VICHY
LABORATOIRES

REACTIVATE SKIN MECHANISMS AT MENOPAUSE.

+61%* EPIDERMAL SURFACE LIPIDS

-13%** SAGGINESS

-22%*** AGE SPOTS

*Formula designed with lipids to compensate the reduction of sebum at menopause.
**Clinical scoring - 42 women after 2 months.
***Instrumental test - dark spot size reduction - 41 women after 2 months.

EXPERT SKINCARE FOR MENOPAUSE

NEOVADIOL
MENO 5 BI-SERUM

HEALTH IS VITAL, START WITH YOUR SKIN.

LET'S TALK ABOUT **MENOPAUSE?**

Menopause represents **one-third of a woman's life.**
Each year, 25 million women pass through **menopause** and by 2025 there will be 1.2 billion post-menopausal women world-wide*. It is a **natural process** that sets in, on average, at 51**.

Is it still taboo? Society is changing, and mind-sets and lifestyles are shifting. **The time has come to take the drama out of this!** Like puberty, menopause is a time of hormonal upheaval. It marks **a new stage in a woman's life**, when a new perception of her body and femininity starts. It is the beginning of a new life, at an age when women are still bursting with energy.

The transition takes place gradually and in **two stages**:

- During **peri-menopause** come the first hormonal variations. It is characterised by irregular menstrual cycles and can have both physical (hot flashes, ageing skin, changes in hair growth, weight gain etc.) and psychological impacts (mood changes, insomnia, etc.).
- Then comes **post-menopause**, which is said to have set in when the menstrual cycle has ceased for more than one year. Some symptoms decrease or gradually disappear (hot flashes, mood swings...) while other ones intensify (skin ageing signs, osteoporosis...).

For 20 years now, **Vichy accompanies women** throughout this important stage of their lives.
Today, Vichy is reasserting its commitment with women:
- By offering them **NEOVADIOL**, a new **expert range** of skincare products dedicated to each stage of menopause
- By **broadening access to information** on menopause through the advice of health professionals (dermatologists, gynecologists, nutritionists and psychologists).

*Hill K. The demography of menopause. Maturitas. 1996 Mar;23(2):113-27. doi: 10.1016/0378-5122(95)00968-x. PMID: 8735350.
**ROZENBAUM H. : Ménopause. Aspect clinique. Editions ESKA, Paris, 2000, 256 p].

VICHY, A PIONEER IN HORMONAL SCIENCE

Since 1931, Vichy has been at the forefront of scientific skin research. Pioneering Exposome science, Vichy studies the changing needs of the skin at each stage of life.

Over the last 20 years, Vichy has gone even further, studying the impact of **hormonal** factors on the skin, to come up with more tightly-focused and effective dermo-cosmetic solutions.

The Exposome encompasses **environmental** factors (UV, pollution, etc.), **lifestyle** factors (smoking, stress, etc.) and **hormonal variations**.

HORMONES AND SKIN

It is well known that hormones play a crucial role in the balance and health of the skin all through life. While the impacts of puberty and pregnancy on the skin are well known (hormonal acne, melasma, hair growth), those of menopause are rarely mentioned.

Over the past 20 years, Vichy has developed real expertise on the visible impact of hormonal variations on the skin during menopause, with more than 20 studies on 1,200+ menopausal women.

A PROTOCOL ADAPTED TO EACH PHASE OF MENOPAUSE

PERI AND POST-MENOPAUSAL SERUM AND CREAMS

PERI-MENOPAUSE

STEP 1

MENO 5
BI-SERUM
FACE & NECK

SERUM ADAPTED TO
PERI AND POST-MENOPAUSAL SKIN

STEP 2

DAY & NIGHT
CREAMS
FACE & NECK

POST-MENOPAUSE

AN INNOVATIVE BI-PHASE FORMULA: SUITED FOR PERI & POST MENOPAUSE

STEP 1

MENO 5
BI-SERUM
FACE AND NECK

A PROTOCOL ADAPTED TO EACH PHASE OF MENOPAUSE

STEP **2** DAY & NIGHT CREAMS
FACE & NECK

PERI-MENOPAUSAL PROTOCOL
REDENSIFYING & REVITALIZING
FORMULAS ENRICHED WITH HYALURONIC ACID

DENSITY

-17%*

RADIANCE

+12%**

*Clinical scorings on 220 women after 3 months using peri-menopause day cream for dry skin.
**Clinical scoring on 38 women after 3 months using peri-menopause night cream.

POST-MENOPAUSAL PROTOCOL
REPLENISHING & ANTI-SAGGINESS
FORMULAS ENRICHED WITH OMEGAS 3-6-9

SAGGINESS

-25%***

EPIDERMAL SURFACE LIPIDS

+100%****

***Clinical scoring on 219 women after 3 months using post-menopause day cream. ****Replenish 100% surface lipid loss in skin at menopause.
Formula designed with lipids to compensate the reduction of sebum secretion at menopause using post-menopause night cream.

SUSTAINABLY & RESPONSIBLY SOURCED AND PRODUCED INGREDIENTS:

Our **Proxylane** is derived from green chemistry. An optimised supply chain, sourcing raw material from sustainably managed European forests, resulting in a process that reduces waste from 96kg to 1kg.

Cassia extract is a new active ingredient of natural origin derived from Cassia Angustifolia seeds.

Hyaluronic acid is from vegetal origins derived from wheat.

Omega-3 are extracted from brown rice oil harvested in Thailand. An ethical partnership that has enabled support to 500 families every year since 2018.

MORE ECOLOGICAL PACKAGINGS:

- In 2023, our packagings will be made of 25% eco-sourced recycled paper.
- Our glass jars are made of 10% recycled glass,
- Our glass bottles are made of 25% recycled glass.

All of these are recyclable.

- Our sample tubes are made with 50% recycled plastic
- User leaflets have been removed.

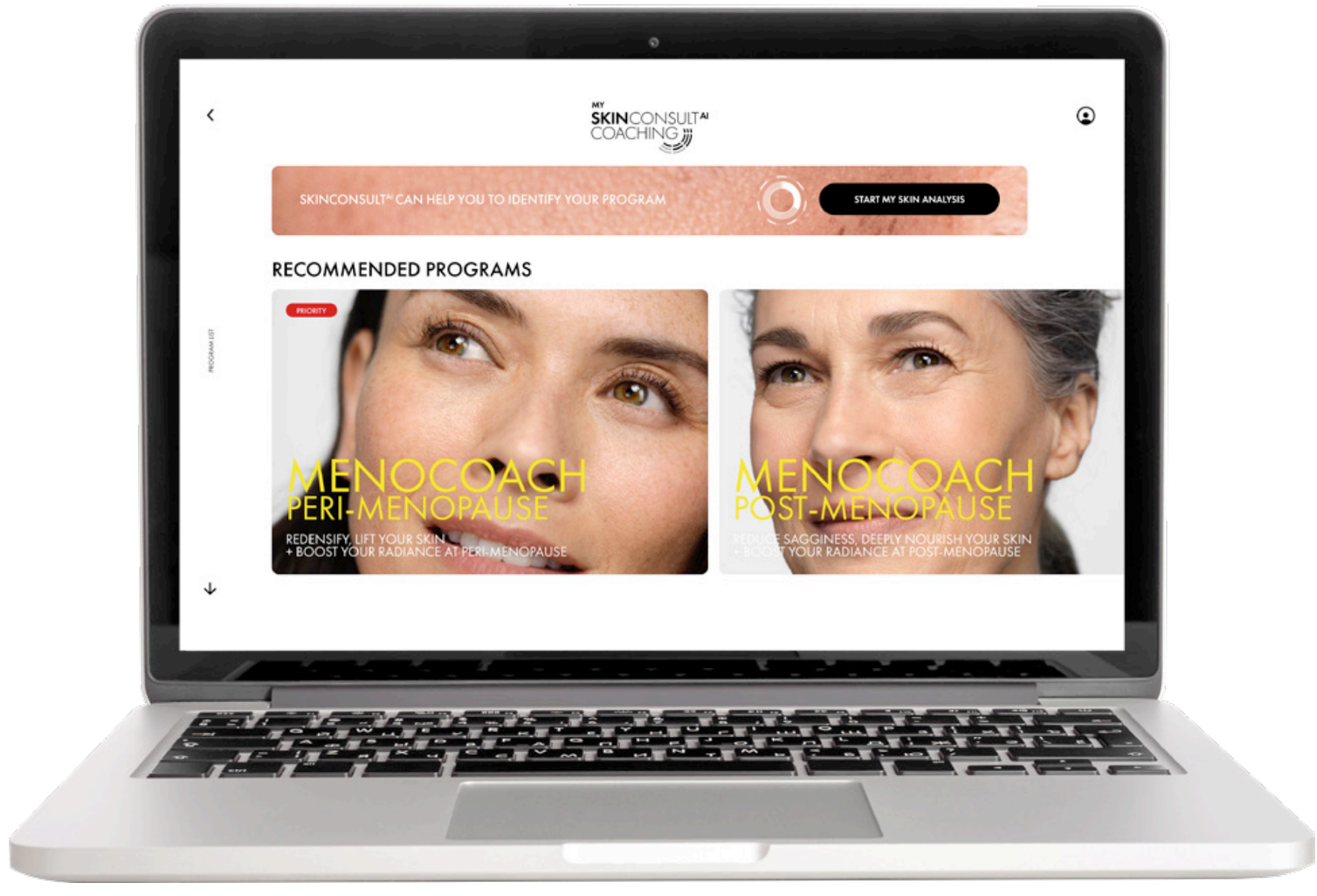
A COACHING PROGRAM TO ACCOMPANY WOMEN

NEW

SKINCONSULT[AI] COACHING MENOCOACH

To take it even further,
Vichy is launching **SKIN**CONSULT[AI] MENOCOACH: a **4-week** on-line coaching programme to learn all about **menopause** and benefits from **expert advice to feel good in your own body.**

Gynecologists, dermatologists, facial specialists and nutritionists have worked with Vichy to develop a comprehensive programme offering advice on **skincare, nutrition, massages** and **well-being**, all of which are essential for **going through menopause more serenely.**
As each stage of menopause has specific needs, 2 types of coaching will be offered:
1. **Peri-menopausal** MENOCOACH.
2. **Post-menopausal** MENOCOACH.



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