



A technological feat: 100% ACTIVE water thanks to its unique composition of natural mineral salts and its charge of negative ions. Advanced Water S-100 acts both as an active component and as an excipient for innovative products in the dermo-cosmetic and consumer health fields.

- Ionic balance and cells' regeneration
- 100% biocompatible
- The only ACTIVE water with a safe and 100% innovative alkaline pH.

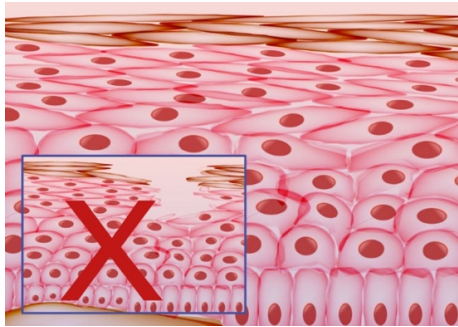
## Cell's ionic balancing and regeneration

Regarding skin chemistry, a common and widespread misconception is that the skin has an acidic pH - it is not the skin that has an acidic pH but the acid mantle. The acid mantle can have a pH between 4.5 and 6.2 depending on ethnicity, age, gender and location on the body, moisture and many other factors. The acid mantle acts as a barrier over the skin that discourages the growth of bacteria and fungi. The cells, on the other hand, are in an alkaline environment. In the pursuit of balance and like every other organ in our body, skin performs best within a narrow, ideal environment especially when it comes to pH. When it deviates from its ideal value it can cause harmful bacteria to grow, triggering inflammation and skin conditions and causing accelerated ageing.

For our cells to be in their best health they need to be within an alkaline environment and creating this environment has multiple benefits:

- the cells can function at their optimum levels,
- they can properly absorb essential minerals,
- the skin's defense system remains intact,
- the skin's precious ceramides are strengthened and protected.

Thanks to an adequate pH and minerals environment, cells can develop and accelerate healing process by reducing inflammation and stimulating vascularization. Combined with its anti-microbial and cleansing effects, Advanced Water S-100 offers a state-of-the-art solution for dermo-cosmetic skincare as well as for therapeutic support in case of woundcare's treatments (e.g. burn, ulcers, atopic dermatitis, acne).



## 100% biocompatible

Thanks to its weak basicity (equivalent to 0,04M  $\text{NH}_4\text{OH}$ ) Advanced Water S-100 fully respects natural skin pH as being quickly neutralized when in contact with its natural organic acids. It easily penetrates the different skin's layers without damaging cell's membrane and cutaneous microbiota, unlike surfactants, alcohol, preservatives (...) which presence in most of today cosmetic/OTC formulas seriously denature and damage skin's tissues.

Skin's microbiota is very important as a protective mechanism; the microorganisms that live on and in human skin and their diversity contribute in balancing the microbiota, which characterizes a healthy skin. It should be noted that dead bacteria must be evacuated in order to eliminate their toxins, especially for staphylococcus. The action of diluted Advanced Water S-100 on the skin helps to cleanse and maintain a healthy microbiota thanks to its anti-microbial effect using electric charges, mainly against Gram- bacteria. Skin-resident bacteria Gram+ are partially dislodged by repulsion charge -/- thanks to negatively charged outer membrane due to teichoic acid.

Advanced Water S-100 is the only ionized and mineralized alkaline water free of chemical and harmful ingredients.



## The only 100% innovative, safe alkaline pH ACTIVE water. A revolution in dermo-cosmetics.

Advanced Water S-100 is not a fixed alkali (e.g. soda or potash) but a unique molecular arrangement rich in interlocking combinations of OH<sup>-</sup>. It is alkalinity without its disadvantages... A dream for dermo-cosmetics and skin care.

The recent "skin neutral products" campaigns is a marketing artifact and pH should not be considered as an indicator of whether a product is beneficial, irritating or not for the skin, unless it is chemically aggressive and therefore capable of damaging the skin. Advanced Water S-100 is a unique ACTIVE alkaline water without any caustic lye, potash or other similar / controversial chemicals.

Also important is its biological reducing power. The sebum on the surface of the skin is constantly oxidized, and the oxidized sebum feeds bacteria. In addition, skin cells oxidize with ultraviolet rays and age, and the skin weakens. Advanced Water S-100 as an antioxidant and purifier also reduces sebum and oxidized cells.

From a general standpoint, bacteria, even alkaliphilic bacteria which are comfortable with high pH, cannot survive in pH over 10.5. Bacteria growth is therefore impossible under S-100 high pH (11.5 – 12.5). When in contact with the skin and its organic acids, Advanced Water S-100 is quickly neutralized to skin's natural pH level. Advanced Water S-100 is a weak base and is equivalent to 0,04M of NH<sub>4</sub>OH in terms of basicity. In any case, absolutely no negative reaction/stimulation of the skin is observed, as confirmed by several tests and analysis made by well-known European laboratories and research centers.