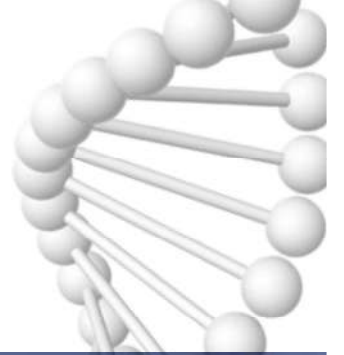


# HYP SKIN

SKIN REGENERATING CLINICALLY AND GENETICALLY PROVEN

**ASSESSA**  
INNOVATION FOR A GREENER WORLD



POWERFUL SKIN  
REGENERATING AGENT  
CLINICALLY AND  
GENETICALLY PROVEN  
ACTIVATES 507 SKIN  
INTEGRITY GENES

Gene expression assays shows that **HYP SKIN** modulates **507 genes** in human keratinocytes and fibroblasts demonstrating an intense activity in the skin dermis and epidermis. **Genetic road-map confirmed by clinical trials** shows a powerful **skin regenerating activity**.

# HYP SKIN

- INCREASES CELL TURNOVER/CELLULAR RENOVATION
- MATTIFYING EFFECT
- REDUCES AND LIGHTENS DARK SPOTS
- IMPROVES THE HOMOGENEITY OF SKIN TONE
- STIMULATES MICROCIRCULATION
- ADDS RADIANCE TO THE SKIN
- IMPROVES SKIN STRUCTURE, DENSITY AND FIRMNESS
- REDUCES SIZE, DEPTH AND NUMBER OF WRINKLES
- SMOOTHES THE MICRORELIEF
- IMPROVES THE TEXTURE OF THE SKIN

# 1 A NEW GENERATION OF BIOACTIVES

HYPKIN is a bioactive based on sulfated polysaccharides obtained from marine algae of the Rhodophyceae class and Polyuronic acids from marine algae of the Phaeophyceae class, collected on a sustainable basis on the shores of the northeastern coast of Brazil. HYPKIN represents a new generation of active ingredients for skin care based on ASSESSA expertise in tropical seaweeds.

## MECHANISM OF ACTION

- HYPKIN activates specific sensors on the surface of the skin, stimulating the release of a cascade of several cytokines.
- Cytokines act at deeper levels of the epidermis and dermis.
- The action over the epidermal cells is selective for the proliferation and activity of keratinocytes.
- Resulting in a more homogeneous distribution of melanin and a more even skin tone, with fewer blemishes.
- The activated keratinocytes also release cohesion proteins such as filaggrins, generating a better structured stratum corneum.
- Other cytokines go deeper, reaching the dermis, stimulating the blood flow and the metabolic exchanges in the dermis.
- They also stimulate the activity of fibroblasts, the production of collagen, elastin and other components of the Extracellular Matrix.
- The density of the dermis is improved, increasing the firmness of the skin and reducing the amount and the depth of the wrinkles.
- The result of this process is a more homogeneous, structured, cohesive, firm, healthy, and a younger-looking skin.

### Secretion of Cytokines

(Wikimedia Commons)



## OVERVIEW GENE EXPRESSION TEST

BIOLOGICAL PROCESS	NUMBER OF GENES MODULATED
Cell-Cell adhesion	19
Regulation of the apoptotic process	16
Angiogenesis (blood vessel formation)	11
Reinforcement of the skin barrier	3
Organizes the extracellular matrix (ECM)	11
Stimulates Keratinocytes differentiation/proliferation	17

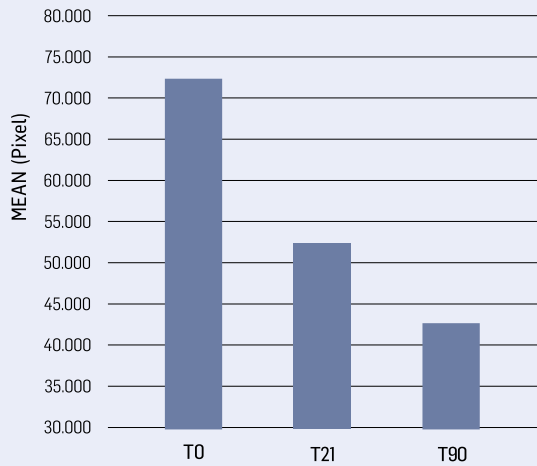
# 2 CLINICAL TESTS



## SIZE OF SPOTS AND HOMOGENEITY OF SKIN TONE

(Visia CR® Canfield Scientific Cross Polarized Filter)

### SIZE OF SPOTS (TOTAL SURFACE)



**A visible reduction was already noticeable after 21 days. After 90 days the product reduced the total area of spots by 39.8%.**

## BEST CASES

### COLOR OF SPOTS



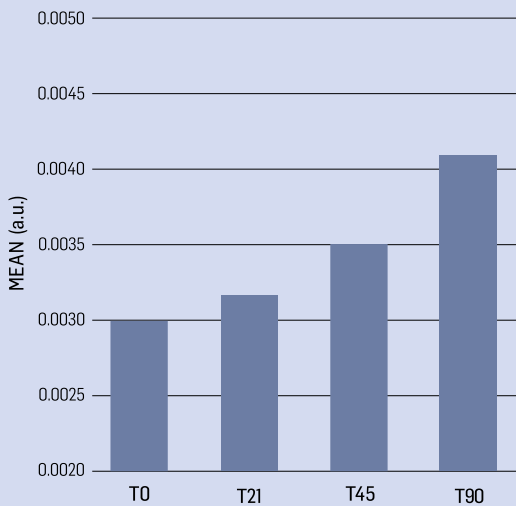
T0



T90

**After 90 days the product reduced the color of spots by 31.5%**

## HOMOGENEITY OF SKIN TONE



**A visible improvement was already noticeable after 21 days. After 90 days, the homogeneity of skin tone was improved by 38.7%.**

## BEST CASES



T0

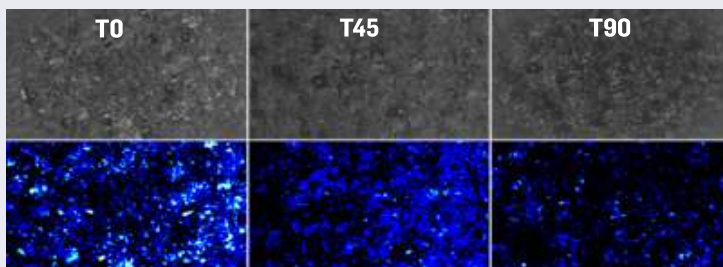
SUBJECT 022



T90

## DESQUAMATION (Visia CR®)

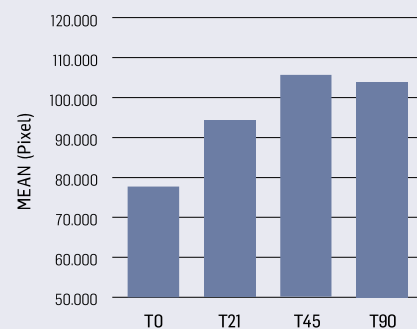
### BEST CASES DESQUAMATION (CELL RENEWAL)



The light blue color of the scale represents flaking corneocytes (desquamation), and, the dark blue, more cohesive corneocytes with greater uniformity.

## MICROCIRCULATION (Frame Scan®)

### IMPROVEMENT (DERMIS)



**After 90 days the product stimulated the micro-circulation of the dermis by 31.2%**

# HYP SKIN

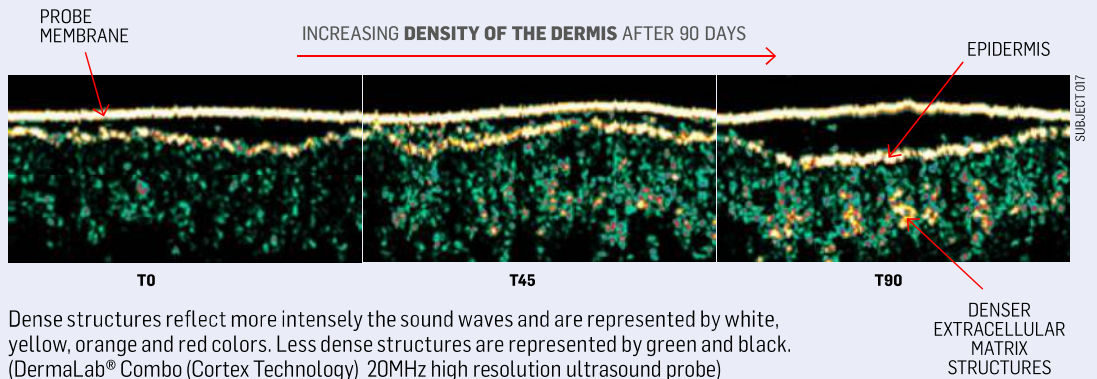
SKIN REGENERATING CLINICALLY AND GENETICALLY PROVEN

## 2 CLINICAL TESTS

### ULTRASOUND (ECHOGENICITY)

Ultrasound readings of the skin (Dermis)

**After 90 days the product increased the density of the skin by 31.4%.  
(Increase in density = increase in firmness)**



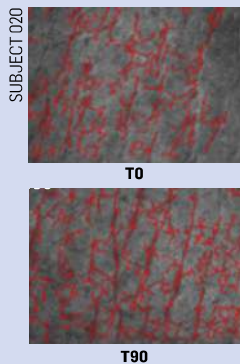
### SHINE (OILINESS)



**After 90 days the product reduced the oil-related skin gloss by 10.7%.**

### ANISOTROPY INDEX (VisioScan®)

(VisioScan®)



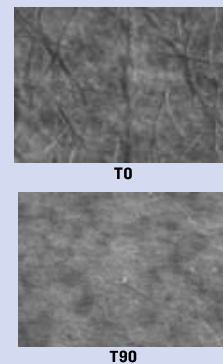
A younger-looking skin presents lines on all directions, with many crossings visible. With age, the skin lines decrease, become deeper and more aligned.

The anisotropy index measures the number of crossings and lines, and is higher in aged skin.

**After 90 days the product promoted 27.2% of improvement of skin appearance (younger looking skin).**

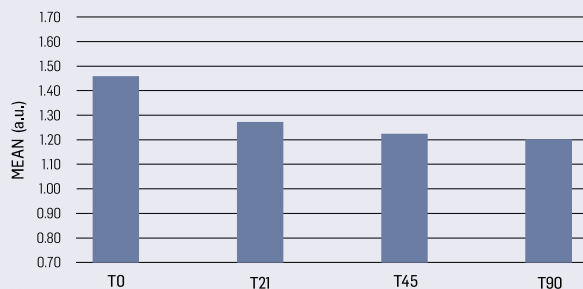
### MICRO-RELIEF OF SKIN (SEw)

(SEw)



**After 90 days the product improved the skin texture by 9.5%.**

### WRINKLES (COEFFICIENT OF VISIBILITY)



**After 90 days the product promoted the reduction in the visibility of the wrinkles by 17.1%.  
Images obtained with the Visia CR® equipment (Canfield Scientific).**



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