

Q.

How can I look beautifully  
suntanned and help  
my skin to be healthy too?

Lots of women want a suntan but don't  
want to harm their skin in getting it



# A.

## New generation *innéov Solaire* with *Skin Probiotic*

### New *innéov Solaire* with *Skin Probiotic*: now you can sunbathe and benefit the skin

#### Understanding the consumer

Lots of women want a quick, even, lustrous tan. But they know that the sun can harm them. They want their skin to stay moist and supple while they're sunning themselves, and certainly no blemishes or wrinkles.

Existing "instant tan" lotions from the 1970s used beta-carotene to colour the skin. This often gave an unnatural and uneven orange colour. Consumers wanted something much better.

#### Meeting consumer needs

The challenge was to provide effective tanning with maximum protection. A faster, better quality tan – especially for those who find it difficult to tan, and much more effective against the sun's UV rays.

#### Developing the product

**concept** Laboratoires innéov is a Nestlé-L'Oréal joint venture for cosmetic nutritional supplements, or "nutricosmetics". State-of-the-art research in nutrition and dermatology has given a totally innovative product that develops a high quality tan and strengthens the skin's cellular defences at the same time.



Cellular defences



Skin Probiotic induction

**Skin Probiotic reinforces skin natural defences. It directly interacts with the intestinal cells and induces messengers that activate skin cellular defences**



#### Nestlé: the pioneer in

**probiotics** Over 25 years of research in Nestlé have proved the beneficial effects of natural bacteria, the probiotics, on human health – for the intestinal flora, the immune system and in preventing allergies. Nestlé's first product with probiotics was the yoghurt-like *LC7*. But anybody can make a yoghurt, so Nestlé research has developed many new uses for probiotics. One of these is in products that promote skin health and beauty.

#### Unique *Skin Probiotic*

The break-through was the discovery of a Nestlé probiotic that helps protect the skin against UV, but can be consumed orally in a nutritional supplement rather than applied as a skin lotion. It works from inside the body to enhance the skin's natural immune defences, and to accelerate cell regeneration.

**How it works** In the body, *Skin Probiotic* creates tiny amounts of health-promoting substances that circulate in the blood stream. When they reach the skin, they activate the immune defences. It is the only probiotic clinically proven to have a positive effect on skin exposed to UV. In five clinical studies, new *innéov Solaire* with *Skin Probiotic* even exceeded the objectives. After UV exposure, skin cells regenerated in four days compared to ten days without it.

#### The ultimate satisfaction

Women can now tan in the sun with less worry of harming their skin. With new *innéov Solaire*, Laboratoires innéov has established a clear brand preference: 90% of women judge it totally effective compared to an average of 63% for competitive brands. 94% said it gives a better tan and 77% rated it as effective against premature ageing.

Launched in 12 European countries, it's no wonder that over nine million capsules have already been sold.

*innéov Solaire* is intended as a complement to sun protection cream, which is vital. Sensible and appropriate behaviour in the sun is also essential.