

CRÉATIONS SOINS®

FILM DE TEINT®



» FILM DE TEINT® - A NEW TYPE OF WATER-BASED RHEOLOGY

We have studied the skin for over 30 years and most recently with our in-house reflectance confocal microscope.

The reflectance dual laser microscope allows us to look at the skin closer than ever and to understand the importance of the epidermis and the need to focus on a new media when developing foundations as well as advanced skin and sun care formulations.

Most consider the epidermis as a neutral surface however the epidermis is very much alive and has a unique configuration, which we have studied in detail based on our In Vivo microscopy testing.

Due to this new understanding and our ever growing knowledge of the skin, we are able to design and offer new high performance colour, skin and sun care formulations based on skin hydration.

Film de Teint® FdT® is a new type of water-based rheology with extraordinary shape memory.

The current choice is based on our Hydrasoft® SEA ER or Hydrasoft® Pine ER which are both stable to high electrolyte activity and conform to the new ISO 16128-1 Natural and Organic Standard.

The Hydrasoft® ER range offers a pseudoplastic rheology and a new shape memory technology, which repairs itself upon application to the skin.

Considering that our facial features move every second and tend to crack foundations or sunscreens revealing fine lines and wrinkles, our Hydrasoft® ER range offers a new technology which enables the skin to return to its original state and thus allowing flexibility of high performance colour, skin and sun care.

As mentioned above, **FdT®** allows for long term skin hydration over many hours, which we have tested In Vivo along with improvement of skin elasticity. Specifically we have tested In Vivo Delta D (depth of wrinkles) and Delta W (width of wrinkles) showing reductions in both parameters.

In conclusion, **FdT - Film de Teint®** technology is the new novel way to modify the epidermis structure by increasing skin hydration and offering a shape memory texture to high performance of colour, skin and sun care.

More information on the website

www.theinnovationcompany.fr

Ideac Ltd.