



**Every cosmetic active ingredient has a unique story.**

**GENEL helps you reveal the story of yours!**

Today, your customers wish to have a real experience while using your cosmetics. They prefer to use products which they believe in, products which they can relate with, and products whose efficacies are scientifically proven.

In order to enhance your notoriety, the ingredients that you develop must be consistent with the philosophy of your brand. Combining active ingredients with their original stories, in accordance with the identity of your brand, is of paramount importance to catch the attention and adhesion of your clients.

GENEL works hand-in-hand with you to build the unique story of each of your ingredients, and thus elevate the specialty and values of your brand, all the way through.

Each year, these stories are highlighted at internationally competitive conferences such as the IFSCC (International Federation of Societies of Cosmetic Chemists).

Today, GENEL and its collaborators have the pleasure of presenting few of their 2019 stories:

### **1. Prevent jet lag by resetting your circadian clock**

A poster titled '[Preventing epidermal jet lag by resetting the circadian clock](#)', presented with **RAHN AG**, Switzerland.

### **2. *Crocus sativus*, the flower of Saffron sets the clock (of your skin) right!**

A poster titled '[Alteration of circadian rhythm by UV exposure: Chronobiology is coming!](#)', presented with **BERKEM**, France.



### **3. A medicinal plant extract activates microvessels of the skin to fight oxidative stress**

A poster titled '[From plant-endophytes interaction to dermal endothelial cells protection: new skin antioxidant approach](#)', presented with **Biocosmethic**, France.



#### 4. The leaf extract of a Vietnamese tree modulates an actor of epigenetics, a micro-RNA, to reduce brown spots

A poster titled '[Combination of \*in silico\*, \*in vitro\* and \*in vivo\* studies to demonstrate a new epigenetic mechanism linked to pigmented spots](#)'.

#### 5. An efficient ingredient from seaweed counters inflammasome-based stress from ageing pathway

An article titled '[An efficient means to mitigate skin inflammaging by inhibition of the NLRP3 inflammasome and Nfkb pathways: A novel epigenetic mechanism](#)', published in the IFSCC Magazine, Volume 21-22, Number 3, 1-3, with **Clariant active Ingredients**, France.

#### 6. A key natural ingredient activates the cellular communication in the skin to reduce brown spots

A poster titled '[Modulation of skin pigmentation by keratinocytes-melanocytes cross-talk, highlighted by exosome-mediated communication](#)', presented with **Biocosmethic**, France.



#### 7. Acne and sebo-regulation: New insights from primary sebocytes

A compilation of [original research findings from GENEL](#) to develop a physiologically relevant model based on primary sebocytes to validate the anti-acne effects of cosmetic active ingredients.

Contact us: [info@genel.fr](mailto:info@genel.fr)

Website: [www.genel.fr](http://www.genel.fr)

# Enhance your Research with GENEL

Leverage on our extensive expertise in Skin Homeostasis to  
stay one step ahead of the competition!



**Innovation Expertise Support**

**GENEL is your R&D partner. We determine the most efficient and appropriate strategy tailored to your project and corporate culture.**

## **seboGEN**

Seboregulation in  
primary sebocytes

## **genERGY**

Mitochondrial homeostasis

## **Atopic Dermatitis**

Skin-barrier functions

## **GenScreening**

Genes & miRNA

## **SensiGEN**

Sensitive skin

## **EXOgen**

Intercellular communication

## **genDETOX**

Pollutants & detoxification

## **genPROTECT**

DNA protection & repair

## **genSPECTRA**

Blue light effects

.....and many more!