

DEMECARE® BLEND CREAM:

Integral skin protection and damage prevention

The **exposome** (pollution, UV rays) and **intrinsic aging** exert **constant pressure**.

From the very first attack, the epidermis releases a primary and massive distress signal: the alarmin IL-1α, triggering oxidative stress and chronic inflammation ("inflamm'aging"). This inflammation impairs the epidermis' ability to regenerate. It leads to a loss of expression of the constituent basal keratins (KRT5/KRT14), which compromises the skin's anchorage and mechanical resistance. At the same time, it induces destructive enzymes (MMP1, MMP9, MMP10) in the dermis, which destroy the extracellular matrix. The result is an overall structural weakening of the skin, from the surface to the deeper layers.

SCIENTIFIC CONCEPT

Demecare® Blend Cream helps with integral skin protection and resilience.

Dermo-matrix reinforcement

↓ MMPs + ↑ Decorin / ↑ PLOD2

In the dermis, Demecare® Blend Cream stops architectural alteration by inhibiting destructive enzymes (MMP 1, 9, 10). At the same time, it stimulates decorin and PLOD 2 to actively reorganize the collagen network, leading to the preservation and strengthening of the dermal matrix.

Anti-stress and antioxidant shield

↓ IL-1α + SELENOH Axis

Demecare® Blend Cream acts at the very source of aging induced by the exposome. By drastically reducing the primary alarm signal (IL-1α), it blocks the inflammatory cascade before it spreads. Coupled with the activation of the antioxidant axis (SELENOH), it creates an environment of absolute defense and soothing, protecting cells from damage before it destroys tissue architecture.

Basal epidermal framework

↑ KRT5 / ↑ KRT14

Faced with aggressions that slow down skin renewal, Demecare® Blend Cream strongly boosts the expression of KRT 5 and KRT 14. These keratins form the fundamental structural network of stem and progenitor cells at the base of the epidermis. Stimulating them preserves the function of basal keratinocytes, ensures solid anchoring, and boosts the epidermis's renewal process.

Demecare® Blend Cream not only repairs, it acts as a "Structural Preserver." It counterbalances the pressures of the exposome by first cutting off the inflammatory distress signal (IL-1α), then actively strengthening the skin's foundations (KRT5/14, collagen organization), **for stronger, highly resilient skin overall. Demecare® Blend Cream particularly activates mitochondria and energy production** for cell vitality and enhanced repair capacity, it reinforces and rebuilds the extracellular matrix for stronger skin, and it reinforces antioxidant capacity to improve resilience.

SUGGESTED USES

Exposome protection & anti-aging resilience



APPLICATION CONCEPTS

Urban shield / anti-exposome serum

Ultra-protective day serum. Pollution, UV rays, and urban stress exhaust and oxidize the skin. Demecare® Blend Cream acts as a biological protective dome. It blocks the inflammatory alarm signal (IL-1α) and deploys an antioxidant shield (SELENOH), while mechanically arming the epidermis from within (KRT5/KRT14) so that the skin can resist daily micro-aggressions.

The “architecte redensifiant” treatment

(Mature Skin / Menopause)

A cream for absolute firmness and support. Chronic inflammaging causes overall sagging of the skin's architecture. Demecare® Blend Cream extinguishes this silent inflammation (↓ IL-1α), stops the degradation of the support matrix (inhibition of MMPs) and redensifies the basal layer of the epidermis (KRT5/14) to recreate compact, firm skin with structural integrity.

The “resilience & youth capital” treatment

Preventive anti-aging concentrate (first wrinkles/prevention). To preserve the skin's youthfulness, it is necessary to prevent the inflammatory cascade from taking hold. Demecare® Blend Cream stops the problem at its source, preserves the skin's original renewal process (maintaining the activity of basal keratinocytes) and prevents premature breakdown of dermal collagen.



This “tissue resilience” approach is based on the fundamental biology of aging induced by the exposome. Having a preventive and corrective active ingredient that manages both antioxidant protection (the shield) the halting of deep matrix degradation (the dermal mattress), and the mechanical revival of basal epidermal renewal (the foundations) is an extremely strong scientific argument for a dermo-cosmetic brand targeting urban protection or structural anti-aging.

ABOUT ALLAND & ROBERT:

Founded in 1884, Alland & Robert is still nowadays a family company, 100% French and based in Normandy, pioneer expert in natural plant exudates. The heritage of our 140-year-old company has shaped our journey and brought us to be the worldwide expert of acacia gum. Our success is based on a strong commitment to sustainable development and a passion for natural ingredients.

ABOUT DEMECARE:

Across Beauty & Care segments, we have mastered the art of adding value and pleasure, with natural, plant-based, and scientifically-backed solutions. Our innovative range DemeCare® brings nature and innovation to the forefront of consumers' experiences. Bringing together naturalness with functional and environmental benefits, our Demecare® range meets consumers' desire for natural, simple and ethical skincare and beauty products with shorter ingredient lists backed by science.

All the products in the Demecare® range are made from two plant-based gums: sterculia gum (*Sterculia urens* gum) and acacia gum (*Acacia senegal* gum and *Acacia seyal* gum). The exudates are collected directly from trees and combined in our patented blend.



ALLAND & ROBERT

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Discover more about us: WWW.ALLANDETROBERT.COM