

DEMECARE® BLEND GEL:

For sensitive and inflamed skin



Sensitive and irritated skin is in a state of hyper-reactivity and chronic vulnerability. The weakened skin barrier allows micro-irritants and pathogens to penetrate, triggering a continuous release of distress signals (such as alarmins from the S100 family). This silent inflammation degrades the tissue architecture, from the dermal-epidermal junction to the surface. A simple soothing surface treatment is insufficient. In skin biology, the repair of damaged skin requires **an intact network of basal keratins**, such as KRT 14, to ensure the mechanical strength of the epidermis. In addition, the most innovative healing therapies show that optimal tissue repair requires **a reduction in the pro-inflammatory environment coupled with the stimulation of emergency repair keratins**, such as KRT 17.

SCIENTIFIC CONCEPT

Demecare® Blend Gel acts as a true architect of tolerance in three ultra-targeted steps to isolate, anchor, and repair the skin. To break this cycle of sensitivity, it is imperative to combine deep dermal soothing with total physical reconstruction of the skin barrier via a tolerance treatment based on soothing, anchoring, and locking.

Reconstruction of the dermo-epidermal junction

↑ COL 4

Irritated skin loses its deep cohesion. Demecare® Blend Gel rebuilds the junction that connects the dermis to the epidermis. By stimulating Collagen IV, it restores a strong dermal-epidermal junction, recreating a solid anchor between the dermis and the epidermis to prevent tissue slackening and the diffusion of inflammatory mediators.

Soothing & detoxification

↓ S100 Family, ↑ SIRT 3, ↑ SELENOH

Demecare® Blend Gel cuts off the source of inflammation by blocking the skin's distress signals (S100 alarmins). At the same time, it deploys a powerful antioxidant shield (SELENOH and SIRT 3) to neutralize oxidative stress. The skin is immediately soothed, recharged, and freed from its state of chronic stress. The active ingredient creates a calm cellular environment conducive to regeneration.

Resistance and repair

↑ KRT 14, ↑ KRT 17 + PKP 1/3

Demecare® Blend Gel rebuilds the barrier to prevent irritants from penetrating. It stimulates repair keratin KRT 17 and strengthens keratin KRT 14, which is essential for the epidermis to mechanically resist friction. Finally, it tightens the "rivets" between cells (PKP 1/3) and boosts the synthesis of all the building blocks of the corneous envelope (Envoplakin, involucrin, TGM 3, SPRR 3, Elafin) to protect the skin's surface.

Demecare® Blend Gel active offers a "structural renaissance" for sensitive and reactive skin. It doesn't just mask redness: it breaks the cycle of inflammation by soothing cells from within (reducing alarmins), while rebuilding an impenetrable physical shield (keratins, desmosomes, corneous envelope) to permanently restore the skin's tolerance threshold. Skin cells are stimulated to renew more efficiently and strengthens their structure.



SUGGESTED USES

Sensitivity decrease & soothing

Neuro-soothing serum

Dermo-soothing serum. For skin that "can no longer tolerate anything" (redness, stinging, burning), this serum acts as a firebreak. It immediately defuses distress signals (S100 alarmins) and boosts cellular antioxidant defenses (SELENOH and SIRT3). Freed from this constant stress, the skin regains its comfort and natural tolerance threshold.

Anti-redness or rosacea shield cream

Protective and fortifying cream. Sensitive skin is often thin skin with a permeable barrier. This cream deeply rebuilds the epidermis. It strengthens the deep foundations (Collagen 4), reinforces the cell structure (KRT14/17), and deposits an impenetrable surface cement (TGM3, SPRR3). The skin is insulated from external aggressions, and inflammatory redness disappears.

Post-inflammation recovery treatment

After sun exposure, extreme cold, hair removal

Repairing and revitalizing cellular balm. After acute damage (sunburn, cold), the skin is exhausted and irritated. Demecare® Blend Gel performs a complete "reset": it orchestrates rapid repair of the epidermal tissue for total recovery without any lasting fragility.

APPLICATION CONCEPTS



This approach is based on the absolute interdependence between cellular hyper-reactivity and the failure of the skin's architecture in sensitive skin. An active ingredient capable of simultaneously acting as a "fire extinguisher" for chronic inflammation (blocking S100 alarmins), a booster of antioxidant defenses, and a complete reconstructor of the physical barrier (dermal-epidermal junction, keratin network, and stratum corneum), is a strong scientific argument for a brand wishing to offer a definitive solution for sensitive, reactive, or fragile skin.

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.



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Discover more about us: WWW.ALLANDETROBERT.COM