

KDERM

by

**VIVALIGNE
LABORATORY**

**A range of anti-ageing treatments
containing Kappa-Elastin**
a unique, patented molecule
already used in the medical field

PRESS RELEASE

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K'DERM SCIENTIFIC | PARIS

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Good news

A small revolution is taking place in the field of anti-ageing skincare, due to a unique molecule patented by the French laboratory Vivaligne.

With 40% of the French population currently over 50 years old, both men and women are increasingly attentive to their health and their appearance. In real terms, it is less a question of trying to appear younger than our age, but more about feeling good about ourselves and with the image we convey.

It is on our skin that the signs of ageing are particularly noticeable, in the form of wrinkles, brown marks, dryness, loss of tone and elasticity, etc.

Its name is *Kappa-Elastin*, and it is actually far from unknown in the world of health care. For many years it has been used in hospitals to help regenerate the skin (particularly in the case of severe burns), and there have been over 500 scientific and medical publications written on it.

So what is its secret? It has the ability to penetrate all the different layers of the skin and to stimulate the production of collagen and elastin. For it is precisely the loss of elastin, as of the age of 25, which is the main cause of skin ageing. This phenomenon is then accelerated due to the loss of collagen in our skin from 40 years old onwards.



Scientists and doctors are unanimous: Kappa-Elastin is a powerful active ingredient in the field of skin regeneration and therefore a valuable ally for restoring radiant and youthful skin.

In the aim of making this powerful molecule accessible to as many people as possible, Vivaligne has created *K'Derm*, its anti-ageing skincare range containing Kappa-Elastin.

'Numerous studies, in particular those carried out in our CNRS Laboratory in Reims, have shown that Kappa-Elastin can be considered as a powerful active ingredient for skin regeneration, and for this reason it possesses anti-ageing properties.'

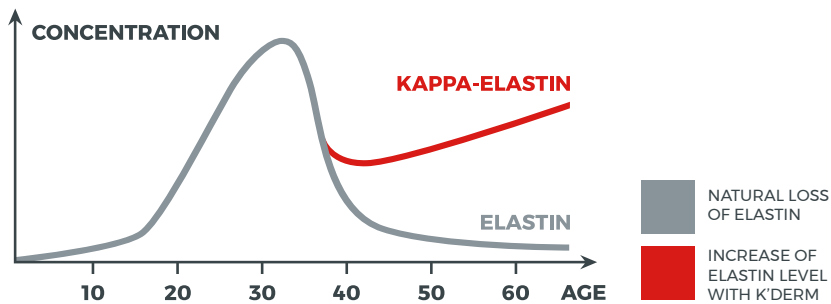
DR WILLIAM HORNEBECK,
RESEARCH DIRECTOR, CNRS (NATIONAL CENTRE FOR SCIENTIFIC RESEARCH)

Kappa-Elastin

finally available in the field of dermo-cosmetics

For the past fifteen years, the laboratory Vivaligne in Montpellier has held the worldwide exclusivity of Kappa Elastin, a molecule whose effectiveness has been acknowledged worldwide. In France, it is recommended by dermatologists.

It is therefore not surprising that the range launched under its brand K'Derm is listed in the Vidal Dictionary. (*standard reference source for Doctors in France.*)



'Kappa-Elastin helps the skin relive a second youth, thanks to this anti-ageing and anti-wrinkle molecule which is also moisturising, nourishing, toning, re-firming and regenerating'

MR ALAIN PETIT, PRESIDENT OF LABORATOIRE VIVALIGNE

It possesses a deep-down action which fights the various signs of skin-ageing and restores to the skin what time steals from it.

Right from the very first applications, the skin is plumped and the facial features are smoothed. In just one week the moisture level of the skin is restored to 12.4% and its elasticity level to 7%.

And this is just the beginning! This remarkable molecule has more secrets to reveal: scientists currently continue to work on developing new cosmetic and pharmaceutical products. New possibilities will be opening up in terms of cellular regeneration, enabling us to live better in the future, more than that, to live well.



K'Derm

A range of 19 products containing Kappa-Elastin

The K'Derm range containing Kappa-Elastin bio-peptides is paraben-free and suitable for all skin types. It does not cause allergies or irritations.

K'Derm facial treatments have a particularly interesting **'7-in-1' action**, since Kappa-Elastin has all of the following properties: anti-wrinkle, moisturising, nourishing, toning, softening, regenerating and re-firming.

The K'Derm range includes 19 specific anti-ageing products for face, eye contour, body and hands, as well as a number of food supplements. All these products can be used from the age of 30 onwards, to fight wrinkles and to moisturise and nourish the skin.

THE POWER OF KAPPA-ELASTINE
Anti-wrinkle · Moisturising
Nourishing · Toning
Softening · Regenerating
Re-firming

'As a pharmacist, I recommend all the products in the K'Derm range and I can state that beyond their effectiveness, they ensure excellent skin-tolerance for their users.'

FRANÇOISE TERRADE
DOCTOR OF PHARMACY (DESS IN HEALTH LAW)



Vivaligne laboratory

The Made in France guarantee

Located at the *Euromedecine* quarter in Montpellier, Vivaligne laboratory is acclaimed in medical cosmetology as «The Anti-Ageing Specialist».

With the support of its R&D centre and its university and hospital partnerships, VIVALIGNE is continually innovating, in the aim of preserving the youth and beauty of men and women.

In order to provide exceptional skincare, the laboratory controls the entire manufacturing process: from molecule to formulation, from production to packaging and even logistics. This constant quest for quality enables Vivaligne to ensure all of the “Made in France” guarantees.



International development

In spite of the difficult economic situation linked to COVID-19, Vivaligne aims to continue developing its presence worldwide. After Russia, Japan, Hong Kong and Europe, the laboratory continues to open new markets, in particular in the Gulf countries.

Alongside these ambitions, its steady development in the cosmetic market enables the company to continue launching new research programmes at its Regentis-Pharma R&D Laboratory. Vivaligne is paving the path for the growth of tomorrow by developing as of now different specialisations for the future (healing products for skin and gums, treatments for psoriasis, etc.)

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