
100% OF EPIDERMAL
HYALURONIC ACID
DAILY LOSS* ||

1,5%
Hyaluronic acid

The formula is highly concentrated in Hyaluronic acid. It contains 1.5% of naturally derived H.A., obtained from wheat fermentation.

1%

low molecular weight
Hyaluronic acid
to correct fine lines
and wrinkles.

0,5%

high molecular weight
Hyaluronic acid
to plump the skin
on the surface.

Vitamin Cg is known for its antioxidant properties. It helps to protect skin's Hyaluronic acid from exposome induced deterioration.

Peptide is known for its anti-wrinkle efficacy.

Vichy volcanic water, rich in 15 essential minerals, strengthens skin's natural defense.

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RECHARGE
100% EPIDERMAL
HYALURONIC ACID
DAILY LOSS.*

-47% -60%
WRINKLES** FINE LINES**

*Based on the concentration of the formula in hyaluronic acid applied twice daily. **Clinical scoring, 53 women, 6 weeks.

***Source: IQVIA - Pharmatrend International - Anti ageing market in France, Italy and Spain (in pharmacy and parapharmacy) ; in Germany, Belgium, Netherlands, Switzerland, Greece and Austria (in pharmacy) - FY 2017/2018 & YTD MARCH 2019 - in volume & value.

VICHY
L A B O R A T O I R E S



LIFTACTIV
H.A. EPIDERMIC FILLER
FACE & EYE SERUM

N°1 ANTI-AGEING IN EUROPE***

HEALTH IS VITAL. START WITH YOUR SKIN.



2 WEEKS

-14^{*}%

WRINKLES

-19^{*}%

FINE LINES

6 WEEKS

-47^{*}%

WRINKLES

-60^{*}%

FINE LINES

CLINICALLY PROVEN PROGRESSIVE ANTI-WRINKLE EFFICACY.

This formula has a visible, instant and progressive efficacy on the face and on the eye contours.

Indeed, we have conducted clinical studies with independent laboratories on more than 200 women representing different phototypes.

*Clinical scoring, 53 women, 6 weeks



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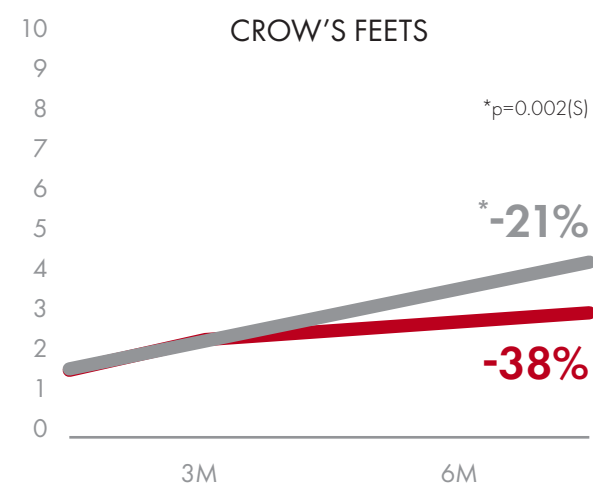
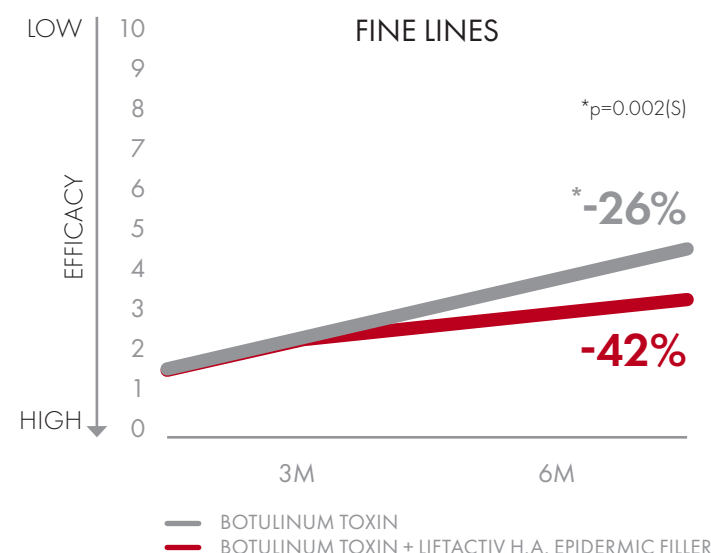
LIFTACTIV

H.A. EPIDERMIC FILLER

FACE & EYE SERUM

NEW EFFICACY RESULTS

AFTER 6-MONTHS-USE OF H.A. EPIDERMIC FILLER
POST BOTULINUM TOXIN INJECTIONS, FINE LINES, CROW'S FEETS
& WRINKLES REAPPEAR LATER, THAN WITHOUT THE SERUM



EXTEND
ANTI-WRINKLE
INJECTIONS
EFFICACY
OVER TIME

VICHY LABORATOIRES

LIFTACTIV



OPTIMAL TOLERANCE FOR FACE & EYE CONTOURS

The formula has a high tolerance for the face but also for the eye contours.

To verify that, it was applied more than 4000 times on sensitive skin under dermatological and ophthalmological control.

NO | FRAGRANCE
SILICONE
ALCOHOL



FOR FACE



FOR EYES



HYPOALLERGENIC



HYGIENIC PACKAGING

As for the flacon, it is inspired by pharmaceutical standards of safety. Indeed, the formula does not enter in contact with the fingers, which limits the risk of contamination.

WITH PRECISE APPLICATION

HOW TO APPLY



LIFTACTIV H.A. EPIDERMIC FILLER



1. GENTLY PRESS THE APPLICATOR
FOR A PRECISE DOSAGE



2. DIRECTLY APPLY
THE PRODUCT ON THE SKIN



3. 2-3 DROPS



4. OR IN PALM OF THE HAND

VICHY
L A B O R A T O I R E S