

DEMECARE® STERCULIA GUM: Dermis and epidermis regeneration



Deep tissue regeneration is not limited to closing the surface of the skin. It is a holistic ("Full-Thickness") process that requires perfect coordination between cellular energy, the deep tissue matrix (the dermis), and the surface (the epidermis). In skin biology, Collagen I forms the support matrix of the dermis, mitochondria provide the energy required for repair, and alarmins are the distress signals that maintain harmful inflammation. In the epidermis, basal keratins (KRT5/KRT14) provide anchorage and mechanical strength, while stress keratins (KRT6/KRT16) orchestrate cell migration to close the skin. Finally, proteins from the SPRR family cement the horny envelope.

SCIENTIFIC CONCEPT

Demecare® Sterculia gum stimulates absolute tissue regeneration in three dimensions: energy, foundation and shield.

Regenerative environment and energy

Mitochondria & Alarmins

Repair requires enormous energy. Demecare® Sterculia gum boosts the mitochondria to provide this "fuel" while blocking distress signals (decrease in alarmins) to extinguish inflammation and create an environment adapted for reconstruction.

Deep foundation

Collagen I, Collagen XII, PLOD2+ KRT5/KRT14

Demecare® Sterculia gum boosts Collagen I synthesis to rebuild the dermis's supporting tissue. In the basal epidermis, it stimulates KRT 5 and KRT 14 keratins to ensure anchoring, extreme mechanical resistance of cells, and tissue redensification [Col I, Col XII, and PLOD 2 procollagen-lysine, 2-oxoglutarate 5-dioxygenase 2].

Epidermis repair and barrier function

KRT6/16 + SPRR1A/1B

From the very first hours, Demecare® Sterculia gum induces the KRT 6 / KRT 16 duo to enable cells to migrate rapidly, free their periphery and close lesions. Finally, it stimulates SPRR 1A / 1B proteins (small prolinerich protein 1) to cement the surface and rebuild a completely protective barrier.

Demecare® Sterculia gum acts as a true conductor of healing by reconnecting cellular energy, deep dermal support, and the epidermal for complete tissue regeneration from the inside out. It stimulates skin cells to renew more efficiently and strengthens their structure, through the activation of lipid synthesis and protein production to promote natural repair processes. It activates mitochondria and energy production for cell vitality and enhanced repair capacity, it reinforces and rebuilds the extracellular matrix for stronger, more resilient skin.



SUGGESTED USES

Deep regeneration & global anti-aging

**Premium anti-aging care:
cellular and tissue reboot
treatment**

Serum treatment for exhausted skin. For skin undergoing intense stress or burnout, energy reserves are depleted and alarm signals are constant. This serum cuts off distress signals (alarmins), reactivates the mitochondria, the body's energy factories and orders complete regeneration, from the deep dermis to the stratum corneum.

**Mature or tired skin:
high recovery sleeping cream**

Night mask or night cream. Nighttime is when the skin repairs itself. This treatment optimizes this window of opportunity: it deactivates the stress of the day (alarmins), uses nighttime energy to boost collagen synthesis, and stimulates basal cell renewal (KRT5/14) for skin that is plumped, dense, and mechanically stronger against aggressions when you wake up.

**Post-aesthetic deeper
procedures care (lasers...)**

Dermo-aesthetic recovery care. Unlike minor procedures, these procedures damage part of the dermis. The active ingredient supports deep healing by rebuilding the extracellular matrix (collagen II), while ensuring rapid and controlled surface re-epithelialization through the early induction of migration keratins (KRT6/16). The final SPRR barrier guarantees optimal protection of the epidermis.

APPLICATION CONCEPTS



This "tissue regeneration" approach is based on the fundamental biology of fullthickness skin reconstruction. Having an active ingredient that simultaneously boosts cellular energy, deeply redensifies the dermis, and repairs the surface of the epidermis (movement and strength) is an extremely strong scientific argument for a premium dermo-cosmetic or anti-aging brand.

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

Ask us anything at: info@allandetrobert.fr

Discover more about us: WWW.ALLANDETROBERT.COM