

mustela®

baby - child

**RECOMMEND AND SELL
THE NEW MUSTELA®
BABY AND CHILD RANGE**



MUSTELA®, IT ALL STARTS WITH SKIN

**EXPANSCIENCE®
LABORATOIRES**

Protecting your health through innovation



baby - child

Dear all,

As an expert in babies' skin for more than 60 years, Mustela®, by Laboratoires Expanscience®, now has four expert skincare lines suitable for each skin type: **normal skin, dry skin, very sensitive skin** and **atopic-prone skin**.

Mustela® products have been reformulated to offer even more **natural ingredients, enhanced safety** and **efficacy**, while still offering unique **pleasure** of use.

The Mustela® brand by Laboratoires Expanscience® is committed to future and new parents to give them everyday advice with their baby and uses an approach which respects Humankind and its environment.

We have thus developed this tool so that you can:

- **properly understand your customers' expectations**
- **distinguish the specificities of each skin type**
- **guide your customers to the correct ranges**
- **develop cross-selling.**

We hope it will meet your expectations and make your sales easier.

Kind regards
Mustela® Team

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RECOMMEND AND SELL MUSTELA® BABY AND CHILD RANGE

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(1) Including newborns out of the NICU

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BABY AND CHILD RANGE**

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IDENTIFY

the customer profile

The discovery phase is fundamental - it boosts customer confidence. You have to determine the customer's main profile by asking open-ended questions.

We have identified **5 « major customer profiles »** according to their purchasing patterns:
 The « **Safety** » woman. The « **Efficacy** » woman, the « **Natural** » woman, the « **Pleasure** » woman and last, but not least, the « **Economical** » woman.

To ensure successful sales, personalise your selling pitches to suit your customer's profile:

INSPIRE CONFIDENCE

- ▶ Define the main profile and adapt accordingly depending on how the customer operates.

FIND OUT HER NEEDS

- ▶ Ask her questions to find out what motivates her, according to her profile.

OFFER SOLUTIONS

- ▶ Adapt your line of argument to convince the customer according to her profile and expectations.

SECURE AN UNDERTAKING

- ▶ Reach a natural agreement and conclude the sale based on one of the 5 profiles.

IMPORTANT : No-one has a unique profile. There are various nuances.

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THE DIFFERENT PROFILES

» THE « SAFETY » WOMAN

- Concerned, she will ask lots of questions and look for reassurance
- Expects reassurance about the formulation and genuine scientific caution

» THE « EFFICACY » WOMAN

- Wants proof of efficacy and value for money
- Expects objective results

» THE « NATURAL » WOMAN

- Expects information about the ingredients and product benefits
- Asks lots of questions and is very keen to obtain answers

» THE « PLEASURE » WOMAN

- Enjoys purchasing new products and take pleasure
- Looks for known brands and advantages that are immediately apparent

» THE « ECONOMICAL » WOMAN

- The quality/price ratio is of paramount importance
- Exacerbated sensitivity to promotions
- Able to stock

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ARGUEthrough Mustela®'s
commitments

This section focuses on the brand's commitments. This gives you a basis to convince customers that they are making the right decision.

▶ **Continuous research in pediatric and obstetric dermatology**

Mustela® continues to carry out research in partnership with dermatology, maternity and childcare professionals, to continually advance its knowledge on all physiological and neurosensory aspects of the skin, and to respond to its specific needs, during key moments in its development when it is particularly vulnerable: at birth ⁽¹⁾, in infancy and early childhood, and during pregnancy.

▶ **Clinically proven efficacy**

Mustela® draws upon its expertise to create innovative products that are systematically tested under dermatological and/or pediatric supervision with the objective of protecting and preserving skin health for babies, children, and new and expecting mothers.

▶ **Guaranteed safety from birth on ⁽¹⁾**

A rigorous charter that gives priority to ingredient of natural origin and excludes one that are controversial: Parabens, Ammonium Lauryl Sulfate or Sodium Lauryl Sulfate, Cyclotetrasiloxane, p-Phenylenediamine or related compounds, Phenoxyethanol, Phthalates, BHA, Benzophenone, Ethylhexyl Methoxycinnamate, Triclosan⁽²⁾ for a use of Mustela® skin care from birth on⁽¹⁾. High-tolerance, hypoallergenic⁽³⁾ formulations tested under medical supervision.

(1) Including newborns out of the NICU

(2) Check our exclusive formulation on www.mustela.com

(3) Formulated to minimise the risk of allergic reactions

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► Priority given to ingredients of natural origin

- An approach focusing on continuous progress using increasingly natural formulations
- % of ingredient of natural origin
 - Normal skin range: **95%**
 - Dry skin range: **95%**
 - Very Sensitive skin range: **98%**

► Uniquely pleasurable to use

- Mustela® pays special care to developing sensorial textures and delicate fragrances to enrich skincare routines to become a moment of well-being, comfort, pleasure and emotion.

► Support new and expecting parents

- Mustela® is committed to new and expecting parents to provide them with personalized services and expert advice, that address their needs for information and support, as well as they contribute to the well-being and development of the baby and child, and the fulfilment of the new or expecting mother.

► Respect people and their environment

- At each stage in the life of its products, Mustela® takes every precaution to minimise their impact on Human being and his environment. Therefore, Mustela® bottles are 100% recyclable. The cardboard used is obtained from sustainably managed forests. The cleansing/foaming formulations are biodegradable⁽²⁾.
- Natural ingredients such as Avocado Perseose and Sunflower Oil Distillate come from responsible supply chains under the authority of the UEBT (Union for Ethical BioTrade)

(1) Check our exclusive formulation on www.mustela.com

(2) OECD 3028 Mustela®

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INFORM

about the specific features
and needs of
a baby's skin compared
to adult skin

- The latest scientific discoveries
- The specific features of baby's skin
- Daily hydration: an essential routine

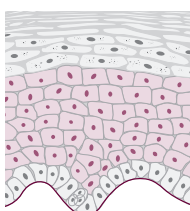
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10 years of fundamental research
into the physiology of baby's skin

➤ From the surface to the deepest layers of
the epidermis **from birth on⁽¹⁾**

From the skin barrier



to epidermal stem cells

A WORLD
first

➤ Non-invasive technologies:

**IN VIVO FROM THE VERY FIRST DAYS OF
LIFE:**

- Skin samples (D-Squames®)
- Scanning electron microscopy E.M.I. score
(Electronic Microscopy Isotropy):
Structure and maturity of the skin barrier
- RAMAN spectroscopy
Quantification of the natural moisturizing factors

IN VITRO RIGHT FROM THE 1ST MONTHS:

- *In vitro* modelling of the baby's epidermis according
to age and skin type: STELASKIN®
- Genomic analysis

➤ 12 patents and 33 publications including:

BJD : *British Journal of Dermatology* (2 publications)

JID : *Journal of Investigative Dermatology* (editorial)

(1) Including newborns out of the NICU

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0 to 2 years: a critical stage in
the development of baby's skin

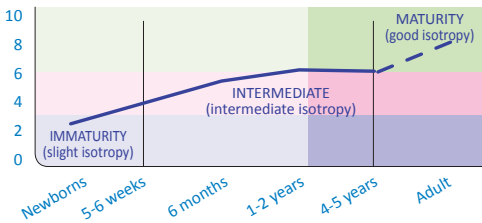
3 unprecedented major
discoveries

WORLDWIDE
innovation

1 Skin function is under maturation ⁽¹⁾

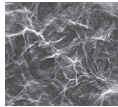
Published
in BJD

Changes in the skin surface according to age category

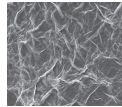


Isotropy is characterized by the state of the cutaneous surface

Newborns

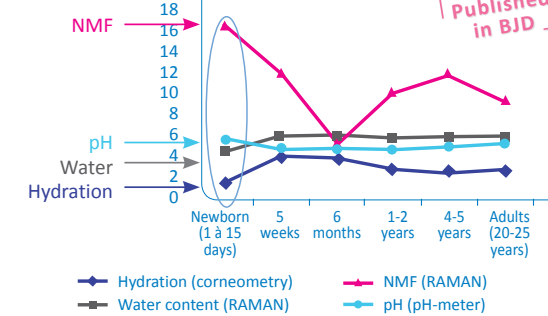


1-2 years



2 Dehydrated skin from birth and disrupted
moisture levels between 0 and 2 years of age ⁽²⁾

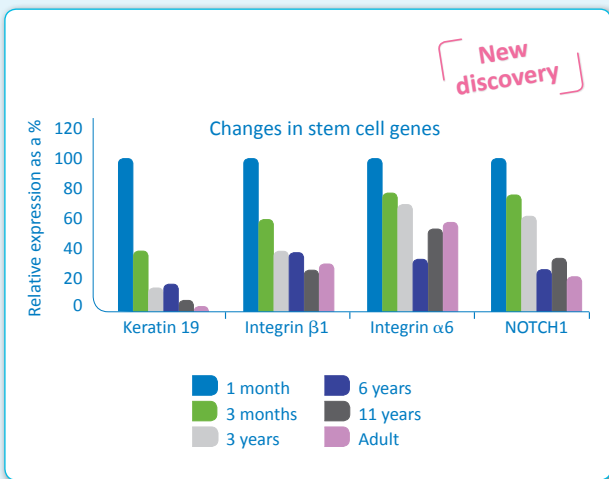
Newborn infants



(1) Clinical scoring based on M.E.B. images (12 subjects/group), NN – 6 subjects/group
(2) RAMAN spectroscopy measurements, n=36 (6 subjects/group), hydration n = 108 (18 subjects/group)

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3 A maximum reserve of stem cells at birth - extremely vulnerable from the first days of life onwards⁽¹⁾



Between 0 and 2 years, there is a need to:

- Protect the skin barrier
- Moisturize on a daily basis
- Protect the stem cells reserve

(1) Analysis of the gene expression profile by quantitative PCR in real time in keratinocytes obtained from the skin of donors of different ages.

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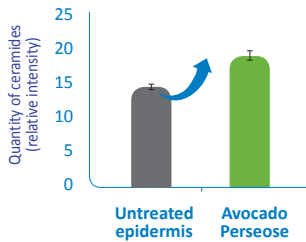
THE SPECIFIC NEEDS OF BABY'S SKIN



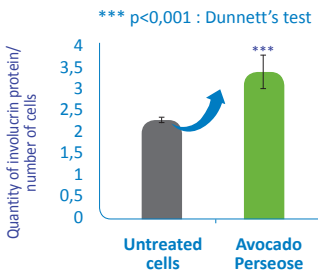
In response to these major discoveries, Expanscience® Laboratories have developed a 100% natural, biomimetic, patented active ingredient, Avocado Perseose, which acts in perfect affinity with the skin:

1 Strengthens cutaneous barrier structure and cohesion

• + 32 % of ceramides⁽¹⁾
Forming the lipid cement



• + 49 % involucrin⁽²⁾
Protein found in the corneal envelope



- (1) Analysis by thin-layer chromatography of ceramides extracted from a reconstructed epidermis. Treatment with Avocado Perseose over 72 hours
- (2) Assay, using the ELISA technique, of involucrin in normal human epidermal keratinocytes in relation to the number of estimated living cells by MTT analysis. Treatment with Avocado Perseose over 48 hours

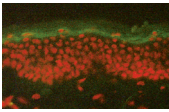
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THE SPECIFIC NEEDS OF BABY'S SKIN

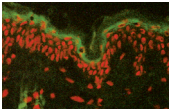
2 Moisturizes and maintains hydration in the epidermis

- **Transglutaminase⁽¹⁾:**
+ 175 %

Enzyme which keeps the cells "water-tight"



Control of dry (lipid-depleted) skin

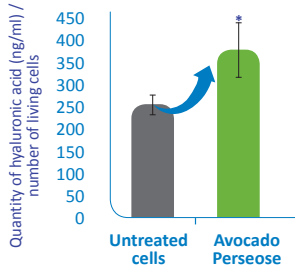


Dry (lipid-depleted) skin Avocado Perseose

- **Hyaluronic acid⁽²⁾:**
+ 47 %

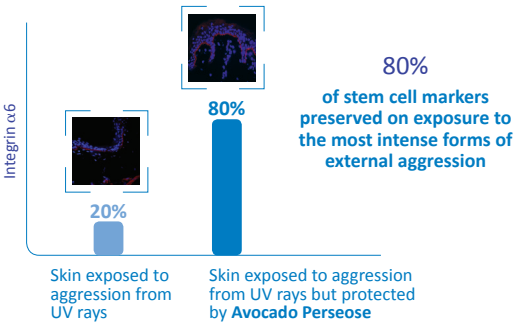
Water "uptake" molecule

* p<0,05 : Dunnett's test



3 Preserves skin's cellular richness

- **Stem cell marker: Integrin α 6**



©Expanscience® Laboratories

(1) Immunolabelling of transglutaminase on skin explants following lipid depletion with a mixture of ether/acetone (to mimic dry skin). Treated with Avocado Perseose for 3 hours.
 (2) Analysis using the ELISA technique of hyaluronic acid in the normal human epidermal keratinocyte culture medium compared to the number of living cells based on the neutral red assay. Treated with Avocado Perseose for 24 hours.

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DAILY HYDRATION AN ESSENTIAL ROUTINE

- ▶ **A baby's skin, although beautiful and perfect in appearance, is in fact extremely fragile**, particularly during the first years of life. During this period, it is not able to play a fully protective role:
 - Its skin barrier, essential for protecting the skin from external stresses, is immature between zero and two years old.
 - It is not yet able to retain the moisture it needs for its cells to function properly.
 - A baby's skin is equipped with an epidermal stem cells resource, at its maximum at birth and unique for the entire life, which enables the skin to regenerate throughout life but which is vulnerable during this period when the skin barrier is immature.

- ▶ **Besides acting as a vital barrier to protect the body, the skin is also the source of the baby's first emotion and contact with his family, and his first glimpse into the world.**

This is why, from the first days of life, babies derive reassurance and great pleasure from caresses, rocking and massage, which also help them to grow and develop.

- ▶ **Moisturizing your baby's skin from birth provides protection, sensory development and well-being day after day, as well as helping them grow and develop.**

It's scientifically proven.

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DAILY HYDRATION AN ESSENTIAL ROUTINE

How to take care about baby skin on a daily routine ?

► Varied suitable textures:

- A lotion for the body, for rapid application
- A cream for the face, which is exposed to external aggression to greater extent
- A comforting oil to moisturize and facilitate massage



Hydra Bébé Face Cream



Hydra Bébé Body Lotion



Massage Oil

Apply and massage with the palm of your hands into the skin until the product has completely penetrated.

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ORIENTATE

the customer on
the right range for baby's skin

- **Define the baby's skin type**
Questionnaire
- **Normal skin**
 - What is it?
 - What are the needs?
- **Dry skin**
 - What is it?
 - What are the needs?
- **Very Sensitive skin**
 - What is it?
 - What are the causes?
 - How to diagnose it?
- **Atopic-prone skin**
 - What is it?
 - What are the needs?
- **All skin types**
 - Vitamin Barrier Cream 1 2 3

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DEFINE THE CHILD SKIN TYPE

➤ Mustela researchers from Laboratoires Expanscience® have recently proved that it exists different skin type from birth on with common and specific needs:



Common needs

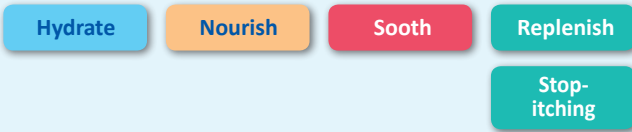


To protect the cutaneous barrier

To hydrate

To protect the stem cells resource

Specific Needs



➤ It is very important to determine the skin type of the baby to advise the right skincare. The questionnaire hereafter will help you in your professional advise.

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DEFINE THE CHILD SKIN TYPE

➤ Identify the atopy risk and orientate towards the right skin types.

Is there a family history of atopic dermatitis in the dad's family or the mother's family?

YES

ATOPIC PRONE SKIN

NO

Does the skin of your baby turn red against daily stresses?

YES

VERY SENSITIVE SKIN

NO

How is the baby's skin?

- Extremely dry
- Causes sensations of itching
- Presents local red patches

ATOPIC PRONE SKIN

- Rough or peel - even if only from time to time

DRY SKIN

- Supple and soft

NORMAL SKIN

➤ Please, report to each range to know the specificity of each skin type and the right advise

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FOCUS ON ATOPY

➤ 1 in 5 children⁽¹⁾



➤ A hereditary determinant



40% to 50%

If 1 parent is atopic



50% to 80%

If both parents are atopics

➤ An effective and preventive approach

The use of an emollient to neonates FROM BIRTH ON⁽¹⁾ can prevent the development of Atopic Dermatitis

33% to 50%⁽¹⁾ 

SIMPSON study:

- 2 groups of 62 newborns with a high atopic dermatitis risk
- Emollient applied at least once per day during 24 weeks (from birth on and before 3 weeks of life)

HORIMUKAI study:

- 2 groups of 59 newborns with a high atopic dermatitis risk
- Emollient applied on a daily routine during 32 weeks (from the first week of life)



⁽¹⁾ L. Simpson, Emollient enhancement of the skin barrier from birth offers effective atopic dermatitis prevention, UK, 2014. Kenta Horimukai, Application of moisturizer to neonates prevents development of atopic dermatitis, Japan 2014

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Mustela®

NORMAL SKIN



NORMAL SKIN

► What is it?

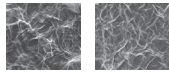
Normal baby skin is soft and gentle to the touch and has neither cutaneous dryness nor rednesses.



► Skin function is under maturation⁽¹⁾

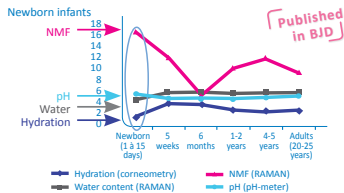
Published in BJD

Newborns

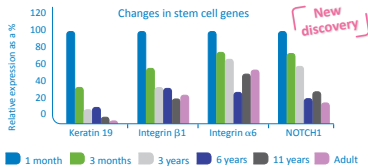


1-2 years

► Dehydrated skin from birth and disrupted moisture levels between 0 and 2 years of age⁽²⁾



► A maximum reserve of stem cells at birth - extremely vulnerable from the first days of life onwards⁽³⁾



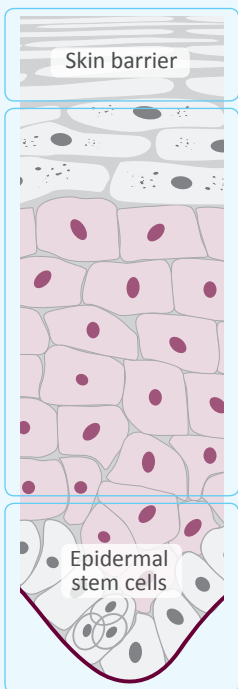
- (1) Clinical scoring based on M.E.B. images (12 subjects/group), NN – 6 subjects/group
- (2) RAMAN spectroscopy measurements, n=36 (6 subjects/group), hydration n = 108 (18 subjects/group)
- (3) Analysis of the gene expression profile by quantitative PCR in real time in keratinocytes obtained from the skin of donors of different ages.

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Protecting your health through innovation

► What are the needs?



To protect the barrier

To moisturize for immediate and lasting hydration

To protect the cell reserve of the skin

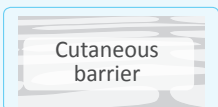
Source: Expanscience® Laboratories

Baby's skin needs to be protected from birth on ⁽¹⁾ and be helped in its development, particularly until 2 years where there is a first stage of maturation of the skin.

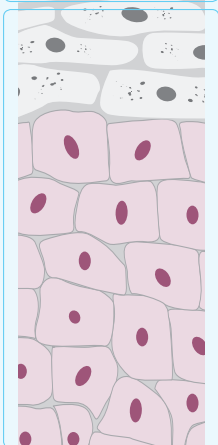
(1) Including newborns out of the NICU

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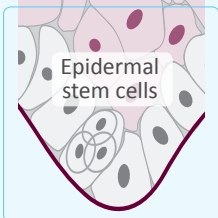
► Mustela® response:
Avocado Perseose



Cutaneous barrier



Epidermal stem cells



Strengthens the cohesion and organisation of the barrier

+ 32% ceramides⁽¹⁾
+ 49% involucrin⁽²⁾



Maintains the hydration of the epidermis

+ 175% transglutaminase⁽³⁾
+ 47% hyaluronic acid⁽⁴⁾



Preserves stem cells resources

80% integrin $\alpha 6$ preserved after UV exposure⁽⁵⁾

- (1) Thin layer chromatography of ceramides extracted from reconstructed epidermis. Treatment with Avocado Perseose® for 72 hours
- (2) ELISA assay of Involucrin in normal human epidermal keratinocytes as a ratio of the number of living cells determined by MTT assay. Treatment with Avocado Perseose® for 48 hours
- (3) Transglutaminase enzymatic activity in normal human epidermal keratinocytes. Treatment with Avocado Perseose for 72 hours
- (4) ELISA assay of hyaluronic acid in the normal human epidermal keratinocytes culture medium as a ratio of the number of living cells determined by neutral red uptake assay. Treatment with Avocado Perseose® for 24 hours.
- (5) Integrin $\alpha 6$ immunolabelling in human skin explants subjected to UV irradiation. Treatment with Avocado Perseose for 24 hours before and 24 hours after UV irradiation.

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Mustela®

NORMAL SKIN

NORMAL
SKIN

24

- To protect and to moisturize every day
Proven efficacy:
HYDRA BÉBÉ® FACIAL CREAM

In vitro

New



HYDRA BÉBÉ®
FACIAL CREAM

Reinforces
the skin barrier
+46%⁽¹⁾

Boosts hydration
+39%⁽²⁾

Maintains stem cell
ressources
99%⁽³⁾

- (1) Average level of expression of 6 skin barrier markers: SCEL, IVL, LOR, TGM1, DSG, OCLDN (% compared to control)
(2) Average level of expression of 4 hydration markers: AQP3, FLG, PADI1, CASP14 (% compared to control)
(3) Pool of stem cell markers maintained at 99%. HBB face cream does not alter the level of stem cell marker expression. Average level of expression of 5 markers: TP63, GPX4, ITGA6, ITGB1, KRT19.

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Protecting your health through innovation

- For the cleansing routine, offer a range of face and body cleansing products and massage oil to strengthen the skin barrier, moisturize and protect cell reserves.



Skincare



Hydra Bébé Facial Cream



Hydra Bébé Body Lotion



Baby Oil

- Recommend soap-free products that gently cleanse the skin



Bathtime



Cleansing



Gentle Cleansing Gel



Cleansing Water

95% INGREDIENTS OF NATURAL ORIGIN (1)

Useful tips



Diaper Change

Apply a thick layer to clean, dry bottom when changing baby's nappy



Vitamin Barrier Cream 1 2 3

(1) Check our formulation chart on www.mustela.com

MUSTELA®, IT ALL STARTS WITH SKIN



NORMAL
SKIN

NORMAL SKIN



40 ml

HYDRA BÉBÉ FACIAL CREAM



Daily care product for the face,
from birth on⁽¹⁾

Benefits (consumers)

- Moisturizes
- Leaves the skin silky, supple and always softer
- Leaves a unique fragrance on the skin

Advantages (product)

- Creamy, liquid texture, ideal for the face
- Hypoallergenic⁽²⁾, extremely well tolerated
- A formulation chart that excludes paraben, phthalate or phenoxyethanol⁽³⁾

Characteristics (product-specific)

- **Transversal active ingredient:** Avocado Perseose: patented natural active ingredient: protects the skin barrier, moisturizes and preserves skin's cellular richness
- **Specific active ingredients:** jojoba oil: moisturizes
Vitamin E: protects the skin against aggression, leaving it soft and supple
Shea butter: soothes and protects the epidermis from external aggression

86% INGREDIENTS
OF NATURAL ORIGIN ⁽³⁾

Direction of use

Apply to the face, morning and evening.

(1) Including newborns out of the NICU

(2) Formulated to minimise the risk of allergic reactions

(3) Check our formulation chart on www.mustela.com

MUSTELA®, IT ALL STARTS WITH SKIN

EXPANSCIENCE®
LABORATOIRES

Protecting your health through innovation



NORMAL
SKIN

NORMAL SKIN



HYDRA BÉBÉ BODY LOTION



Daily care product for the body,
from birth on⁽¹⁾

300/500/750 ml

Benefits (consumers)

- Moisturizes
- Leaves the skin silky, supple and always softer
- Leaves a unique fragrance on the skin

Advantages (product)

- Creamy, liquid texture, ideal for the body
- Hypoallergenic⁽²⁾, extremely well tolerated
- A formulation chart that excludes paraben, phthalate or phenoxyethanol⁽³⁾

Characteristics (product-specific)

- **Transversal active ingredient:** Avocado Perseose: patented natural active ingredient: protects the skin barrier, moisturizes and preserves skin's cellular richness
- **Specific active ingredients:** sunflower oil: moisturizes (rich in sterols, sources of essential fatty acids)
Vitamin E: protects the skin against aggression, leaving it soft and supple
Shea butter: soothes and protects the epidermis from external aggression

97% INGREDIENTS
OF NATURAL ORIGIN ⁽³⁾

Direction of use

Apply to the body, morning and evening.

(1) Including newborns out of the NICU

(2) Formulated to minimise the risk of allergic reactions

(3) Check our formulation chart on www.mustela.com

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NORMAL SKIN

NORMAL SKIN



100 ml

BABY OIL



An enjoyable, moisturizing, soothing massage oil, from birth on⁽¹⁾

Benefits (consumers)

- Leaves a protective film on the skin
- Leaves a unique fragrance on the skin

Advantages (product)

- Dry oily texture, suitable for massage
- Hypoallergenic⁽²⁾, extremely well tolerated
- A formulation chart that excludes paraben, phthalate or phenoxyethanol⁽³⁾

Characteristics (product-specific)

- Natural, patented Avocado oil: helps to restore and protect the hydrolipid film
- Protective plant oils (pomegranate seed oil, sunflower oil): moisturizing

99% INGREDIENTS OF NATURAL ORIGIN ⁽³⁾

Direction of use

Spray onto your hand and massage the body.

(1) Including newborns out of the NICU

(2) Formulated to minimise the risk of allergic reactions

(3) Check our formulation chart on www.mustela.com

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NORMAL SKIN

NORMAL SKIN



200/500/750 ml

GENTLE CLEANSING GEL



Hair and body - ideal daily cleansing routine from birth on⁽¹⁾

Benefits (consumers)

- Cleanses effectively whilst having a gentle effect on the delicate skin and scalp of babies and children.
- Does not sting the eyes
- Leaves a unique fragrance on the skin
- Soothes and offsets the drying out effects of bathing

Advantages (product)

- Hypoallergenic⁽²⁾, extremely well tolerated
- A formulation chart that excludes paraben, phthalate or phenoxyethanol⁽³⁾
- Available in a dispenser and large quantities

Characteristics (product-specific)

- **Transversal active ingredient:** Avocado Perseose: natural, patented active ingredient. Protects the skin barrier, moisturizes and preserves skin's cellular richness
- **Specific active ingredients:** vitamin B5: soothes
Mild surfactants: gently cleansing to prevent dry skin
Soap-free

90% INGREDIENTS
OF NATURAL ORIGIN⁽³⁾

Direction of use

Pour into the hand, wash the body and hair by creating a lather. Rinse off.

(1) Including newborns out of the NICU

(2) Formulated to minimise the risk of allergic reactions

(3) Check our formulation chart on www.mustela.com

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NORMAL SKIN

NORMAL SKIN



300/500 ml

CLEANSING WATER



For face and bottom,
from birth on⁽¹⁾

Benefits (consumers)

- Eliminates all impurities gently and effectively
- Soothes the skin

Advantages (product)

- No need for rinsing
- Does not sting the eyes
- Hypoallergenic⁽²⁾, extremely well tolerated by the skin and eyes
- A formulation chart that excludes paraben, phthalate or phenoxyethanol⁽³⁾

Characteristics (product-specific)

- **Transversal active ingredient:** Avocado Perseose: natural, patented, active ingredient
Protects the skin barrier. Moisturizes and preserves skin's cellular richness
- **Specific active ingredients:** mild surfactants (extract of soapwort leaf and root): mild cleansing to prevent the skin from drying out
Allantoin: soothes
Aloe vera leaf extract: soothes

98% INGREDIENTS
OF NATURAL ORIGIN ⁽³⁾

Direction of use

Cleanse the face or bottom with a cotton wool pad.
No need to rinse. Carefully dry, paying particular attention to the bottom and skin folds.

(1) Including newborns out of the NICU

(2) Formulated to minimise the risk of allergic reactions

(3) Check our formulation chart on www.mustela.com

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DRY SKIN

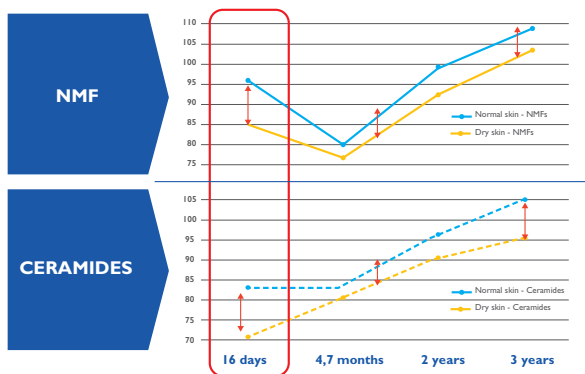


DRY SKIN

► What is it?

A dry skin has a lack of lipids and water and may be structurally dry from birth on⁽¹⁾

Changes in the natural moisturizing factors (NMF) and ceramides, from birth and continuing through the 1st years of life⁽²⁾



► How to diagnose it?

Does your baby's skin feel rough or peel - even if only from time to time?

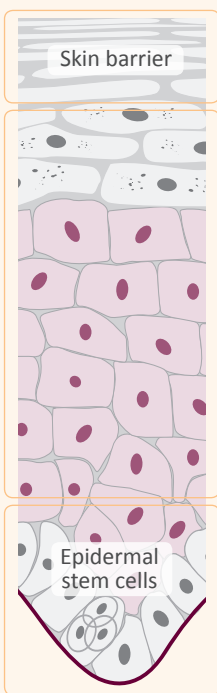
If yes ► Dry skin

(1) Including newborns out of the NICU

(2) *In vivo* study involving babies with normal skin (40 subjects) and babies with dry skin (40 subjects) from 16 days to 3 years old

MUSTELA®, IT ALL STARTS WITH SKIN

► Evaluation of skin barrier moisture levels and dryness



- Ceramides deficiency: - **9,8%**⁽¹⁾

► A defective lipid barrier compared to normal skin

- NMF deficiency (natural moisturizing factors): - **8,9%**⁽¹⁾

► Skin that is more dehydrated than normal skin

(1) *In vivo* study involving babies with normal skin (40 subjects) and babies with dry skin (40 subjects) between 16 days and 3 years old

MUSTELA®, IT ALL STARTS WITH SKIN

► Mustela® response:
Effect on moisture levels and barrier dryness with Mustela® Nourishing Lotion with Cold Cream:



Recording of NMFs:
+23%⁽¹⁾

▼

A moisturized skin

Recording of ceramides:
+33%⁽¹⁾

▼

A nourished skin

► Effect of Mustela® Nourishing Cream with Cold Cream on rough skin:



Appearance of the dry surface of baby/child skin in the reflection of light:
-14%⁽²⁾

▼

Significant reduction in flakes

- (1) Study involving babies with normal skin (40 subjects) and babies with dry skin (40 subjects) from 16 days to 3 years old
- (2) Study involving babies with normal skin (50 subjects) and babies with dry skin (25 subjects) from 2 months to 4 years old

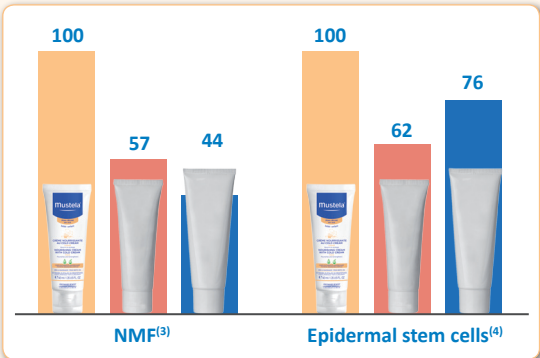
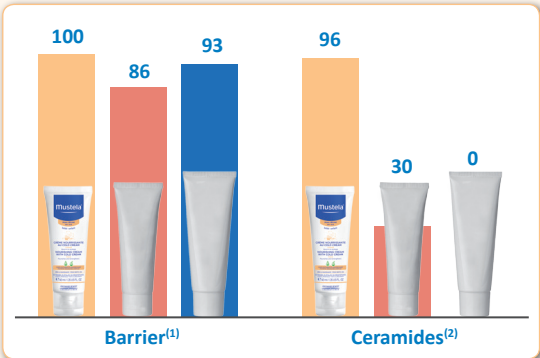
MUSTELA®, IT ALL STARTS WITH SKIN



DRY SKIN

► **Stelaskin study Dry skin versus competitor product**

Mustela® Nourishing Cold Cream overtakes the european market leader that created the segment

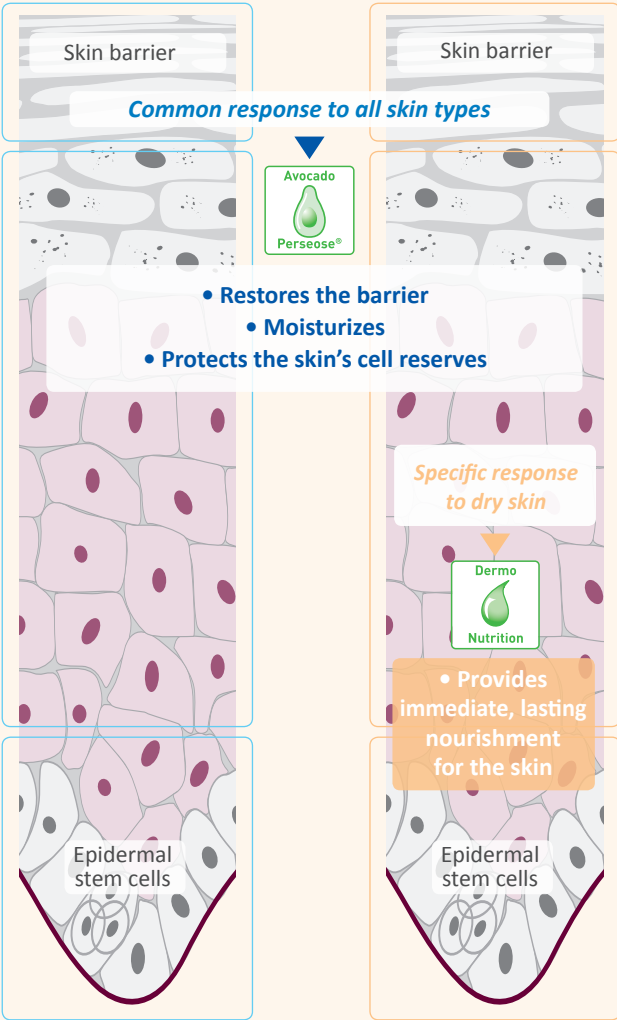


Source: Expanscience® Laboratories

- (1) Expression % - average 4 markers: LORI/TGM1/CLDN1/DSG1
- (2) Restoration % - quantification of ceramides
- (3) Restoration % - NMF levels
- (4) Restoration % - average of 4 stem cell markers: KRT15/KRT19/BIRCS/TP63

Reconstructed epidermis models - *in vitro*

MUSTELA®, IT ALL STARTS WITH SKIN



MUSTELA®, IT ALL STARTS WITH SKIN

A suitable cleansing programme « especially for dry skin »



Skincare



Nourishing Cream with Cold Cream



Nourishing Lotion with Cold Cream



Bathtime



Cleansing



Nourishing Cleansing Gel with Cold Cream



Bath Oil



Cleansing Milk

95% INGREDIENTS OF NATURAL ORIGIN (1)

Direction of use

Boost moisture levels in exposed areas (hands and cheeks) during cold weather



Hydra-Stick Nutri-Protective with Cold Cream



Diaper Change

Apply a thick layer to clean dry bottom when changing baby's nappy



Vitamin Barrier Cream 1 2 3

(1) Check our formulation chart on www.mustela.com

MUSTELA®, IT ALL STARTS WITH SKIN



DRY
SKIN

DRY SKIN



40ml

NOURISHING CREAM WITH COLD CREAM



For the face,
from birth on⁽¹⁾

Benefits (consumers)

- Provides immediate, lasting nourishment for dry skin
- Moisturizes
- Protects against external aggression
- Leaves a unique fragrance on the skin

Advantages (product)

- Rich, creamy texture, ideal for dry facial skin
- Penetrates easily
- Hypoallergenic⁽²⁾, extremely well tolerated
- A formulation chart that excludes paraben, phthalate or phenoxyethanol⁽³⁾

Characteristics (product-specific)

- **Nourishing patented complex:** Avocado perseose: protects the skin barrier, moisturizes and preserves skin's cellular richness. Ceramides + Cold Cream: helps to restore and protect the hydrolipid film
- **Specific active ingredients:** Shea butter: soothes and nourishes the epidermis, plant oils: nourishing effect (rich in sterols, sources of essential fatty acids)

95% INGREDIENTS
OF NATURAL ORIGIN ⁽³⁾

Direction of use

Apply to the face, morning and evening.

(1) Including newborns out of the NICU

(2) Formulated to minimise the risks of allergic reaction

(3) Check our formulation chart on www.mustela.com

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 mustela®

 DRY
SKIN

DRY SKIN



200 ml

NOURISHING LOTION WITH COLD CREAM



For the body,
from birth on⁽¹⁾

Benefits (consumers)

- Provides immediate and lasting nourishment for dry skin
- Moisturize
- Protects against external aggression
- Leaves a unique fragrance on the skin

Advantages (product)

- Rich, creamy texture, ideal for dry body skin
- Penetrates rapidly
- Hypoallergenic⁽²⁾, extremely well tolerated
- A formulation chart that excludes paraben, phthalate or phenoxyethanol⁽³⁾

Characteristics (product-specific)

- **Nourishing patented complex:** Avocado perseose: protects the skin barrier, moisturizes and preserves skin's cellular richness. Ceramides + Cold Cream: help to restore and protect the hydrolipid film
- **Specific active ingredients:** plant oils: nourishing effect (rich in sterols, sources of essential fatty acids)

95% INGREDIENTS
OF NATURAL ORIGIN⁽³⁾

Direction of use

Apply morning and evening.

(1) Including newborns out of the NICU

(2) Formulated to minimise the risks of allergic reaction

(3) Check our formulation chart on www.mustela.com

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DRY SKIN

DRY SKIN



300 ml

NOURISHING CLEANSING GEL WITH COLD CREAM



Avocado
Perseose®



Dermo
Nutrition

For body and hair,
from birth on⁽¹⁾

Benefits (consumers)

- Cleans dry hair gently and effectively
- Nourishes and off-sets the drying out effects of bathing
- Leaves a unique fragrance on the skin

Advantages (product)

- Rich, creamy texture, particularly suitable for dry skin
- Does not sting the eyes
- Rinses off easily
- Hypoallergenic⁽²⁾, extremely well tolerated
- A formulation chart that excludes paraben, phthalate or phenoxyethanol⁽³⁾
- Soap-free

Characteristics (product-specific)

- **Nourishing patented complex:** Avocado perseose: protects the skin barrier, moisturizes and preserves skin's cellular richness. Ceramides + Cold Cream: help to restore and protect the hydrolipid film
- **Specific active ingredients:** mild surfactants: gently cleanse to prevent the skin and scalp from drying out

92% INGREDIENTS
OF NATURAL ORIGIN ⁽³⁾

Direction of use

Pour into the hand and wash the body and scalp by creating a lather. Rinse off.

(1) Including newborns out of the NICU

(2) Formulated to minimise the risks of allergic reaction

(3) Check our formulation chart on www.mustela.com

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DRY SKIN

DRY SKIN



BATH OIL



For delicate and dry skin,
from birth on⁽¹⁾ 

300 ml

Benefits (consumers)

- Cleans gently
- Nourishes and compensates for the drying effects of bathing, including hard water
- Leaves a soft and flexible skin, with a unique fragrance on the skin

Advantages (product)

- Its oil texture envelops the skin gently and dissolves well in water bath
- Hypoallergenic⁽²⁾, extremely well tolerated
- A formulation chart that excludes paraben, phthalate or phenoxyethanol⁽³⁾

Characteristics (product-specific)

- **Nourishing patented complex:** Avocado perseose: protects the skin barrier, moisturizes and preserves skin's cellular richness. Natural, patented Avocado oil: helps to restore and protect the hydrolipid film
- **Glycerin of vegetable origin:** moisturizes and prevents the insensible water loss. Mild surfactants: gently cleansing to prevent the skin from drying out Soap-free

 **89% INGREDIENTS**
OF NATURAL ORIGIN ⁽³⁾

Direction of use

Pour 1 or 2 capfuls into the bath water. Can also be used directly on the previously wet body. The oil can make the tub slippery.

(1) Including newborns out of the NICU

(2) Formulated to minimise the risks of allergic reaction

(3) Check our formulation chart on www.mustela.com

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DRY SKIN

DRY SKIN



500 ml

CLEANSING MILK



Avocado
Perseose®



Dermo
Nutrition

For face and bottom
from birth on⁽¹⁾

Benefits (consumers)

- Eliminates impurities effectively and gently
- Supports hydration and leaves the skin feeling soft
- Leaves the legendary Mustela® fragrance on the skin

Advantages (product)

- A liquid, creamy texture, ideal for dry skin hygiene routines
- Available in a dispenser
- A formulation chart that excludes paraben, phthalate or phenoxyethanol⁽³⁾

Characteristics (product-specific)

- **Nourishing patented complex:** Avocado perseose: patented natural active ingredient, protects the skin barrier. Moisturizes and preserves skin's cellular richness

Plant oils (sweet almond oil, corn oil and sunflower oil): nourish and soothe (rich in sterols, sources of essential fatty acids)

98% INGREDIENTS
OF NATURAL ORIGIN ⁽³⁾

Direction of use

Cleanse with a cotton wool pad. Rinse with water or refreshing water such as Mustela®.

(1) Including newborns out of the NICU

(2) Formulated to minimise the risks of allergic reaction

(3) Check our formulation chart on www.mustela.com

MUSTELA®, IT ALL STARTS WITH SKIN






► **What is it?**

1 child in 3 has a very sensitive skin⁽¹⁾.
The appearance of clinical symptoms starts from 3 months onwards in 87% of cases with rednesses, dryness, itchiness and stinging.

► **What are the causes?**

Major trigger factors are environmental stress (cold, wind, etc.), mechanical stress (woolen clothing, beard, etc.), chemical stress (hard water, pollution, etc.)

► **How to diagnose it?**

Does the skin of your baby turn red easily against above stresses?

If so, the baby's skin is very sensitive.

(1) Epidemiological study conducted by Laboratoires Expanscience in 2007 on 8,100 babies and children in partnership with 399 pediatricians in France, Italy, Spain and Taiwan.

MUSTELA®, IT ALL STARTS WITH SKIN

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NEW

► **Mustela® response:**
Very sensitive skin significant visible clinical symptoms compared with normal skin

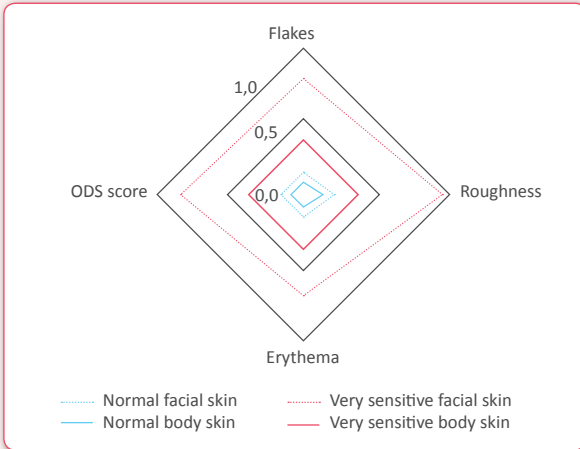
An exclusive study in the world:

Normal skin group (54 subjects)

- 3-6 months / 6-12 months / 24-48 months / 18-20 years

Very sensitive skin group (43 subjects)

- 3-6 months / 6-12 months / 24-48 months / 18-20 years



- **Very sensitive skin is significantly redder and drier, flakier and rougher than normal skin.**
- **The clinical symptoms of very sensitive skin are significantly more pervasive on facial skin than on the body.**

Measurement of clinical symptoms by a dermatologist using two scoring methods:
 • S.R.R.C. scoring (Scaling, Roughness, Redness and Cracks)
 • O.D.S. scoring (Overall Dry skin Score)
 Comparison of normal facial and body skin and very sensitive facial and body skin

MUSTELA®, IT ALL STARTS WITH SKIN



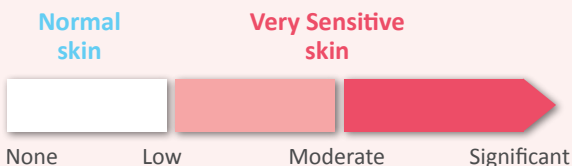
VERY SENSITIVE SKIN

... and invisible clinical symptoms measured for the first time in babies/children: stinging sensation and itchiness

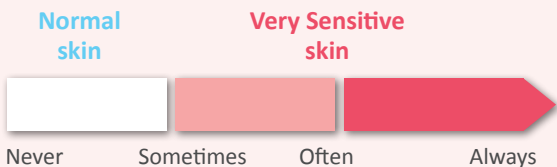
► Duration



► Intensity



► Frequency



Evaluation questionnaire on babies/children's behavior under dermatological supervision

In babies and children, very sensitive skin is indicated by unpleasant, invisible clinical symptoms: stinging sensation and itchiness.

MUSTELA®, IT ALL STARTS WITH SKIN



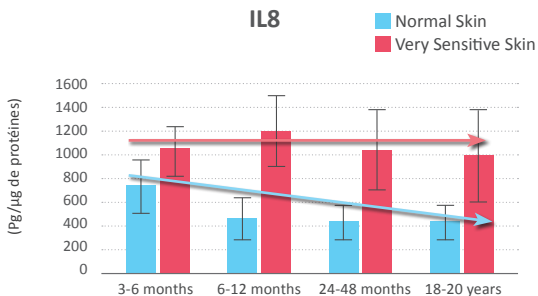
VERY SENSITIVE SKIN

Visible and invisible clinical symptoms correlated with exacerbated inflammatory potential

A higher level of inflammation that continues *versus* Normal Skin

Protein inflammation - IL8⁽¹⁾

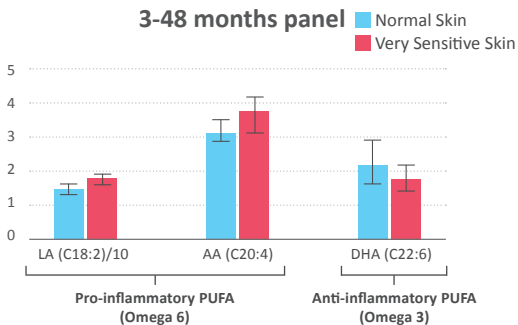
IL8



The balance between pro and anti inflammatory responses is disrupted *versus* Normal Skin

Lipid inflammation - AGPI⁽¹⁾

3-48 months panel



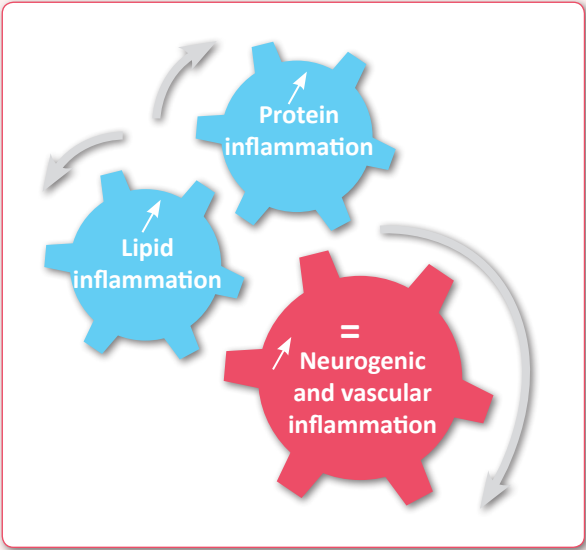
(1) Biological sampling using a swab

MUSTELA®, IT ALL STARTS WITH SKIN



VERY SENSITIVE SKIN

› Inflammation neurogenic and vascular > versus Normal Skin



Very sensitive skin in babies and children presents significant neurogenic and vascular inflammation⁽¹⁾

=

Exacerbated inflammatory potential



Lowered skin tolerance threshold to daily stress

(1) Mildner *et al* (1999) Photochemistry and Photobiology / Welss *et al* (2004) Toxicology *in vitro* / Ansari *et al* (2008) Mol Cancer Res / Dupont *et al* (2013) International Journal of Cosmetic Science / Misery (2011) Ann Dermatol Venereol. / Buhé *et al.* (2014) Ann Dermatol Venereol. / Saint-Martory *et al.* (2014) Br J Dermatol.

MUSTELA® , IT ALL STARTS WITH SKIN

Proven efficacy *in vitro*
thanks to patented assets

Skin's
surface



Reinforces
the skin barrier

+ 32% ceramides⁽¹⁾

+ 49% involucrin⁽¹⁾

Deeply moisturizes

+ 47% hyaluronic acid⁽¹⁾



Prevents and
soothes the
clinical symptoms of very
sensitive skin

Inhibition of protein inflammation:

- 74% IL6

- 37% IL8

Inhibition of lipid inflammation⁽¹⁾ :

- 35% of PGE2

Inhibition of vascular inflammation⁽¹⁾ :

- 72% VEGF

Inhibition of neurogenic inflammation

- 64% TRPV1 activation

Epidermal
stem cells



Protects the stem
cells reserves

80% protection of stem cell
markers⁽²⁾

(1) *In vitro* tests

(2) *In vitro*: 80% protection of stem cell markers during the greatest external stress factors (UV)

MUSTELA®, IT ALL STARTS WITH SKIN

Mustela®

VERY SENSITIVE SKIN

49

VERY SENSITIVE
SKIN

...clinically proven *in vivo* under dermatological
and paediatric supervision



MOISTURIZES

99%

satisfaction⁽¹⁾

PROTECTS

94%

satisfaction⁽²⁾

SOOTHES

97%

satisfaction⁽²⁾

- (1) Minimum percentage of satisfaction as reported by the investigator. Studies carried out under dermatological and paediatric supervision with the cream and the milk on a minimum of 60 children over 28 days.
- (2) Minimum percentage of satisfaction as reported by the investigator. Studies carried out under dermatological and paediatric supervision on the five products in the range, on a minimum of 60 children over 28 days.

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VERY SENSITIVE SKIN

- A skincare routine for very sensitive skin



Skincare



Soothing Facial Moisturizing Cream



Soothing Moisturizing Lotion



Bathtime



Cleansing



Soothing Cleansing Gel



Soothing Cleansing Water



Soothing Cleansing Wipes



98% INGREDIENTS OF NATURAL ORIGIN (1)

Direction of use



Diaper Change

Apply a thick layer to clean dry bottom when changing baby's nappy



Vitamin Barrier Cream 1 2 3

(1) Check our formulation chart on www.mustela.com

MUSTELA®, IT ALL STARTS WITH SKIN




VERY SENSITIVE
SKIN



SOOTHING
MOISTURIZING
CREAM

FRAGRANCE
FREE



For face
from birth on⁽¹⁾

40 ml

Benefits (consumers)

- Provides an immediate, long-lasting moisturizing effect
- Soothes to improve the appearance and sensations of tingling and tightness associated with very sensitive skin
- Strengthens and soothes very sensitive skin

Advantages (products)

- Light texture leaving the skin soft
- Protective second skin texture
- Hypoallergenic⁽²⁾, extremely well tolerated
- A formulation chart that excludes paraben, phthalate or phenoxyethanol⁽³⁾

Characteristics (product-specific)

Patented natural ingredients:

- **Transversal active ingredient:** Avocado Perseose: protects the skin barrier, moisturizes, and preserves the cellular richness of the skin
- **Specific active ingredient:** Schizandra: soothes to improve the appearance and sensations of very sensitive skin

97% INGREDIENTS
OF NATURAL ORIGIN⁽³⁾

Directions for use:

Apply morning and evening on face.

(1) Including newborns out of the NICU

(2) Formulated to minimise the risks of allergic reaction

(3) Check our formulation chart on www.mustela.com

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Mustela®

VERY SENSITIVE SKIN

VERY SENSITIVE SKIN



SOOTHING MOISTURIZING LOTION

FRAGRANCE
FREE



For body
from birth on⁽¹⁾

200 ml

Benefits (consumers)

- Provides an immediate, long-lasting moisturizing effect
- Soothes to improve the appearance and sensations of tingling and tightness associated with very sensitive skin
- Leaves the skin softer

Advantages (products)

- Protective second skin texture
- Light and softer texture designed for body care
- Hypoallergenic⁽²⁾, extremely well tolerated
- A formulation chart that excludes paraben, phthalate or phenoxyethanol⁽³⁾

Characteristics (product-specific)

Patented natural ingredients:

- **Transversal active ingredient:** Avocado Perseose: protects the skin barrier, moisturizes, and preserves the cellular richness of the skin
- **Specific active ingredient:** Schizandra: soothes to improve the appearance and sensations of very sensitive skin

97% INGREDIENTS
OF NATURAL ORIGIN⁽³⁾

Directions for use:

Apply morning and evening on body.

(1) Including newborns out of the NICU

(2) Formulated to minimise the risks of allergic reaction

(3) Check our formulation chart on www.mustela.com

MUSTELA®, IT ALL STARTS WITH SKIN

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VERY SENSITIVE SKIN

VERY SENSITIVE SKIN



SOOTHING CLEANSING GEL

FRAGRANCE FREE



For hair and body from birth on⁽¹⁾

300 ml

Benefits (consumers)

- Effectively and gently cleans the skin
- Soothes to improve the appearance and tingling sensations associated with very sensitive skin, especially due to hard water bathing

Advantages (products)

- Tear-free formula
- Its fragrance-free formula leaves a pleasant scent, the skin soften and hair silky
- Easy to rinse off
- Hypoallergenic⁽²⁾, extremely well tolerated
- A formulation chart that excludes paraben, phthalate or phenoxyethanol⁽³⁾

Characteristics (product-specific)

Patented natural ingredients:

- **Transversal active ingredient:** Avocado Perseose: protects the skin barrier, moisturizes, and preserves the cellular richness of the skin
- **Specific active ingredient:** Schizandra: soothes to improve the appearance and sensations of very sensitive skin
- Very mild surfactants, natural origin
- Soap-free

98% INGREDIENTS OF NATURAL ORIGIN⁽³⁾

Directions for use:

Pour into hands, lather to clean hair and body. Rinse off.

(1) Including newborns out of the NICU

(2) Formulated to minimise the risks of allergic reaction

(3) Check our formulation chart on www.mustela.com

MUSTELA®, IT ALL STARTS WITH SKIN

EXPANSCIENCE®
LABORATOIRES

Protecting your health through innovation

Mustela®

VERY SENSITIVE SKIN

VERY SENSITIVE
SKIN



300 ml

SOOTHING CLEANSING WATER (NO RINSE)

FRAGRANCE
FREE



For face, body and
diaper area from birth on⁽¹⁾

Benefits (consumers)

- Effectively and gently cleans all impurities
- Soothes to improve the appearance and sensations of tingling and tightness associated with very sensitive skin

Advantages (products)

- Its fragrance-free formula leaves a pleasant scent, the skin soft and non-sticky
- High skin and eye tolerance
- Hypoallergenic⁽²⁾
- A formulation chart that excludes paraben, phthalate or phenoxyethanol⁽³⁾

Characteristics (product-specific)

Patented natural ingredients:

- **Transversal active ingredient:** Avocado Perseose: protects the skin barrier, moisturizes, and preserves the cellular richness of the skin
- **Specific active ingredient:** Schizandra: soothes to improve the appearance and sensations of very sensitive skin
- Very mild surfactants, natural origin

99% INGREDIENTS
OF NATURAL ORIGIN⁽³⁾

Directions for use:

Apply with a cotton pad to clean. No rinsing needed. Gently pat dry, paying special attention the diaper area and skin folds.

(1) Including newborns out of the NICU

(2) Formulated to minimise the risks of allergic reaction

(3) Check our formulation chart on www.mustela.com

MUSTELA®, IT ALL STARTS WITH SKIN

EXPANSIENCE®
LABORATOIRES

Protecting your health through innovation



Mustela®

VERY SENSITIVE SKIN

VERY SENSITIVE
SKIN



Packet of 70 wipes

SOOTHING
CLEANSING
WIPES

FRAGRANCE
FREE



for face, body and diaper area
from birth on⁽¹⁾

Benefits (consumers)

- Effectively and gently cleans the skin
- Soothes to improve the appearance and sensations of tingling and tightness associated with very sensitive skin
- Leaves the skin soften and non-sticky

Advantages (products)

- Ultra-soft and fluffy wipes
- Allow a quick cleansing, with no rinsing required
- High skin and eye tolerance
- Hypoallergenic⁽²⁾
- A formulation chart that excludes paraben, phthalate or phenoxyethanol⁽³⁾

Characteristics (product-specific)

Patented natural ingredients:

- **Transversal active ingredient:** Avocado Perseose: protects the skin barrier, moisturizes, and preserves the cellular richness of the skin
- **Specific active ingredient:** Schizandra: soothes to improve the appearance and sensations of very sensitive skin
- Very mild surfactants, natural origin
- Alcohol-free

99% INGREDIENTS
OF NATURAL ORIGIN ⁽³⁾

Directions for use:

Take a cloth and gently clean baby's face, body and diaper area. Carefully close lid back after use. Do not flush down the toilet.

(1) Including newborns out of the NICU

(2) Formulated to minimise the risks of allergic reaction

(3) Check our formulation chart on www.mustela.com

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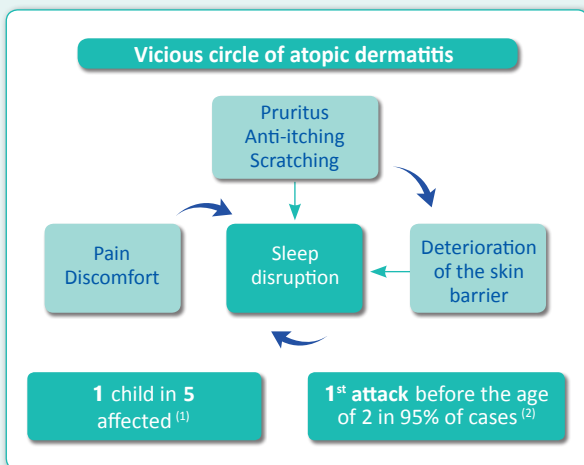
ATOPIC-PRONE SKIN



ATOPIC-PRONE SKIN

► What is atopic dermatitis?

It is a cutaneous pathology whose symptoms are an extreme dryness on the body and the face. Eczema flare-ups (local red patches) alternate with remission period.



► What are the causes?

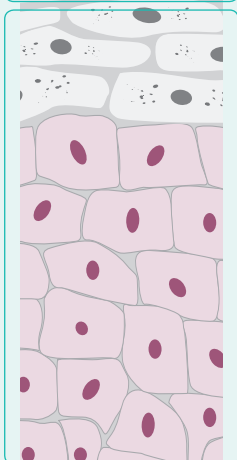
Altered cutaneous barrier lets the epidermis more permeable et facilitates allergens penetration. It stimulates abnormally immune systems which trigger inflammatory reaction.

(1) Based on the following studies: Watson W., 2011, ISAAC Steering Committee, 1998
 (2) Perceptor study, 2009

MUSTELA®, IT ALL STARTS WITH SKIN

▶ Latest discoveries

From the cutaneous surface



Epidermal stem cells

▶ ***Staphylococcus aureus* presence and formation of a biofilm**

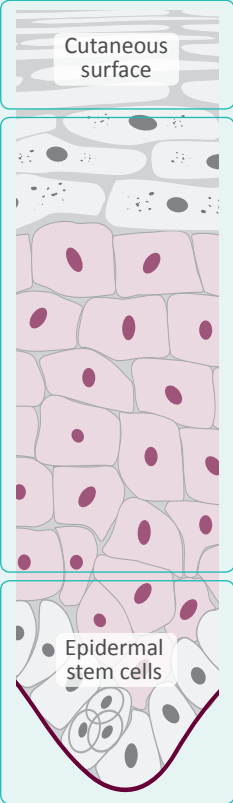
Staphylococcus aureus is a bacteria over-represented in atopic-prone skin. The biofilm is a protective layer formed by *Staphylococcus aureus*. It increases the bacteria's resistance and virulence and increases inflammation

▶ **Altered cellular resources**

Epidermal stem cells: cellular resources unique for an entire life, at its maximum at birth but very vulnerable and especially for atopic-prone baby and child skin

MUSTELA®, IT ALL STARTS WITH SKIN

► What are the needs?



1. Prevents the formation of the biofilm

New

2. Restores the skin barrier

3. Stimulates innate immunity

4. Reduces inflammation

5. Decreases pruritus

6. Preserves stem cells resources

New

In case of oozing sores, tell your client to seek medical advice.

MUSTELA®, IT ALL STARTS WITH SKIN



baby - child

ATOPIC-PRONE SKIN

➤ New preventive approach of Atopic dermatitis from birth on

In vivo

• Latest scientific publications

The likelihood of atopic dermatitis increases with a family history of AD:*



40% to 50%

If 1 parent is atopic



50% to 80%

If both parents are atopics

• Bibliography review

The daily application of an emollient from birth on newborns with a family history reduces by

33 to 50% **

the probability of the appearance of clinical signs of atopic dermatitis.

It is worth setting up a preventive approach to A.D. from birth

* Based on the following studies :

(Büchner S., 2001) (Kjellman N., 1977) (Taieb A., 2008) (Böhme M., 2003) (Dold S., 1992) (Wadonda-Kabondo N., 2004) (Bradley M., 2000) (O'Donovan S.M., 2015) (Purvis D.J., 2005) (Draaisma E., 2015) (Civelek E., 2011) (Olesen A.B., 1997) (Munivirana Skvorc H., 2014) (Diepgen T. L., 1996) (Carson C. G., 2013) (Stelmach I., 2014)(Loo E. X L., 2015) (Wananukul S., 2015) (Moore M. M., 2004)

** Eric L. Simpson, Emollient enhancement of the skin barrier from birth offers effective atopic dermatitis prevention, UK, 2014 Kenta Horimukai, Application of moisturizer to neonates prevents development of atopic dermatitis, Japan 2014

MUSTELA® , IT ALL STARTS WITH SKIN

► **New preventive approach of Atopic dermatitis from birth on**

In vivo

- **Latest clinical studies carried out by Laboratoires Expanscience®**

113 newborns with 2 atopic-prone parents*
Probability of developing AD:

50 to 80%

Daily application of STELATOPIA® products from birth reduces by

51%

the probability of the appearance of clinical signs of atopic dermatitis at 9 months old.*

Superior clinical results *versus* previous published studies



*The probability of appearance of clinical signs of AD at 9 months. Clinical study carried out on 113 newborns with a high probability of developing atopic dermatitis (2 atopic parents) Comparison between a group of 60 babies having made daily use, from the 3rd week of life, of the STELATOPIA® range: emollient balm, cream cleanser and milky bath oil, and a group of 53 babies who did not apply STELATOPIA® products

MUSTELA®, IT ALL STARTS WITH SKIN

► Mustela® response:
To protect, nourish and sooth everyday
Proven efficacy: STELATOPIA®

New



In vitro

► Prevents the formation of the biofilm⁽¹⁾



► Restores the skin barrier⁽²⁾

► Stimulates innate immunity⁽³⁾

► Reduces inflammation

-78%⁽⁴⁾

► Decreases pruritus

-30%⁽⁵⁾

► Preserves stem cells ressources

100%⁽⁶⁾

In case of oozing sores, tell your client to seek medical advice.

(1) STELASKIN® Atopic Skin model with *S.aureus* inoculation on surface forming the biofilm.
 (2) (4) (5) ON STELASKIN ECZEMA-PRONE SKIN- Th2 Model, inhibition of pruritus (early inflammation model)
 (2) Mean expression level of 4 skin barrier markers: IVL, TGM1, CLDN1, SMPD1 - % increase versus Th2 atopic-prone skin model
 (3) STELASKIN® ECZEMA-PRONE SKIN- *S aureus* Model, Expression level of TLR2
 (4) Expression level of inflammation markers: CCL2, CCL7 and CXCL1 - % decrease versus Th2 atopic-prone skin model
 (5) Expression level of KLK5 - % decrease versus Stelaskin atopic-prone skin early inflammation model
 (6) ON STELASKIN® ECZEMA-PRONE SKIN- Protection of capital reserves (Th2 model), inhibition of pruritus (early inflammation model)
 Mean expression level of stem cells markers: KRT15 / KRT19 / BIRC5 / TP63 / ITGB1 / Notch 1 vs Stelaskin® Normal Skin

MUSTELA®, IT ALL STARTS WITH SKIN



Skincare



Emollient Cream
STELATOPIA®



Emollient Balm
STELATOPIA®



Bath time



Cleansing Cream
STELATOPIA®



Bath Oil
STELATOPIA®

PRIORITY GIVEN TO INGREDIENTS OF NATURAL ORIGIN

Useful tips



Diaper Change

Apply a thick layer to clean dry bottom when changing baby's nappy



Vitamin Barrier Cream 1 2 3

MUSTELA®, IT ALL STARTS WITH SKIN

Mustela®

ATOPIC-PRONE SKIN

ATOPIC-PRONE SKIN



EMOLLIENT CREAM STELATOPIA®



For the face and body
from birth on⁽¹⁾

30 ml

95% RELIEVES
ITCHING*
AGREE

Benefits (consumers)

- Moisturizes, replenishes and soothes sensations of itchy skin
- Restores damaged skin barrier of atopic-prone skin
- Strengthens skin's natural defenses
- Reduces adhesion of *staphylococcus aureus*⁽²⁾ by preventing formation of biofilm, its protective coating
- Preserves skin's cellular resources

Advantages (product)

- Fluid texture that delivers an immediate sensation of softness and comfort
- Spreads and penetrates easily
- Hypoallergenic⁽³⁾, extremely well tolerated
- A formulation chart that excludes paraben, phthalate or phenoxyethanol⁽⁴⁾

Characteristics (product-specific)

- **Transversal active ingredient:** Avocado perseose (see page 13)
- **Specific active ingredient:** Sunflower oil distillate with soothing and lipid replenishing properties

PRIORITY GIVEN TO INGREDIENTS OF
NATURAL ORIGIN

Direction of use

Apply all over the face and body twice a day after previously cleansing with Stelatopia®.

* Reduction of itching. Clinical study, by self-assessment, conducted under dermatological control.

(1) Including newborns out of the NICU

(2) Bacterium involved in symptoms characteristic of atopic-prone skin

(3) Formulated to minimise the risks of allergic reactions

(4) Check our formulation chart on www.mustela.com

MUSTELA®, IT ALL STARTS WITH SKIN

EXPANSIENCE®
LABORATOIRES

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Mustela®

ATOPIC-PRONE SKIN

ATOPIC-PRONE SKIN



EMOLLIENT BALM STELATOPIA®



For the face and body
from birth on⁽¹⁾

**95% RELIEVES
ITCHING***
AGREE

Benefits (consumers)

- Moisturizes, replenishes and soothes sensations of itchy skin
- Restores damaged skin barrier of atopic-prone skin
- Strengthens skin's natural defenses
- Reduces adhesion of *staphylococcus aureus*⁽²⁾ by preventing formation of biofilm, its protective coating
- Preserves skin's cellular resources

Advantages (product)

- Rich, creamy texture that delivers an immediate sensation of softness and comfort
- Spreads and penetrates easily
- Hypoallergenic⁽³⁾, extremely well tolerated
- A formulation chart that excludes paraben, phthalate or phenoxyethanol⁽⁴⁾

Characteristics (product-specific)

- **Transversal active ingredient:** Avocado perseose (see page 13)
- **Specific active ingredients:** Sunflower oil distillate with soothing and lipid replenishing properties.
- **Shea Butter (plant-based):** leaves a protective layer on the skin and brings a rich texture to the balm

PRIORITY GIVEN TO INGREDIENTS OF
NATURAL ORIGIN

Direction of use

Apply all over the face and body twice a day after previously cleansing with Stelatoxia® Cleansing Cream.

* Reduction of itching. Clinical study, by self-assessment, conducted under dermatological control.

(1) Including newborns out of the NICU

(2) Bacterium involved in symptoms characteristic of atopic-prone skin

(3) Formulated to minimise the risks of allergic reactions

(4) Check our formulation chart on www.mustela.com

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ATOPIC-PRONE SKIN

ATOPIC-PRONE SKIN



500 ml



CLEANSING CREAM STELATOPIA®



For the face and body
from birth on⁽¹⁾

Benefits (consumers)

- Gently cleanses while protecting the skin
- Instantly soothes sensations of irritation and tightness
- Leaves the skin supple, soft and silky
- Tear-free formula. Physiological pH

Advantages (product)

- High skin and eye tolerance
- Hypoallergenic⁽²⁾
- A formulation chart that excludes paraben, phthalate or phenoxyethanol⁽³⁾

Characteristics (product-specific)

- **Transversal active ingredient:** Avocado perseose: natural, patented active ingredient, preserves skin's cellular richness and strengthens the skin barrier
- **Specific active ingredients:** sunflower oleodistillate: natural, patented active ingredient possessing soothing properties. Provides lipids which are needed to construct the skin barrier
- **Very mild surfactants:** gently cleanses without damaging the skin
- **Plant-based glycerin:** with moisturizing properties, limits water loss from the skin
- **Soap-free**



PRIORITY GIVEN TO INGREDIENTS OF
NATURAL ORIGIN

Direction of use

Apply to wet skin. Wash body and face. Rinse gently. Dry off without rubbing. Then apply the Stelatopia® Emollient Cream or Balm.

(1) Including newborns out of the NICU

(2) Formulated to minimise the risks of allergic reactions

(3) Formulated to minimise the risks of allergic reactions

MUSTELA®, IT ALL STARTS WITH SKIN

Mustela®

ATOPIC-PRONE SKIN

ATOPIC-PRONE SKIN



200 ml

BATH OIL STELATOPIA®



From birth on⁽¹⁾

Benefits (consumers)

- Immediately replenishes the whole body, with long-lasting effect
- Instantly soothes sensations of irritation and tightness
- Gently cleanses and leaves a protective film on the skin
- Compensates for the drying effects of bathing (hard water)

Advantages (product)

- Its replenishing oil texture gently envelops the skin
- Easy to use. Dilutes well in bath water
- Extremely well tolerated
- Hypoallergenic⁽²⁾
- A formulation chart that excludes paraben, phthalate or phenoxyethanol⁽³⁾

Characteristics (product-specific)

- **Transversal active ingredient:** Avocado perseose (see page 13)
- **Specific active ingredient:** Sunflower oil distillate with soothing and lipid replenishing properties
- **Chamomile extract:** softening properties
- **Vegetable oils:** replenish (rich in sterols, a source of essential fatty acids)

PRIORITY GIVEN TO INGREDIENTS OF
NATURAL ORIGIN

Direction of use

Pour 2 or 3 capfuls into bathwater. For enhanced lipid replenishment, do not rinse off. Gently dry off without rubbing. Follow up with Stelatopia® Emollient Balm or Cream. May make the bathtub slippery. Can be used daily or during flare-ups.

(1) Including newborns out of the NICU

(2) Formulated to minimise the risks of allergic reactions

(3) Check our formulation chart on www.mustela.com

MUSTELA®, IT ALL STARTS WITH SKIN

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baby - child

**NORMAL SKIN
DRY SKIN
VERY SENSITIVE SKIN
ATOPIC-PRONE SKIN**

68



VITAMIN BARRIER CREAM 1 2 3



50/100 ml

**A complete skin care
product for baby's
bottom, from birth on⁽¹⁾**

Benefits (consumers)

- Prevents irritation and redness with every nappy change
- Provides relief right from the 1st application
- Ensures lasting skin repair

Advantages (product)

- Ease of use - cleans effectively
- Hypoallergenic⁽²⁾, extremely well tolerated
- A formulation chart that excludes paraben, phthalate or phenoxyethanol⁽³⁾

Characteristics (product-specific)

- **Transversal active ingredient:** Avocado perseose: natural, patented active ingredient, protects the skin barrier, moisturizes and preserves skin's cellular richness
- **Specific active ingredients:** Alcacea oxeoline: relieves. Sunflower oleodistillate: repairs the skin barrier. Zinc oxide: protective and anti-enzymatic properties

**98% INGREDIENTS
OF NATURAL ORIGIN ⁽³⁾**

Useful tips

Apply a thick layer to clean, dry bottom with every nappy change.

(1) Including newborns out of the NICU

(2) Formulated to minimise the risks of allergic reactions

(3) Check our formulation chart on www.mustela.com

MUSTELA®, IT ALL STARTS WITH SKIN

**EXPANSCIENCE®
LABORATOIRES**

Protecting your health through innovation

baby - child



MAXIMISE SALES

The average shopping basket
+
additional sales

- Normal skin
- Dry skin
- Very sensitive skin
- Atopic-prone skin

MUSTELA®, IT ALL STARTS WITH SKIN

NORMAL SKIN

The ideal shopping basket for normal baby skin comprises 4 daily routines:

- Skincare
- Bathtime
- Cleansing
- Diaper change



Skincare

- Hydra Bébé Facial Cream
- Hydra Bébé Body Lotion



Bathtime

- Gentle Cleansing Gel
- Gentle Shampoo



Cleansing

- Cleansing Water
- Facial Cleansing Cloths



Diaper Change

- Vitamin Barrier Cream 1 2 3
- Liniment Dermo-Protective Cleansing



MUSTELA®, IT ALL STARTS WITH SKIN

Mustela®

NORMAL SKIN

NORMAL
SKIN

72

Additional sales

► For moments of well-being



Baby
Oil



Skin
Freshener



Eau de Soins
Musti
Delicate
Fragrance



Multi-Sensory
Bubble
Bath

► For transient skin problems



Foam
Shampoo
for Newborns
Prevents Cradle Cap

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DRY SKIN

The ideal shopping basket for dry baby skin comprises 4 daily routines:

- Skincare
- Bathtime
- Cleansing
- Diaper change



Skincare

- For the face
Nourishing Cream with Cold Cream
- For the body,
Nourishing Lotion with Cold Cream



Bathtime

- Nourishing Cleansing Gel with Cold Cream
- Bath Oil



Cleansing

- Cleansing Milk



Diaper Change

- Vitamin Barrier Cream 1 2 3
- Liniment Dermo-Protective Cleansing



MUSTELA®, IT ALL STARTS WITH SKIN

Mustela®

DRY
SKIN

74

DRY SKIN

Additional sales

► For cold periods (hands and cheeks)



Hydra-stick
Nutri-Protective
with Cold Cream

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VERY SENSITIVE SKIN

The ideal shopping basket for very sensitive skin
Comprises 4 daily routine:

- Skincare
- Cleansing
- Bathtime
- Diaper change

FRAGRANCE
FREE



Skincare

- For the face,
Soothing Facial Moisturizing Cream
- For the body,
Soothing Moisturizing Lotion



FRAGRANCE
FREE



Bathtime

- **Soothing Cleansing Gel**



FRAGRANCE
FREE



Cleansing

- **Soothing Cleansing Water
No Rinse**
- **Soothing Cleansing Wipes**



Diaper Change

- **Vitamin Barrier Cream 123**
- **Liniment Dermo-Protecteur**



MUSTELA®, IT ALL STARTS WITH SKIN

ATOPIC-PRONE SKIN

The ideal shopping basket for atopic baby skin comprises 3 daily routines:

- Skincare
- Bathtime
- Diaper change



Skincare

- Emollient Cream
STELATOPIA®
Fluid texture
- Emollient Balm
STELATOPIA®
Rich texture



Bathtime

- Cleansing Cream
STELATOPIA®
- Bath Oil
STELATOPIA®



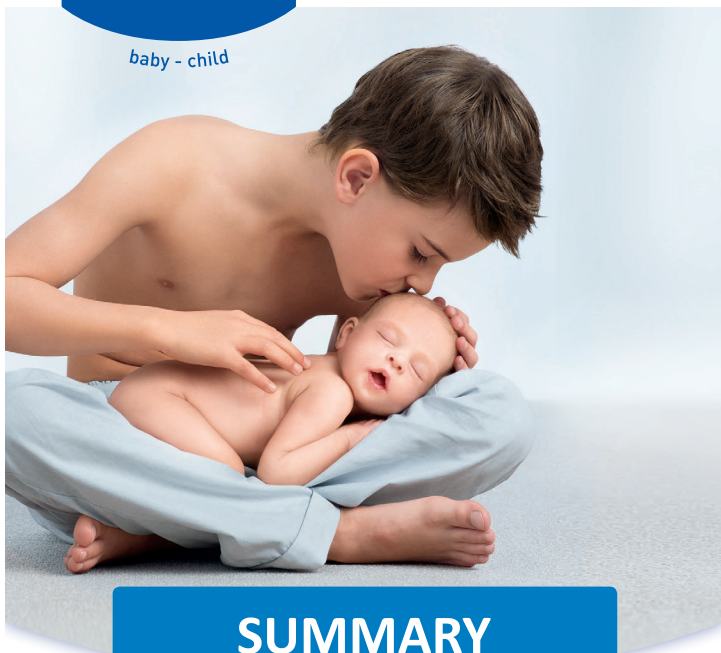
Diaper Change

- Crème Change 1 2 3
- Liniment Dermo-Protective Cleansing



MUSTELA®, IT ALL STARTS WITH SKIN

baby - child



SUMMARY OF THE 4 RANGES

Mustela® Baby and Child

- Normal skin
- Dry skin
- Very sensitive skin
- Atopic-prone skin

MUSTELA®, IT ALL STARTS WITH SKIN

Mustela®

A REMINDER OF THE NORMAL SKIN RANGE

NORMAL SKIN



HYDRA BÉBÉ
FACIAL CREAM



HYDRA BÉBÉ
BODY LOTION



BABY
OIL



EAU DE SOIN
MUSTI
DELICATE FRAGRANCE



Skincare



GENTLE
CLEANSING
GEL



2-IN-1
CLEANSING
GEL



GENTLE
SHAMPOO



FOAM SHAMPOO
FOR NEWBORNS



MULTI-
SENSORY
BUBBLE BATH



Bath time



CLEANSING
WATER



SKIN FRESHENER



FACIAL CLEANSING
CLOTHS



Cleansing



VITAMIN BARRIER
CREAM 1 2 3



LINIMENT
DERMO-PROTECTIVE
CLEANSING



Diaper Change

★ My name changes

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A REMINDER OF THE DRY SKIN RANGE

DRY SKIN



NOURISHING CREAM WITH COLD CREAM



NOURISHING LOTION WITH COLD CREAM



HYDRA-STICK NUTRI-PROTECTIVE WITH COLD CREAM



Skincare



GENTLE SOAP WITH COLD CREAM NUTRI-PROTECTIVE



BATH OIL



NOURISHING CLEANSING GEL WITH COLD CREAM



Bathtime



CLEANSING MILK



Cleansing



VITAMIN BARRIER CREAM 1 2 3



LINIMENT DERMO-PROTECTIVE CLEANSING



Diaper Change

★ My name changes

MUSTELA®, IT ALL STARTS WITH SKIN

Mustela®

VERY SENSITIVE SKIN

80

A REMINDER
OF THE **VERY SENSITIVE**
SKIN RANGE



SOOTHING FACIAL
MOISTURIZING CREAM



SOOTHING MOISTURIZING
LOTION



Skincare



SOOTHING CLEANSING GEL



Bathtime



SOOTHING CLEANSING WATER
NO RINSE



SOOTHING CLEANSING
WIPES



Cleansing



VITAMIN BARRIER
CREAM 123



LINIMENT
DERMO-PROTECTEUR



Diaper Change

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ATOPIC-PRONE
SKIN

A REMINDER OF THE ATOPIC-PRONE SKIN RANGE



EMOLIENT BALM
STELATOZIA®



EMOLIENT CREAM
STELATOZIA®



Skincare



CLEANSING CREAM
STELATOZIA®



BATH OIL
STELATOZIA®



Bath time



VITAMIN BARRIER
CREAM 1 2 3



LINIMENT
DERMO-PROTECTIVE
CLEANSING



Diaper Change

★ My name changes

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Mustela®

baby - child

Mustela®, the skincare expert for babies, children and mothers for over 60 years.

► Our mission

- To protect and preserve the health of the most delicate skin of babies, children, and new or expecting mothers,
 - while respecting people and their environment,
- and to make the skincare routine a moment of sharing, pleasure and emotion,
 - that contributes to the well-being and development of the baby and child,
 - and the fulfilment of the new or expecting mother.

► Our commitments

- Continuous research in pediatric and obstetric dermatology
- Clinically proven efficacy
- Guaranteed safety
- Priority given to ingredients of natural origin
- Uniquely pleasurable to use
- Support new and expecting parents
- Respect people and their environment

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