Eucerin®

优色林光引精华brief

WE BELIEVE IN THE LIFE-CHANGING POWER OF DERMATOLOGICAL SKINCARE

July, 2022

— 目录 —

产品卡片

产品昵称	优色林光引精华
含量/价格	30ml/￥460
数据支撑	集团核心专利成分【肽安密多】，抑黑效率超377百倍 改善73%的肤色不均、提升55%的深层焕亮、抑制75%的色斑色素
适用人群	有深层焕亮肌肤；改善肤色不均；减退色斑色素痘印需求的用户
产品质地	水光晶露质地，好推开，不搓泥，上脸轻盈水润
适用肌肤	适合各类肤质；通过敏感肌测试，敏感肌安心使用
使用手法	一滴管全脸提亮，可局部叠涂加速淡化色沉痘印

内容创作要点

核心强调	优色林品牌：德国120年先锋科研品牌，隶属于拜尔斯道夫集团；由医生创立，成分党真爱品牌； 产品名称：**优色林光引精华** 一句话卖点：焕白力超377百倍 12周减淡75%色斑 卖点支撑： 1.集团专利焕亮成分【**肽安密多**】，超越377百倍焕白力，实验证明能两周击透70%黑色素 2.德国BASF巴斯夫实验室【**水光微晶技术**】，用超分子玻尿酸包裹肽安密多构成水光微晶，帮助肽安密多高效透皮渗透，直击黑色素靶点 3.革新水光晶露质地，轻盈水润易吸收，不搓泥
内容调性	真实测评，勿拉踩其他品牌引起反感； 图片/画面清晰，审美在线，产品展示完整，logo展示清楚
禁忌/ 不能说	合作内容中请勿提及妮维雅。若粉丝提及妮维雅品牌旗下的产品，不要正面对比，就说没有用过，只说我们这款新品优势即可（水光微晶技术使得透皮吸收力更强）；在提及具体产品时不要提莱珀妮产品对比； 不提及肽安密多的浓度 （核心成分添加量为企业机密，请谅解）

— 目录 —

超越377百倍的专利美白动能素*

NEW「光引」精华**

水光焕白 先锋噬黑

Eucerin®

优色林

120年德国皮肤学先锋

前所未有的焕亮科技

肽安密多与水光微晶联手

Eucerin®

“超灌注”

水光微晶科技

强效透皮渗透

源自德国BASF实验室

强效透皮渗透直达皮下组织

“超焕白”

肽安密多

(THIAMIDOL)

地表最强美白淡斑成分

抑制酪氨酸酶活性

阻断黑色素生成

抑黑效率是377的119倍

优色林光引精华三大核心卖点

1 专利美白成分【肽安密多】
源头噬黑，击透70%黑色素，功效是同类美白成分的百倍级

- 肽安密多源自拜尔斯道夫集团的10年科研，**从5万+美白成分中胜出，和人体酪氨酸酶结构最匹配**的，能根源螯合并阻断黑色素，**击透70%黑色素**
- 肽安密多**焕白功效是377的119倍**，焕白效果远胜于其他美白成分
- 真人试验证明，肽安密多持续使用12周可减少75%面部色斑
- 温和高效，敏感肌友好

2 德国BASF实验室【水光微晶技术】
强效提高有效成分透皮吸收力

- 搭载德国巴斯夫水光微晶技术，用亿万超分子玻尿酸层层包裹肽安密多，构成水晶球结构，**突破于传统油包水或者水包油技术**，使肤感更清爽，吸收力更优秀
- **强效渗透至皮下组织，**相比市面上一般水光针的透皮深度（0.5-1.8毫米）光引精华水光微晶技术的渗透力可直达皮下2-3毫米，显著**提高护肤品活性成分的透皮吸收率和吸收量。**

3 革新水光晶露质地
轻盈水润不搓泥

- 质地轻透不搓泥，快速吸收无负担

1. 专利美白成分【肽安密多】有多厉害?

1. 焕白力傲视5万成分
酪氨酸酶抑制剂 黑色素狙击手

在通过DNA片段构建复制出的人体酪氨酸酶测试中:

肽安密多遥遥领先5万种成分,

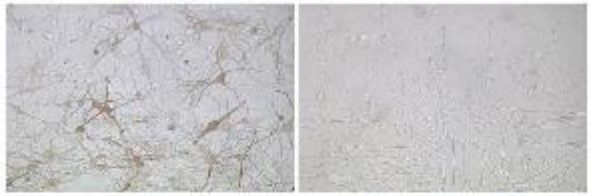
和人体酪氨酸酶结构最完美匹配,

是与黑色素受体结合最直接的一个!

功效超越377 119倍!

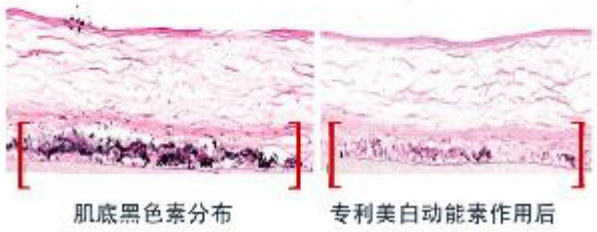
2. 击透70%黑色素
2周实验 效果一眼可见

体外实验:培养2周后的黑素细胞



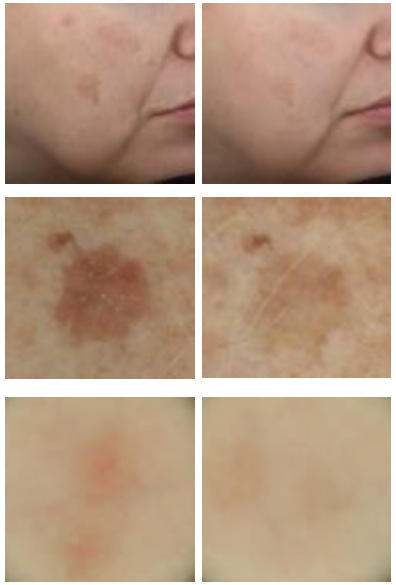
黑素细胞　　专利美白动能素作用后

体外2周皮肤模型追踪:净化70%黑色素



肌底黑色素分布　　专利美白动能素作用后

3. 各种色素沉淀手到擒来
真人实测 发表于顶尖皮肤学期刊



黄褐斑
使用前 vs. 使用12周后

老年斑
使用前 vs. 使用12周后

炎症后色素沉着
使用前 vs. 使用12周后

1. 专利美白成分【肽安密多】有多厉害?

20,000 全球皮肤学专家见证
顶尖学术期刊发表

10余篇国际期刊论文发表 | 2篇发表于皮肤学顶级期刊《Journal of Investigative Dermatology》《皮肤学研究杂志》

连续发布于欧洲皮肤学大会和世界皮肤科大会，专业皮肤学行业中的顶尖峰会，20000名医生见证肽安密多的力量。

WIPO世界专利认证
美国专利认证
中国专利认证

1. 专利美白成分【肽安密多】有多厉害?

优色林光引精华 美白淡斑效果实测

国家药监局认证的特殊化妆品测试机构:
复硕
国家药监局认证的官方美白测试方法:
特殊化妆品美白产品注册一法
功效认可!

上海复硕正态质量技术服务有限公司

检验报告

项目编号:SW21004-21036006　　第 1 页 / 共 14 页

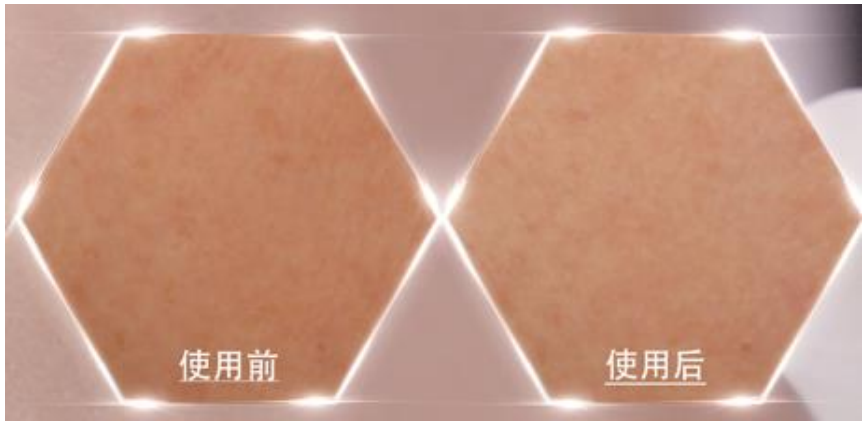
样品中文名称	/	样品数量及规格	40 瓶,30mL
样品外文名称	Eucerin Anti-Pigment Skin Perfecting Serum	生产日期或批号	2021-07-10
颜色和物态	半透明乳液	保质期或限期使用日期	2024-07-09
受理日期	2021-12-09	检验完成日期	2022-01-25
检验项目	紫外线诱导人体皮肤黑化模型祛斑美白功效试验		
检验依据	《化妆品安全技术规范》(2015 年版)		
送检单位	妮维雅(上海)有限公司		
地址	上海市青浦区北盈路 1659 号		
生产企业	妮维雅(上海)有限公司		
地址	上海市青浦区北盈路 1659 号		

人体功效评价检验结果:

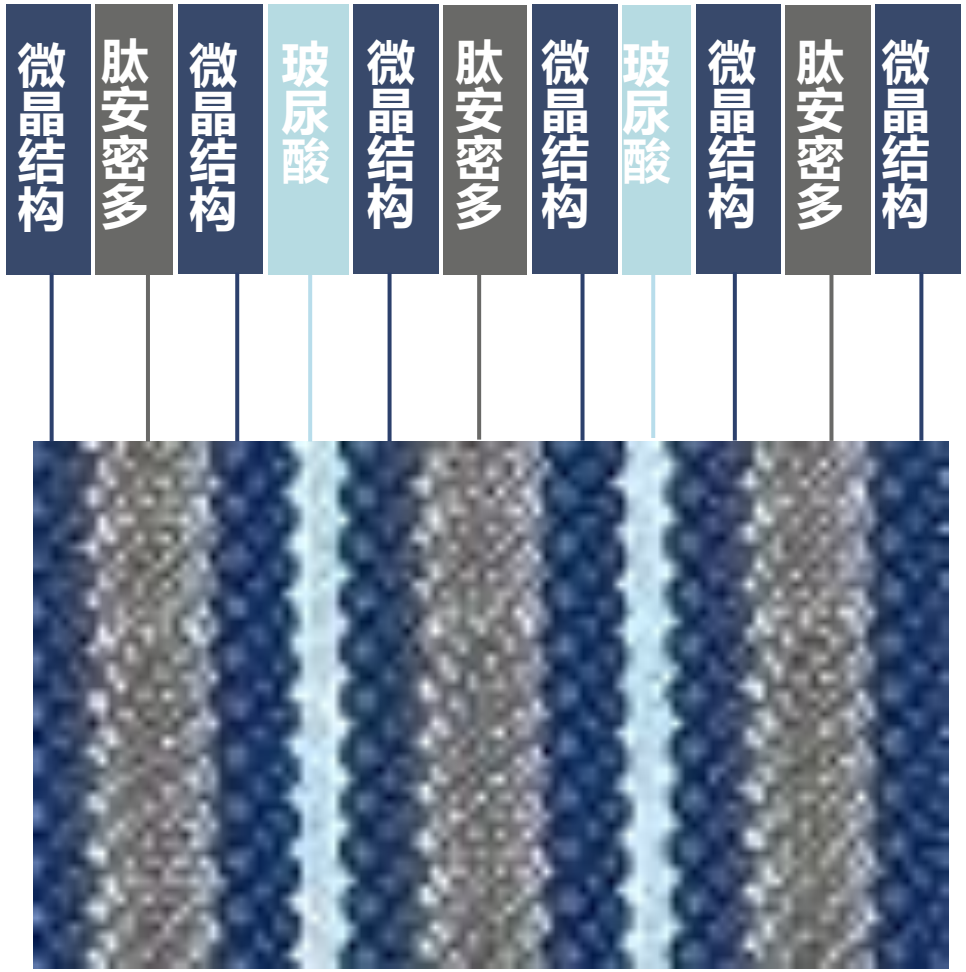
1. 紫外线诱导人体皮肤黑化模型祛斑美白功效试验:与阴性对照相比,经线性回归系数分析整体判断使用试验产品 4 周后视觉皮肤等级变化显著优于阴性对照组,该试验产品具有祛斑美白功效。

受试者在连续使用光引精华12周后
色斑-75%　匀净+73% 焕亮+55%

*实验数据来自拜尔斯道夫合作实验室

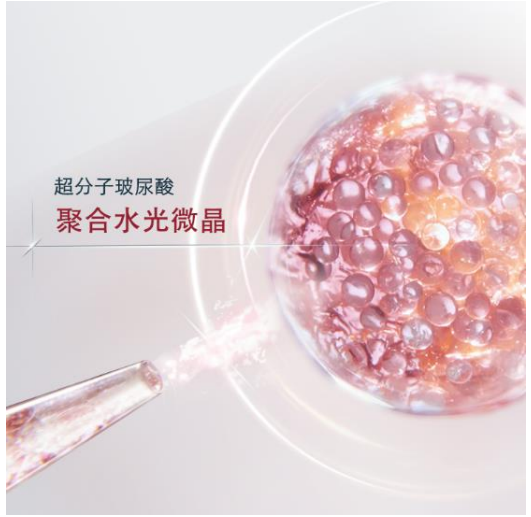


2. 水光微晶技术 助推专利美白成分【肽安密多】直达皮下组织

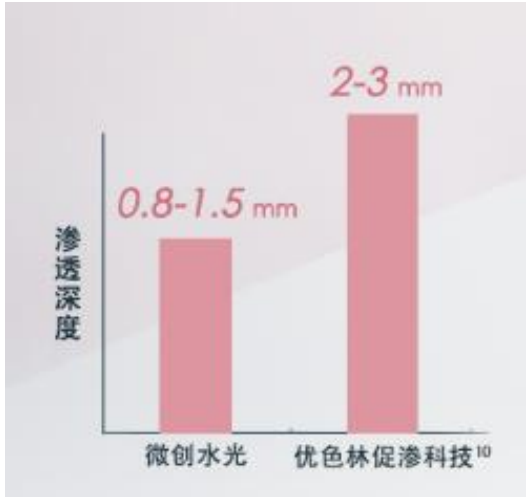


水光微晶配方液晶结构示意

亿万【超分子水光玻尿酸】
层层包裹专利美白成分【肽安密多】
聚合形成**层状微晶结构**
深入至黑色素靶点
稳定持续释放【肽安密多】



一般微创水光注射能达到皮下深度为0.8-1.5毫米，而优色林光引精华在**【水光微晶技术】**推动下，实现了媲美水光针的渗透力，**深度可达2-3毫米**。
突破性提高了护肤品活性成分的**透皮速率和吸收量**。



— 目录 —

独家专利成分——肽安密多

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1 第一个在人体酪氨酸酶上进行实验

Active ingredient	IC_{50} inhibition of mushroom tyrosinase	IC_{50} inhibition of human tyrosinase
Dimethoxytolyl Propylresorcinol	0.2 µmol/L	No inhibition!
Phenylethyl resorcinol	0.5 µmol/L	131 µmol/L
Hexylresorcinol	1.2 µmol/L	94 µmol/L
Butylresorcinol	0.6 µmol/L	21 µmol/L
Thiamidol	108.1 µmol/L	1 µmol/L

Well-known actives inhibit mushroom tyrosinase, but weakly human tyrosinase

2 拜尔斯道夫集团独有研发成果

- 10年潜心研发
- 50,000个活性分子中筛选所得

肽安密多：首次在人体酪氨酸酶上测试

Eucerin®

Well-known actives inhibit mushroom tyrosinase, but weakly human tyrosinase

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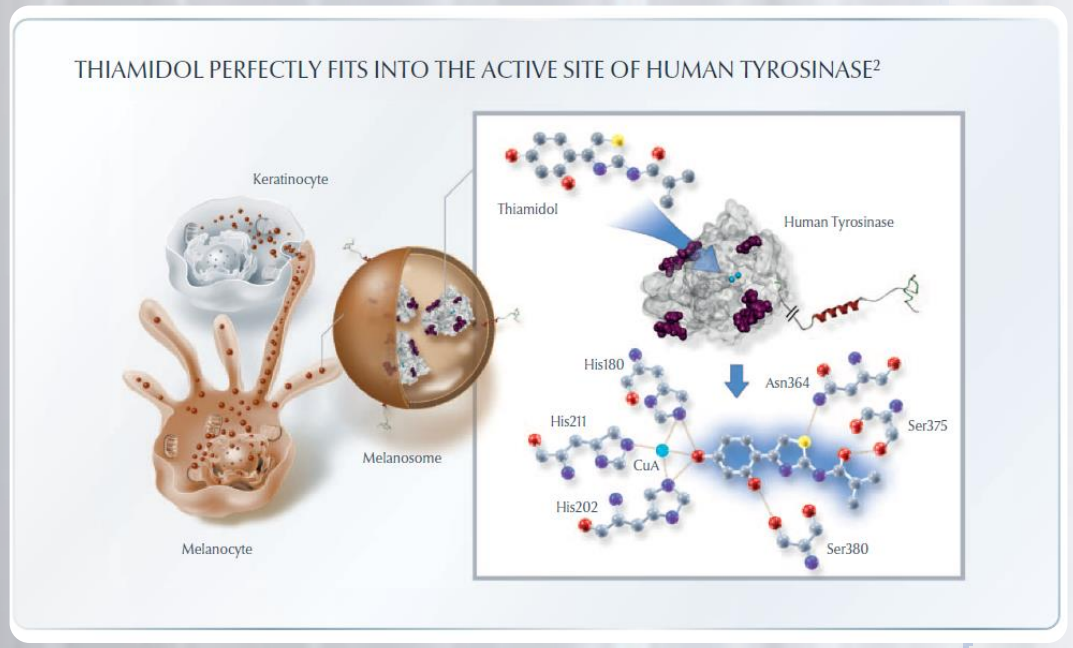


突破传统品牌在蘑菇酪氨酸酶上进行美白实验，

优色林与 University in Marburg大学合作*

首次也是唯一

剥离出人体酪氨酸酶进行黑色素抑制测试

接受测试的 **5万种**成分中

肽安密多：

结构最**完美匹配**人体酪氨酸酶

与黑色素受体结合最直接

肽安密多：十年科研 五万种成分中胜出

传承创始人精神
优色林集结皮肤学 分子学 微生物学团队
跨世纪突破
研发出领先其他成分百倍的美白活性物

源自**10年**科研

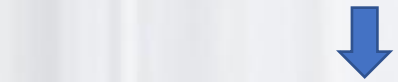
50,000+美白成分中胜出

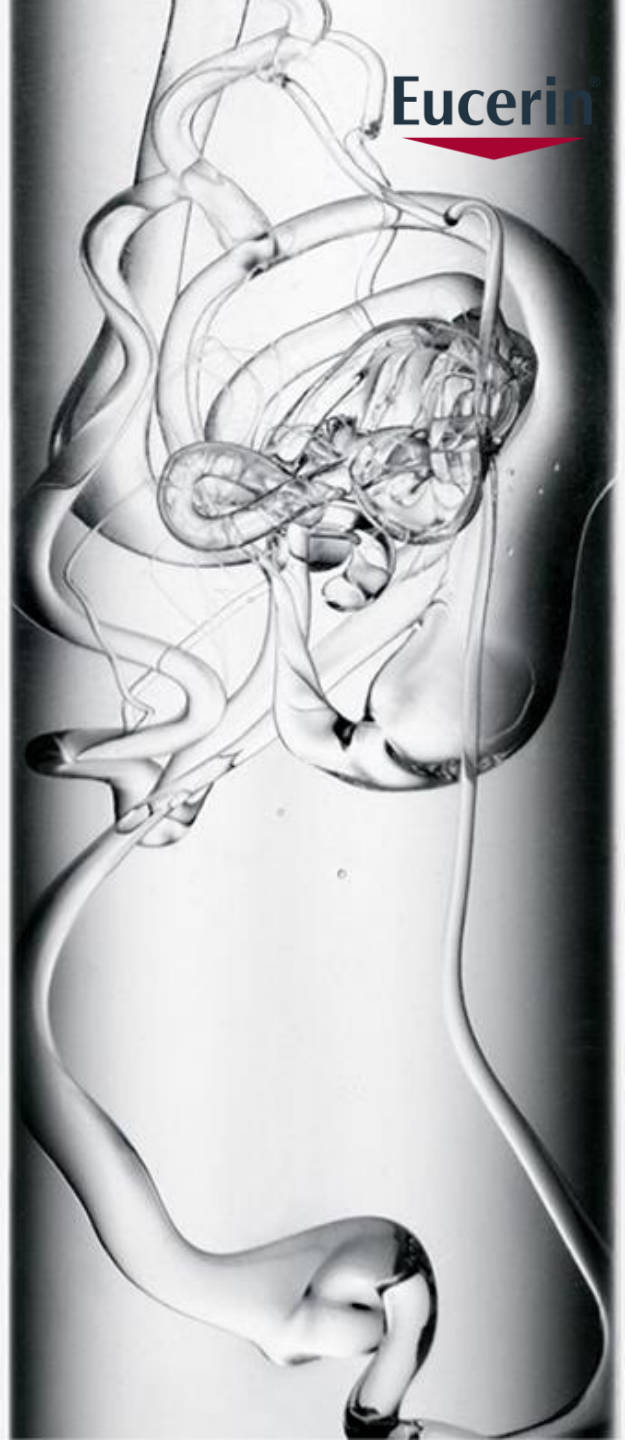
根源螯合并阻断黑色素

击透**75%**色沉源头

No.	Compound		IC_{50} (μM) hTyr
1	Thiamidol	肽安密多	1.1
2	4-Butylresorcinol	4-丁基间苯二酚	21
3	4-Hexylresorcinol	己基间苯二酚	94
4	4-Phenylethylresorcinol	苯乙基间苯二酚	131
5	Kojic acid	曲酸	500
6	Hydroquinone	氢醌	>4000
7	Arbutin	熊果苷	>4000
8	Dimethoxytolylpropyl resorcinol		no inh.

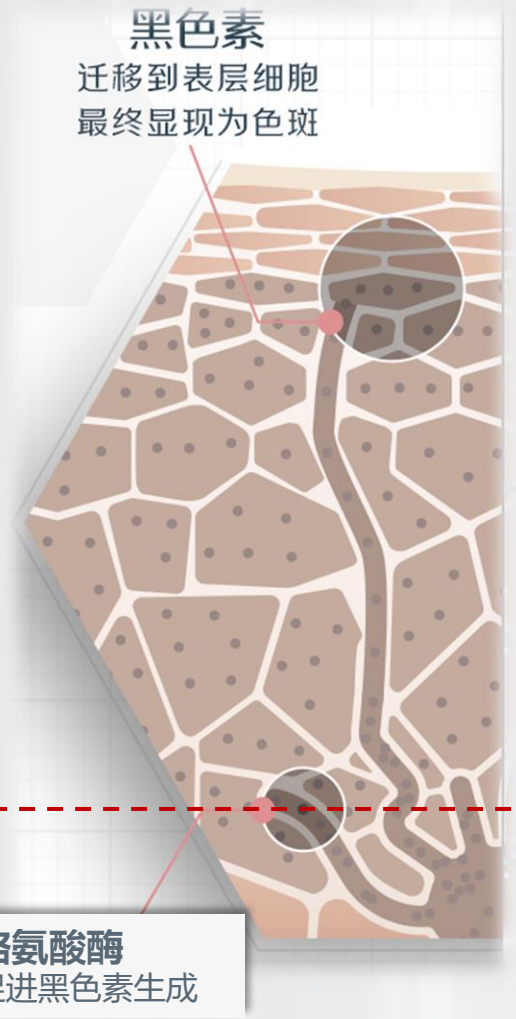
数值越小，表示达到同等抑制酪氨酸酶的效果，所需的浓度最低





*2013, Journal of Biological Chemistry (Cordes et al.).

肽安密多：从源头抑制黑色素生成



3 表皮层

淡化已经形成的黑色素

-VC/VC衍生物，果酸

催化

2 中层

阻止黑色素从基底层**转移**到表皮层

-烟酰胺

转移

1 底层

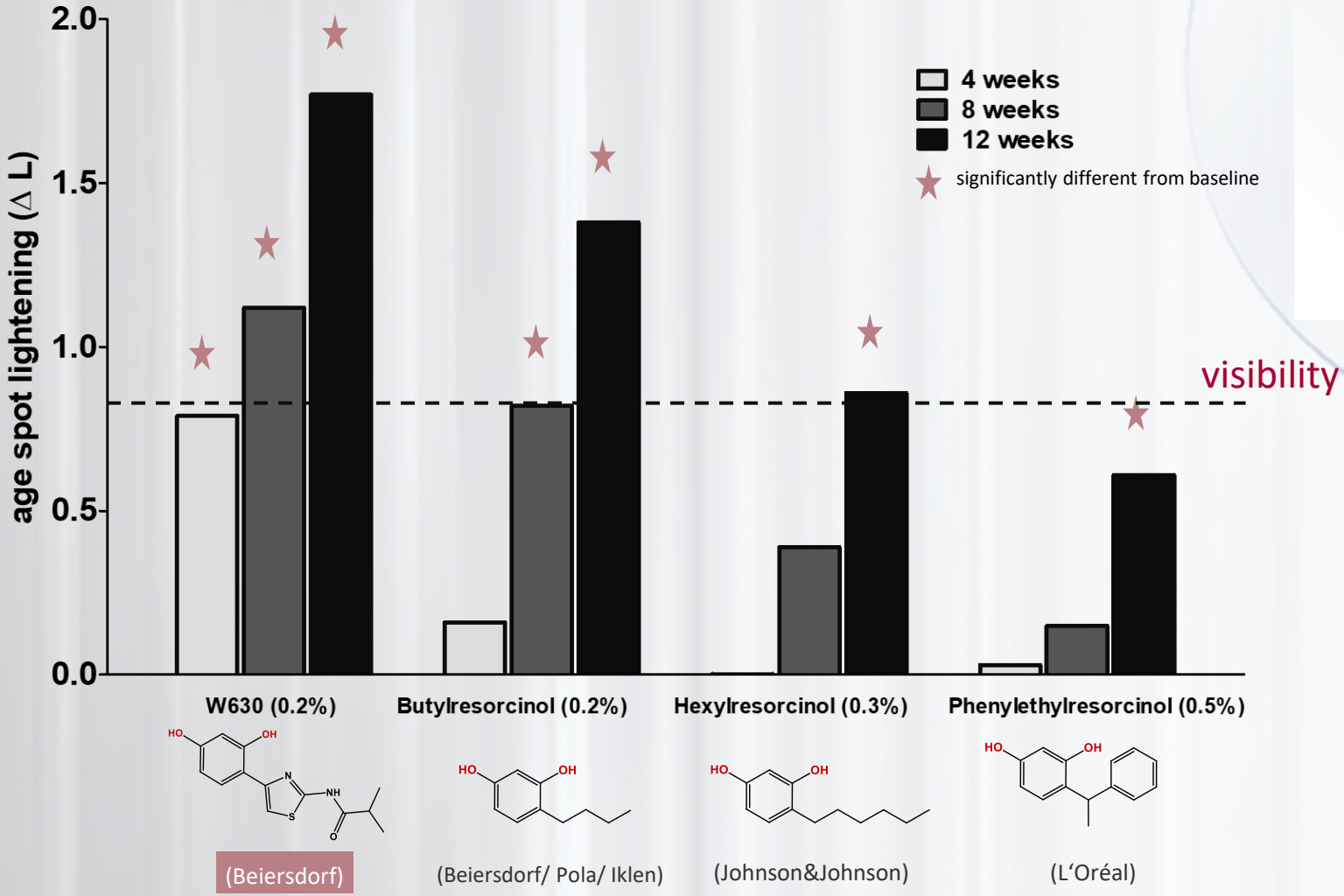
抑制酪氨酸酶活性，从根源阻止黑色素**产生**

-**肽安密多**，377，熊果苷

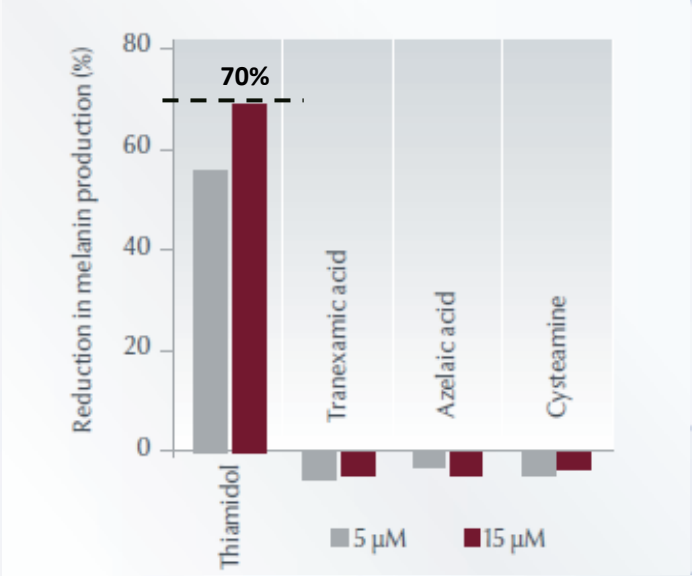
酪氨酸酶是形成黑色素的元凶，肽安密多则是从源头抑制酪氨酸酶的活性

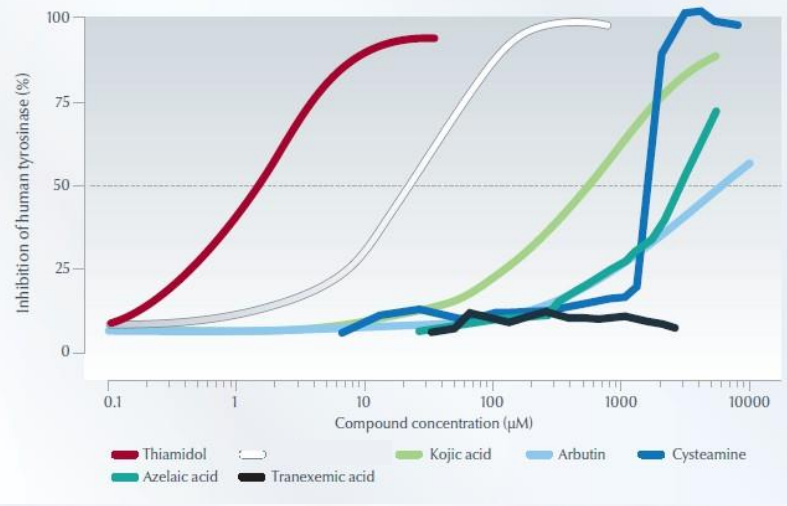
肽安密多：一眼可见的焕白质变

实验数据表明焕亮能力地表最强 抑制75%黑色素



Eucerin®





*为达到同样的酪氨酸酶抑制效果，所需的化合物浓度越低，该成分的效果更好

1. Mann et al., Efficacy of Thiamidol, Niacinamide, Tranexamic acid, Cysteamine, Azelaic acid on melanin production in vitro. EADV 2020, Poster No. 1240

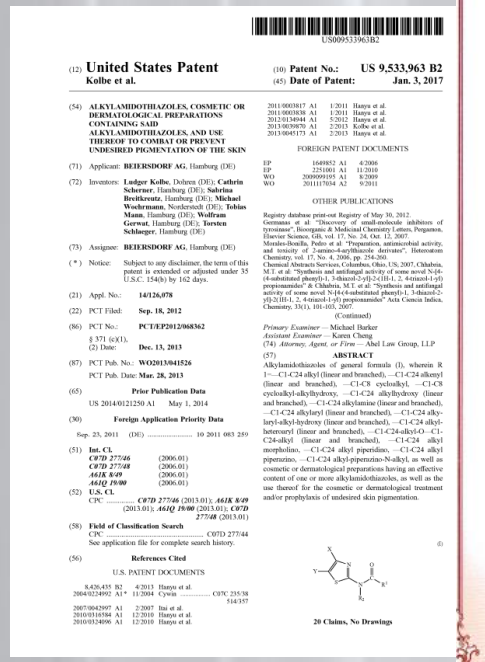
2. Journal of Investigative Dermatology (2018) ; doi:10.1016/j.jid.2018.01.019

肽安密多：世界级专利认证

全球顶尖皮肤学学术期刊发布

Eucerin®

PATENTED THIAMIDOL



US009533963B2

(12) **United States Patent**
Kolbe et al.

(10) **Patent No.: US 9,533,963 B2**
(45) **Date of Patent: Jan. 3, 2017**

(54) **ALKYLAMIDOTHIAZOLES, COSMETIC OR DERMATOLOGICAL PREPARATIONS CONTAINING SAID ALKYLAMIDOTHIAZOLES, AND USE THEREOF TO COMBAT OR PREVENT UNDESIRED PIGMENTATION OF THE SKIN**

(71) Applicant: **BEIERSDORF AG**, Hamburg (DE)

(72) Inventors: **Ludger Kolbe**, Dolreen (DE); **Cathrin Scherner**, Hamburg (DE); **Sabrina Breitkreutz**, Hamburg (DE); **Michael Woehrmann**, Norderstedt (DE); **Tobias Mann**, Hamburg (DE); **Wolfram Gerwat**, Hamburg (DE); **Torsten Schlaeger**, Hamburg (DE)

(73) Assignee: **BEIERSDORF AG**, Hamburg (DE)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 162 days.

(21) Appl. No.: **14/126,078**

(22) PCT Filed: **Sep. 18, 2012**

(86) PCT No.: **PCT/EP2012/068362**
§ 371 (c)(1),
(2) Date: **Dec. 13, 2013**

(87) PCT Pub. No.: **WO2013/041526**
PCT Pub. Date: **Mar. 28, 2013**

(65) **Prior Publication Data**
US 2014/0121250 A1 May 1, 2014

(30) **Foreign Application Priority Data**
Sep. 23, 2011 (DE) 10 2011 083 259

(51) **Int. Cl.**
C07D 277/46 (2006.01)
C07D 277/48 (2006.01)
A61K 8/49 (2006.01)
A61Q 19/00 (2006.01)

(52) **U.S. Cl.**
CPC ***C07D 277/46*** (2013.01); ***A61K 8/49*** (2013.01); ***A61Q 19/00*** (2013.01); ***C07D 277/48*** (2013.01)

(58) **Field of Classification Search**
CPC C07D 277/44
See application file for complete search history.

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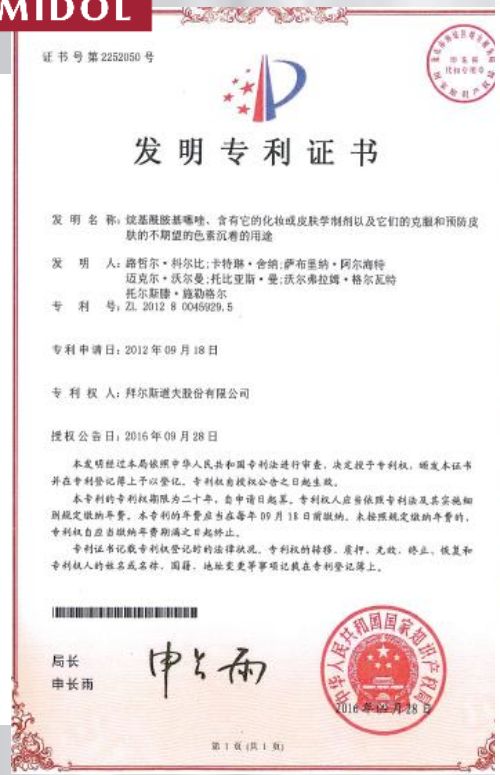
(Continued)

Primary Examiner — Michael Barker
Assistant Examiner — Karen Cheng
(74) *Attorney, Agent, or Firm* — Abel Law Group, LLP

(57) **ABSTRACT**
Alkylamidothiazoles of general formula (I), wherein R 1—C1-C24 alkyl (linear and branched), —C1-C24 alkenyl (linear and branched), —C1-C8 cycloalkyl, —C1-C8 cycloalkyl-alkylhydroxy, —C1-C24 alkylhydroxy (linear and branched), —C1-C24 alkylamine (linear and branched), —C1-C24 alkylaryl (linear and branched), —C1-C24 alkylaryl-alkyl-hydroxy (linear and branched), —C1-C24 alkyl-heteroaryl (linear and branched), —C1-C24-alkyl-O—C1-C24-alkyl (linear and branched), —C1-C24 alkyl morpholino, —C1-C24 alkyl piperidino, —C1-C24 alkyl piperazino, —C1-C24 alkyl-piperazino-N-alkyl, as well as cosmetic or dermatological preparations having an effective content of one or more alkylamidothiazoles, as well as the use thereof for the cosmetic or dermatological treatment and/or prophylaxis of undesired skin pigmentation.

20 Claims, No Drawings

美国专利认证 肽安密多美白效果



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发明专利证书

发明名称：烷基酰胺基噻唑、含有它的化妆或皮肤学制剂以及它们的克服和预防皮肤的不期望的色素沉着的用途

发明人：路哲尔·科尔比；卡特丽·舍纳；萨布里纳·阿尔海特
迈克尔·沃尔曼；托比亚斯·曼；沃尔弗拉姆·格尔瓦特
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专利权人：拜尔斯道夫股份有限公司

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ORIGINAL ARTICLE

JID Open

Inhibition of Human Tyrosinase Requires Molecular Motifs Distinctively Different from Mushroom Tyrosinase

Tobias Mann[1], Wolfram Gerwat[2], Jan Batzer[2], Kerstin Eggers[1], Cathrin Scherner[2], Horst Wenck[2], Franz Stäb[2], Vincent J. Hearing[3], Klaus-Heinrich Röhm[1] and Ludger Kolbe[2]

Tyrosinase is the rate-limiting enzyme of melanin production and, accordingly, is the most prominent target for inhibiting hyperpigmentation. Numerous tyrosinase inhibitors have been identified, but most of these lack clinical efficacy because they were identified using mushroom tyrosinase as the target. Therefore, we used recombinant human tyrosinase to screen a library of 50,000 compounds and compared the active screening hits with well known whitening ingredients. Hydroquinone and its derivative arbutin only weakly inhibited human tyrosinase with a half-maximal inhibitory concentration (IC_{50}) in the millimolar range, and kojic acid showed a weak efficacy (IC_{50} > 500 μmol/L). The most potent inhibitors of human tyrosinase identified in this screen were resorcinol/thiazole derivatives, especially the newly identified Thiamidol (Beiersdorf AG, Hamburg, Germany) (isobutylamido-thiazolyl resorcinol), which had an IC_{50} of 1.1 μmol/L. In contrast, Thiamidol only weakly inhibited mushroom tyrosinase (IC_{50} > 108 μmol/L). In melanocyte cultures, Thiamidol strongly but reversibly inhibited melanin production (IC_{50} = 0.9 μmol/L), whereas hydroquinone irreversibly inhibited melanogenesis (IC_{50} = 16.1 μmol/L). Clinically, Thiamidol visibly reduced the appearance of age spots within 4 weeks, and after 12 weeks senile age spots were indistinguishable from the normal adjacent skin. The full potential of Thiamidol to reduce hyperpigmentation of human skin needs to be explored in future studies.

Journal of Investigative Dermatology (2014) ■, ■–■; doi:10.1038/jid.2014.371

INTRODUCTION

Melasma, actinic and senile lentigines, and postinflammatory hyperpigmentation are major cosmetic problems for which many patients seek medical advice. Generally, these disorders affect populations with darker skin complexions with a greater frequency and severity (Draelos and Kaszuba, 2004). Many topical products are available to treat hyperpigmentary disorders, and they contain diverse active ingredients to reduce melanin production and/or distribution. Although skin hyperpigmentation can be induced by various mechanisms (Briganti et al., 2003), tyrosinase, the rate-limiting enzyme of melanin production, is the obvious target for inhibition of hyperpigmentation (Kubo et al., 2000; Lee et al., 2004; Rzepecka and Riley, 2004). Many tyrosinase inhibitors have been described in the literature as inhibitors of tyrosinase but most of them lack clinical efficacy, and only a few compounds are currently used in topical dermatological products (Chang, 2009; Gillbro and Olsson, 2009; Rendon et al., 2006). Among those, kojic acid, hydroquinone, and arbutin are the most common (Solano et al., 2006).

The unsatisfactory clinical efficacy of currently used tyrosinase inhibitors is largely due to the fact that those compounds were tested using only tyrosinase isolated from the mushroom *Agaricus bisporus* (mTyr) (Espin et al., 2000; Garcia-Molina et al., 2005), which is the only active tyrosinase readily commercially available. The catalytic activities and substrate specificities of mTyr have been shown to be significantly different from the mammalian enzyme (Hearing et al., 1980). The three-dimensional structures of several tyrosinases were recently solved, among them the structures of mTyr (Ismaya et al., 2011) and of two bacterial enzymes from *Streptomyces castaneoglobisporus* (Matoba et al., 2006) and *Bacillus megaterium* (Sendovski et al., 2011). By contrast, very little kinetic or structural information is available for human tyrosinase (hTyr), mainly because of substantial difficulties in obtaining sufficient amounts of hTyr from natural sources or by heterologous expression. hTyr has been transiently expressed in various animal cell lines (Olivares et al., 2002; Schweikardt et al., 2007; Rigatti et al., 1992; Halaban, 1996), but yields were always too low for a detailed characterization of the resulting hTyr preparations. More recently, several groups have developed more efficient expression systems for hTyr (Garcia et al., 2013; Fogal et al., 2015; Lai et al., 2016), but data on the three-dimensional structure of hTyr or kinetic data of hTyr inhibitors were still missing.

In this study we used a recombinant hTyr construct (Garcia et al., 2013) to conduct a high-throughput screen (HTS) of a large compound library to identify structural motifs in small-molecule compounds that efficiently inhibit

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Abbreviations: HTS, high-throughput screen; hTyr, human tyrosinase; IC_{50}, half-maximal inhibitory concentration; k_i, inhibitor constant; mTyr, mushroom (*Agaricus bisporus*) tyrosinase

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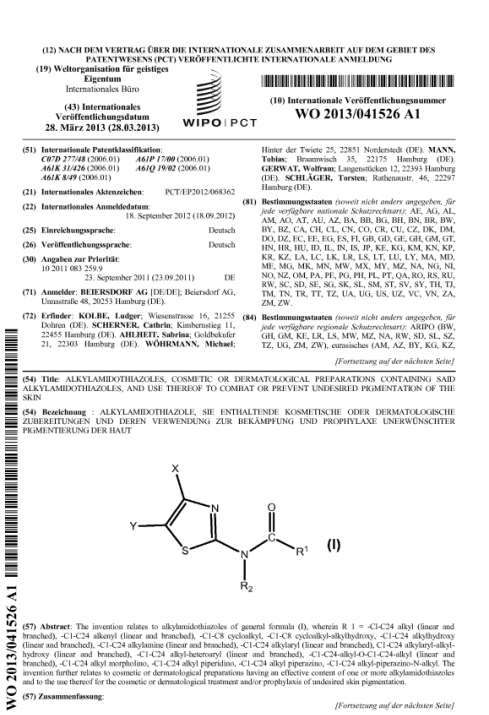

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[Fortsetzung auf der nächsten Seite]

(54) **Title**: ALKYLAMIDOTHIAZOLES, COSMETIC OR DERMATOLOGICAL PREPARATIONS CONTAINING SAID ALKYLAMIDOTHIAZOLES, AND USE THEREOF TO COMBAT OR PREVENT UNDESIRED PIGMENTATION OF THE SKIN

(54) **Bezeichnung** : ALKYLAMIDOTHIAZOLE, SIE ENTHALTENDE KOSMETISCHE ODER DERMATOLOGISCHE ZUBEREITUNGEN UND DEREN VERWENDUNG ZUR BEKÄMPFUNG UND PROPHYLAXE UNERWÜNSCHTER PIGMENTIERUNG DER HAUT

(I)

(57) **Abstract**: The invention relates to alkylamidothiazoles of general formula (I), wherein R 1 = -Cl-C24 alkyl (linear and branched), -C1-C24 alkenyl (linear and branched), -C1-C8 cycloalkyl, -C1-C8 cycloalkyl-alkylhydroxy, -C1-C24 alkylhydroxy (linear and branched), -C1-C24 alkylamine (linear and branched), -C1-C24 alkylaryl (linear and branched), -C1-C24 alkylaryl-alkyl-hydroxy (linear and branched), -C1-C24 alkyl-heteroaryl (linear and branched), -C1-C24-alkyl-O-C1-C24-alkyl (linear and branched), -C1-C24 alkyl morpholino, -C1-C24 alkyl piperidino, -C1-C24 alkyl piperazino, -C1-C24 alkyl-piperazino-N-alkyl. The invention further relates to cosmetic or dermatological preparations having an effective content of one or more alkylamidothiazoles and to the use thereof for the cosmetic or dermatological treatment and/or prophylaxis of undesired skin pigmentation.

(57) **Zusammenfassung**:

[Fortsetzung auf der nächsten Seite]

WO 2013/041526 A1

世界专利认证 肽安密多美白效果

JID= Journal of investigative dermatology
Clinical and self assessment of 35 female subjects of 45-70 years of age over 12-week period.
External research institute assessment of female, 25 to 55 years old, claim check after 2 weeks and 4 weeks.

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Efficacy of Thiamidol, Niacinamide, Tranexamic acid, Cysteamine, Azelaic acid on melanin production *in vitro*

Mann T[1], Welge V[2], Weise J[1], Roggenkamp D[2], Kolbe L[1], Beiersdorf AG, Hamburg, Germany | [1]Research & Development, [2]International Medical Management Eucerin

INTRODUCTION & OBJECTIVES

Hyperpigmented skin spots and areas are a major cosmetic concern. Therefore, numerous strategies have been proposed to reduce the unwanted melanin production in human skin. Inhibition of tyrosinase, reduction of melanocytic activity and decreased reduction of melanosome transfer from melanocytes to keratinocytes are among the most prominent strategies. Various active ingredients have been developed for all these strategies and are available in topical products.

However, for some well-known ingredients the mode of action is not known in detail and data on the mechanism are lacking. Therefore, we investigated the efficacy of the active ingredients niacinamide, tranexamic acid, cysteamine, azelaic acid and Thiamidol on melanin production *in vitro*.

MATERIAL & METHODS

The L-Dopa oxidase activity of human Tyrosinase was assayed by a measuring the reaction product L-dopaquinone trapped by MBTH at 490 nm (1). Briefly, purified human Tyrosinase in 50 mM sodium phosphate buffer, pH 7.0, as a substrate (L-DOPA) concentration of 1 mM and various concentrations of inhibitors as noted. Data represent means ± SD of at least 3 independent experiments.

MelanoDerm skin model tissues (MEL-300-A, MatTek Corporation, Ashland, MA) were incubated with various inhibitors for 13 days to allow for melanin production. Each compound was tested, at least, at concentrations of 5 µM and 15 µM. Prior to melanin analysis, the grey value of photos of the skin models was determined by image analysis. Prevension of skin model darkening in comparison to untreated control models (0%) and control models snap frozen before incubation (100%) was calculated as measure for the overall change in color. Subsequently, the melanin was dissolved and quantified measuring the integral of absorption between 380 nm and 440 [1].

Distribution of melanin in the skin models was visualized by histology. The visualization of Melanin production was performed by cryosectioning skin models and subsequently staining the sections with Fontana-Masson stain that leaves melanin black, nuclei red and cytoplasm pink. Staining protocol was as described by the manufacturer.

RESULTS

Isobutylamido thiazolyl resorcinol (Thiamidol) was identified as a potent inhibitor of human tyrosinase (IC_{50} ~1 µM)while azelaic acid and cysteamine only marginally inhibited human tyrosinase (IC_{50} >1000 µM, Figure 1). Niacinamide and tranexamic acid did not inhibit human tyrosinase which is in line with their proposed mechanisms, inhibition of melanosome transfer and reduction of melanocyte activity, respectively.

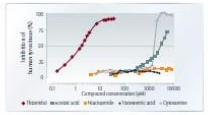

Figure 1: Inhibition of tyrosinase activity by Thiamidol, Azelaic acid, Niacinamide, Tranexamic acid and Cysteamine. Thiamidol is by far the best inhibitor of human tyrosinase with an IC_{50} of ~1 µM. Azelaic acid and Cysteamine inhibit human tyrosinase with a much higher IC_{50} of around 1000 µM and 1000 µM, respectively. Niacinamide and Tranexamic acid did not significantly inhibit tyrosinase. Data of dose-response curves represent means of at least 3 independent experiments.

The high potential of Thiamidol to inhibit melanin production was confirmed using MelanoDerm skin models (Figure 2). Unexpectedly, neither niacinamide and tranexamic acid nor cysteamine and azelaic acid showed any significant inhibition of melanin production at concentrations of 5 µM and 15 µM in the MelanoDerm assay.

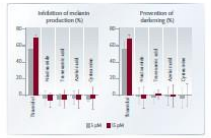

Figure 2: (A - left) Inhibition of melanin production in MelanoDerm skin models. In comparison to untreated control, Thiamidol inhibited melanin production up to 70%. Neither at 5 µM nor at 15 µM, any of the other active ingredients inhibited melanin production. Data represent means ± SD of 5 independent experiments.

(B - right) Prevention of skin model darkening. Prior to melanin analysis, the grey value of photos of the skin models was determined by image analysis. While Thiamidol dramatically prevented darkening of the skin models, none of the other active ingredients was effective. Data represent means ± SD of 5 independent experiments.

Niacinamide was additionally tested at the higher concentration of 50 µM (Figure 3). Here, a slight inhibition of skin model darkening (10%) was observed but no tyrosinase inhibition. This is in line with the proposed mode of action, inhibition of melanosome transfer from melanocytes to keratinocytes. However, much higher concentrations than 50 µM would be needed to achieve significant efficacy.

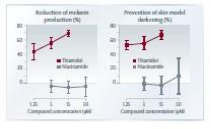

Figure 3: Melanin content and distribution in MelanoDerm skin models by Thiamidol and Niacinamide. Left: Inhibition of melanin production. Thiamidol shows a dose dependent inhibition of melanin production, reaching 70% inhibition in comparison to untreated control at 15 µM. Niacinamide does not inhibit melanin production up to 50 µM. Right: Prevention of skin model darkening. Color measurements (grey value) in skin models showed more than 50% prevention of skin model darkening by Thiamidol already at 1.25 µM. Niacinamide is not effective up to 15 µM but shows a slight activity at 50 µM.

HISTOLOGICAL EVALUATION OF MELANIN CONTENT AND DISTRIBUTION IN SKIN MODELS

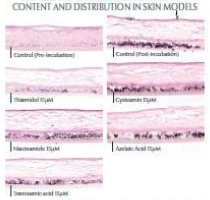

Figure 4: Melanin content and distribution in MelanoDerm skin models evaluated by Fontana-Masson stain. Control models show a significant increase in melanin content during the 2 weeks of incubation. While Thiamidol, clearly reduces melanin formation in skin models, none of the other compounds had any effect. Changes in melanin distribution were not observed.

Histological evaluation of MelanoDerm skin models treated with the ingredients confirmed that only Thiamidol significantly reduced melanin content (Figure 4).

CONCLUSION

Isobutylamido thiazolyl resorcinol showed a highly effective inhibition of human tyrosinase enzyme activity and melanin production in skin models. Surprisingly, niacinamide, tranexamic acid, cysteamine, and azelaic acid did not show any efficacy on melanin production *in vitro*. This might point towards a more indirect in vivo mechanism of these substances via mediators of dermal cells like fibroblasts or endothelial cells etc., while Thiamidol directly inhibits the production of excessive melanin in melanocytes.

References: [1] Inhibition of Human Tyrosinase Requires Molecular Motifs Distinctively Different from Mushroom Tyrosinase. Mann T., Gerwat W., Batzer J., Eggers K., Scherner C., Wenck H., Stäb F., Hearing VJ., Röhm KH., Kolbe L. | Invest Dermatol. 2018 Jul;138(7):1630-1638.

A skin care regimen with Thiamidol effectively reduces post-inflammatory hyperpigmentation in patients with resolved acne

Roggenkamp D[1], Neufang G[2], Pillay A[3], Zoric P[3], Kausch M[3], Dlova NC[4]
[1]International Medical Management, Beiersdorf AG, Hamburg, [2]Pharmacy Brands Team, Beiersdorf South Africa, Durban, [3]Research & Development, Beiersdorf AG, Hamburg, [4]Dermatology, School of Clinical Medicine, Durban

INTRODUCTION

Post-inflammatory hyperpigmentation (PIH) is an acquired hypermelanosis induced by cutaneous inflammation or skin injury and occurs more frequently in Fitzpatrick photo skin types IV-VI. The most common causes of PIH in skin of color patients are acne vulgaris, atopic dermatitis and pseudofolliculitis barbae. Acne is by far the most common skin condition seen in black patients seeking skin treatment, both in private and state facilities. Post-inflammatory hyperpigmentation and scarring are a major concern for black patients, resulting in impaired quality of life [1].

The aim of this study was to investigate the efficacy and tolerability of a skin care regimen with the new tyrosinase inhibitor Thiamidol (Isobutylamido Thiazolyl Resorcinol) in South African black patients with PIH after resolution of acne [2,3].

MATERIAL & METHODS

A total of 29 South African black patients of African descent (25 female, 4 male; aged 18-45; Fitzpatrick skin types V-VI) with acne-related PIH were recruited; patients with active acne were excluded. Patients were instructed to apply the skin care regimen with Thiamidol (serum and day care SPF 30 in the morning, night care in the evening) on the whole face once a day for 12 weeks. Patients' self-assessment, clinical assessment by an experienced dermatologist, mexameter measurement and clinical photography were performed at baseline and after four, eight and 12 weeks.

RESULTS

Clinical grading demonstrated a significant improvement in skin evenness in 90% of patients after 12 weeks. Furthermore, skin radiance and smoothness improved significantly in clinical grading after the study period (Figure 2). Patients assessed a continuous improvement in skin evenness, glow (radiance) and smoothness over 12 weeks and 100% of patients stated that their dark spots (PIH) were less pronounced after 12 weeks (Figure 3). Mexameter measurements confirmed a significant reduction in the intensity of pigment spots (PIH), which was also demonstrated via clinical photography. The melanin index of the perilesional skin did not change significantly during the study period (Figure 1). In 93% of all patients, the overall skin tolerability of the skin care regimen with Thiamidol was rated as very good (Figure 4).

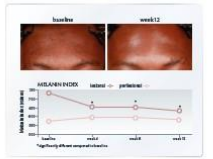

Figure 1. Clinical photography and melanin index. Patients with acne-induced post-inflammatory hyperpigmentation applied a day care SPF30, night care and serum, all containing Thiamidol, for 12 weeks on the whole face. Melanin index was measured on dark acne marks (lesional) and the surrounding non-affected skin (perilesional).

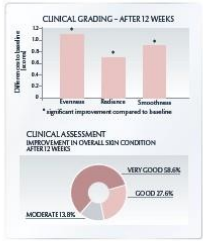

Figure 2. Clinical grading of skin tone evenness, radiance and smoothness as well as clinical assessment of improvement in overall skin condition. Patients with acne-induced post-inflammatory hyperpigmentation applied a day care SPF30, night care and serum, all containing Thiamidol, for 12 weeks on the whole face. Clinical grading was conducted on a 5-step scale.

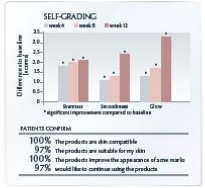

Figure 3. Self-grading of skin tone evenness, glow and smoothness as well as patients' self-assessment. Patients with acne-induced post-inflammatory hyperpigmentation applied a day care SPF30, night care and serum, all containing Thiamidol, for 12 weeks on the whole face. Self-grading was conducted on a 10-step scale.

CONCLUSION

The results of this study clearly demonstrate the efficacy and tolerability of a skin care regimen with Thiamidol in patients with acne-induced PIH.

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[2] Arsiwala et al., Inhibition of Human Tyrosinase Requires Molecular Motifs Distinctively Different from Mushroom Tyrosinase. J Invest Dermatol. (2018) 138:1603-1608.

[3] Arsiwala et al., Effective tyrosinase inhibition by Thiamidol results in significant improvement of mild to moderate melasma. Journal Invest. Dermatol. (2019) 139(8):1695-1698

Figure 4. Clinical assessment of overall skin tolerability. Patients with acne-induced post-inflammatory hyperpigmentation applied a day care SPF30, night care and serum, all containing Thiamidol, for 12 weeks on the whole face.

24 weeks long-term efficacy and tolerability of a skin care regimen with Thiamidol in patients with moderate to severe facial hyperpigmentation

Roggenkamp D[1], Fürstenau M[2], Kausch M[2], Sammain A[1], Kolbe L[2]
[1]International Medical Management Eucerin, Beiersdorf AG, Hamburg, Germany | [2]Research & Development, Beiersdorf AG, Hamburg, Germany

INTRODUCTION & OBJECTIVES

Hyperpigmentation is a frequent cosmetic condition characterized by dark spots on sun-exposed areas due to increased melanogenesis [1]. Tyrosinase inhibitors are in the focus of the research for the treatment of hyperpigmentation [2]. The purification of soluble variants of human tyrosinase allowed the identification of Thiamidol (Isobutylamido-thiazolyl-resorcinol) as its most potent inhibitor out of 50,000 screened compounds [3].

The objective of this study was the vehicle-controlled investigation of the long-term efficacy and tolerability of a skin care regimen with Thiamidol in patients with moderate to severe facial hyperpigmentation for 24 weeks.

MATERIAL & METHODS

We report about a 24 weeks, monocentric, randomized, vehicle-controlled, double-blinded clinical trial to assess the efficacy and tolerability of a skin care regimen containing Thiamidol in 48 female subjects (36-64 yrs, phototypes III-V) suffering from moderate to severe facial hyperpigmentation.

Subjects allocated to the verum group (n=23) applied a Dual Serum containing Thiamidol twice a day (morning and evening) followed by Day Care with Thiamidol and SPF 30 in the morning and Night Care with Thiamidol in the evening. The vehicle group (n=25) applied the same skin care routine using vehicle formulations leaving out Thiamidol. Consequently, the vehicle Day Care had a SPF 30.

The primary outcome was a change in MASI Score and standardized clinical photography (VISIA CR). Secondary outcome included the tolerability of the skin care regimen as assessed by experts and panelists. Furthermore, subjects were asked to give their feedback on how the skin care regimen impacted their skin condition (self-grading on a 10-step scale and self-assessments) and their quality of life using a 7-point scale (1 no discomfort, 7 discomfort always) in a quality of life questionnaire with 10 questions (Table 1). All parameters were assessed at baseline and every four weeks within the total study duration of 24 weeks.

Table 1: Questions in quality of life questionnaire

Considering the previous week, how did you feel about:
Q1: the appearance of your melasma
Q2: the hydration linked to your melasma
Q3: the discomfort linked to your melasma
Q4: the feeling of depression linked to your melasma
Q5: the effect of melasma on your interactions with others (family / friends)
Q6: the effect of melasma on your wish to be in someone's company
Q7: the discomfort of your melasma to express your feelings
Q8: your skin colouration in giving you the impression of not being attractive
Q9: your skin colouration in giving you the impression of being less lively and efficient
Q10: your skin colouration in altering your feeling of freedom

RESULTS

Treatment efficacy in subjects using the verum formulations containing Thiamidol proved to be significantly superior compared to baseline and vs vehicle formulations at end of study/every time points as measured by primary outcome, the MASI Score and assessed via clinical photography (Figures 1 and 2).

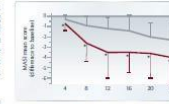


Figure 1: MASI score (difference to baseline) in verum and vehicle group over 6 months (24 weeks). * Significant improvement compared to baseline and vehicle.

Secondary outcomes regarding overall efficacy of the skin care regimen containing Thiamidol as assessed by self-grading of overall inensity of hyperpigmentation by subjects, were significantly improved compared to baseline at each point of time / at end of study (Figure 3).

Figure 2: Clinical photography

Subjects confirmed the efficacy and tolerability of the skin care regimen containing Thiamidol in a self-assessment questionnaire (Figure 4). This was accompanied by a significant improvement of their quality of life (Figure 5). The skin care regimen containing Thiamidol was very well tolerated over the entire study period of 24 weeks.

Figure 3: Improvement of overall intensity of hyperpigmentation. Self-grading on a 10-step scale * Significant improvement compared to baseline.

EADV 2018, 2019, 2020连续发表肽安密多淡斑效果研究

EADV:欧洲皮肤性病学会;促进皮肤病学和性病学领域的医学专业人员和倡导者的知识的头部组织

EADV European Academy of Dermatology and Venereology

EADV 2018, Claim Support study: Split Face Day versus Day + Dual Serum
EADV 2019, Pre-Launch Study Results argentina, facial Hyperpigmentation, N=83 patients with facial hyperpigmentation
EADV 2020: PDF available on Sharepoint Medical Management. Full publication in preparation

肽安密多：中国业内权威认可

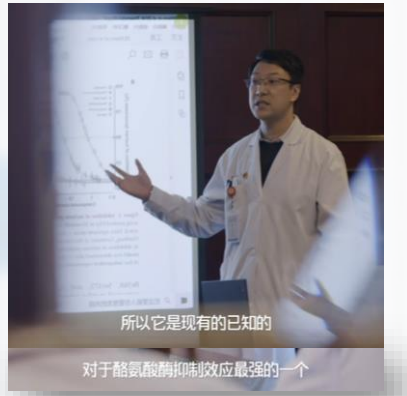
国内皮肤科头部权威医生&专家委员会认可

Eucerin®

张成锋

华山医院皮肤科专家

“肽安密多是现有的已知的化合物当中目前发现的对酪氨酸酶**抑制效应最强**的一个。能够很好地改善皮肤色素沉着的问题，成分**非常有效同时也很安全。**”



袁超

复旦大学人类表型组学研究院专家

“色斑的治疗方式，除了物理与化学方式去除以外，也必须预防黑色素的形成，从**根源杜绝**色斑的形成。”

吴艳

北京大学第一医院皮肤科主任医师

“肽安密多**温和且高效**抑制酪氨酸酶产生。”

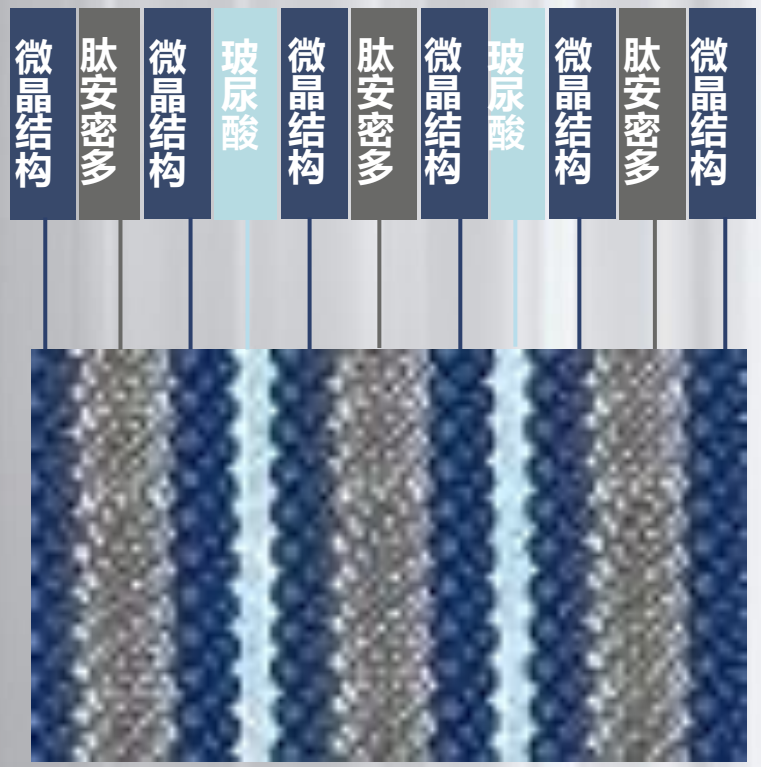
专利美白动能素
【肽安密多】成分注册中

国家药品监督管理局
National Medical Products Administration

*若需肖像使用，请与优色林品牌沟通

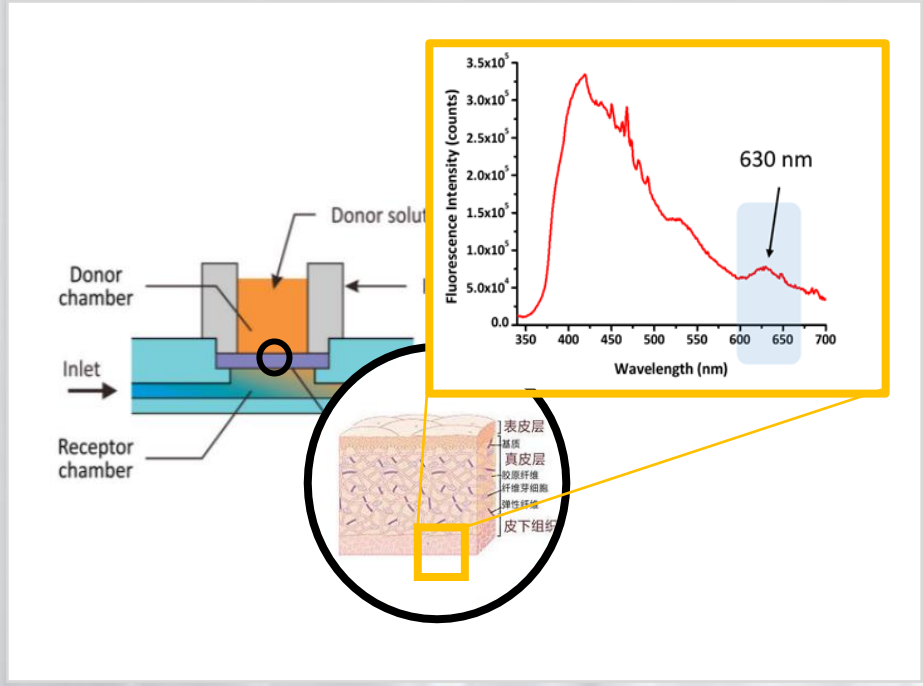
德国BASF水光微晶科技：稳定释放

层状微晶结构
聚合亿万超分子水光玻尿酸
稳定包裹美白成分【肽安密多】
源源深入至黑色素靶点
长效、持续、稳定释放



德国BASF水光微晶科技：直达皮下组织

肌底层不是极限 更强渗透率



经皮吸收测试中

皮下组织中也检出了肽安密多信号

德国BASF水光微晶科技：革新水感质地

Eucerin®

不止是清透的肤感

更是功效的助攻

超越传统水包油、油包水技术

为肽安密多而生

让强者更强

100% 快速吸收

100% 不搓泥

99% 质地轻薄无负担

99% 质地不粘腻

KOL内容创作注意事项

【一定要仔细阅读】

- KOL图文和视频稿件，需要在开头位置补充基本信息，以及确认好的切入方向
- 视频脚本需要按照统一格式模板给到，包括分镜参考、脚本正文、花字关键词、预估时长等

【KOL基础信息表】

达人基础信息	合作平台		是否挂链	
	账号名称		发布档期	
	KOL类型		KOL量级	
	内容形式（单推/定制无广合集/商业合集）		合作形式（图文/视频+报备/不报备）	
产品				
备注		一些特殊要求可以备注在这里，比如改稿次数限制		

【视频脚本格式模板】

优色林光引精华-报备视频						
视频时长						
其他产品	（如果是合集，合集中的其他产品list放在这里）					
封面标题						
直发文案	直发文案需要带到优色林品牌词					
选择话题						
镜号	**景别**	**画面描述**	**字幕/旁白**	**产品/备注**	**花字**	**时长(秒)**

专业向内容角度参考

➢ 切入角度——成分教育（美白成分到底怎么选）

从专业角度解析间苯二酚家族中的美白天花板——肽安密多，使成分用户对肽安密多有更深入的了解，增加用户对于产品的认知和信任。

➢ 必提卖点：

品牌背景

地表级美白成分肽安密多解析（包含研发背景及经期刊发表的实验数据）

水光微晶技术，助力肽安密多高倍渗透

抑黑效率是377的119倍，碾压同类美白成分

标题示例：

美白的真相！看完这篇白到没朋友

成分挑花眼？真想白还得间苯二酚衍生物！

红黑痘印消不掉？油痘肌瑕疵皮救星！

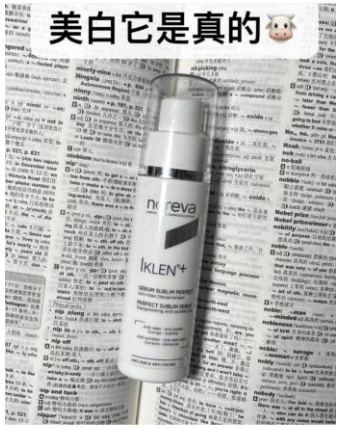
预埋词： 优色林光引精华 肽安密多 美白精华 美白淡斑

文末tag： #优色林光引精华 #怎样美白 #去痘印精华 #美白精华 #淡斑精华

安利这个温和高效的小众美白精华🌈Topix

Hello，Monica又来了～👻今天写的是Topix Replenix 亮白修复精华乳。

⭐Topix在我喜欢的美系药妆品牌中可以排到前三，之前写过它家的A醇和绿茶晚霜，这款美白乳也提到过很多次了，今天就来系统的写一写点评。



法国实验室品牌怎么能混的这么惨啊😅

在20世纪80年代的法国
一群皮肤科白大褂们👨‍⚕️👩‍⚕️凑在了一起
想着如何把专业知识更好的运用到皮肤上
从而安全有效的解决各种皮肤问题
所以诞生了一个实验室品牌-Noreva欧诺颜
为了更好的针对不同人群的不同问题
整整开发出了18个系列！！！

专业向内容角度参考

- **切入角度——干货科普（用了白用？美白产品的吸收问题**

从有些护肤品成分表好看，主张全通路美白，但用起来却没效果作为切入点，科普护肤品的吸收问题，引出优色林光引精华不仅成分硬核，在透皮吸收渗透方面更是有黑科技加持的卖点。从源头抑制黑色素生成，才是美白提亮的关键。

- **必提卖点——**

品牌背景

肽安密多成分介绍

水光微晶技术，助力肽安密多高倍渗透

标题示例：

挥发快=好吸收？很多人混淆了肤感和吸收！

想白得快，用ta给你的早c晚a升个级

预埋词：优色林光引精华 美白精华 美白淡斑

文末tag：#优色林光引精华 #美白精华 #怎样美白 #去黄提亮精华

胜肽真相❗圈内人悄咪咪说

之前说了玻色因和A醇
今天唠唠胜肽
直接上重点
🍀胜肽到底能不能抗皱？
🍀能！！！

百里挑三的美白精华

美白这个东西和其他还不一样，因为变黑的过程比较复杂，所以现在部分产品都会强调自己的全通路覆盖。但同时，每个人对于不同美白成分的敏感度又不一样。比如我朋友用4MSK说效果惊人，但是在我这里完全无效。同样的，烟酰胺对我来说是鸡肋，反而是曲酸在我的脸上可以尽情释放。

社媒平台违禁词参考（**抖音挂车及推流视频、小红书报备笔记需严格遵守**）

高危词	高危原因	解决办法
美白、黑色素、淡斑、祛斑、祛痘印	普通化妆品不得涉及特殊化妆品的功效宣传	美白—提亮/焕亮；黑色素—（黑emoji）素；痘印—du印/dudu印
医学护肤品、药妆、安全（油皮、痘皮）	化妆品的推广内容不得提及医疗术语	不提及 （肤质也算医学用语，在推流视频中不能提及）
第一、最、首创、首选、唯一等	涉及绝对化用语	不提及
经过敏感肌测试、国外一些科研权威杂志都刊登过、医生推荐	利用专家、领域专业人士的名义和形象做推荐，需要上传相应的资质证明等，加上这些有可能增加不过审风险	不提及
皮肤变白了、变好了 12周减少75%色斑、一个月明显有效、无副作用、无风险	涉及受益人描述，护肤品视频中不得对推广产品作出明示或者暗示的保证性承诺	不提及 想展示皮肤变白的话，可以仅画面展示，不加口播花字
画面涉及低质内容	为了对比明显，前期过度丑化形象会涉及低质内容	画面风格需要把控好
如视频中提及专利“肽安密多”，需要提供专利号	视频中涉及的专利成分需要标注专利号	在视频中花字标注

— 目录 —

品牌信息【必读】

优色林 120年德国皮肤学科研先锋

优色林隶属于拜尔斯道夫集团，

有**120年**的历史，

是**先锋皮肤学与精尖科技**的集合

是**医生**创立的品牌

品牌顾问UNNA医生是现代皮肤学的奠基人：

他是第一个揭秘皮肤结构和黑色素、第一个运用水杨酸焕肤，

第一个用377的原型（间苯二酚）攻克色沉的。

拜尔斯道夫在德国的研发中心是全欧洲最大的皮肤科研中心

拥有多项核心专利成分技术

优色林是**皮肤学专家亲力推荐**、顶尖皮肤学期刊认可的德系药妆品牌

与LA PRAIRIE 师出同门的

姐妹医学品牌

同属拜尔斯道夫集团

Eucerin®

SINCE 1900

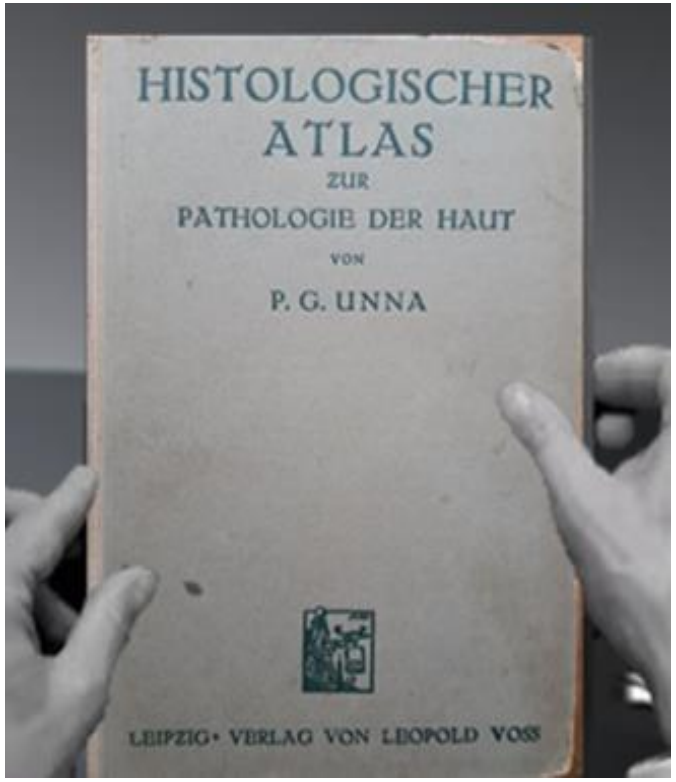
德国医学护肤

la prairie

SWITZERLAND

SINCE 1931

瑞士奢华护肤



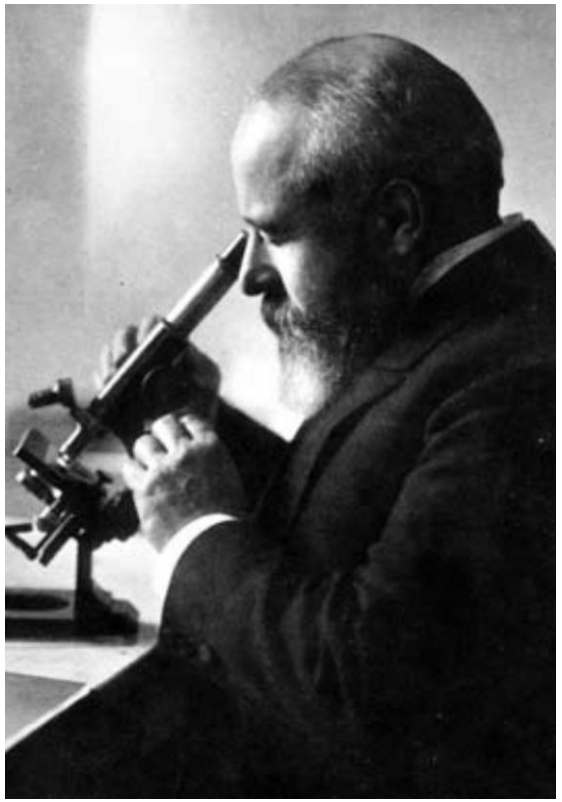
先锋皮肤学与精尖科技集结

120年传奇 源自划时代专利

上世纪，德国化学家、药剂师 Isaac Lifschütz艾萨克·利夫舒茨博士研制出一种新型皮肤霜剂，并获得了皇家专利局颁发的专利。他以古希腊语中“美丽的蜜蜡”一词为灵感，将其命名为Eucerit。

这项专利可谓当时的一项革命：这款霜剂突破实现了稳定的油包水体系，锁水能力持久，温和滑润，具有卓越的修护滋润功效。在第一次世界大战中，这款霜剂拯救了饱受皮肤皴裂瘙痒痛苦的海军士兵们。此后，这款神奇的霜剂被带回民间广为传播。

当时的皮肤科医生，欧洲现代皮肤学奠基人Unna医生对其称赞不已，他在执笔的学术著作中写道：Eucerit可被作为医生的选择，它稳定安全并能提供舒适的感觉，有效缓解患者肌肤不适。



与医学的百年不解之缘

优色林一代代的创始人不仅是医学背景，更与欧洲现代皮肤学奠基人Unna医生密切合作，这意味着优色林产品受前沿皮肤科研启发且以这些研究为基础。

Unna医生一直在为他的病人寻求一款带医疗膏药包覆的医用纱布敷料用于医学手术和护理。他找到了亲密伙伴，优色林创始人之一Beiersdorf 。在两人的共同努力下，不断测试和改进，新型医用绷带问世了。

之后，在Unna医生持续的专业顾问下， Beiersdorf推出各种产品，这些产品上市前，均在Unna医生的诊所进行严谨专业的测试。

Beiersdorf曾这样说道：只有与最顶尖的皮肤学医生合作，我的产品才能有顶尖的品质与功效。

传承百年的先锋精神

Doctor Paul Gerson Unna一生发表500多个皮肤学、病理学著作，更是无数划时代新发现的先驱，许多皮肤学疾病都是他在收治病患中发现并取得研究的。

第一个剖析皮肤组织学结构，提出并奠定皮肤分层结构的理论基础、基底层细胞新生分化学说，打开了现代皮肤学的认知大门
第一个发现提出肌肤中存在的胶原蛋白、弹性蛋白、黑素细胞
第一个使用水杨酸进行焕肤治疗
第一个提出用间苯二酚（377的原型）攻克色沉
第一个发现鱼石脂治疗湿疹、水痘、痤疮的功效
第一个发现提出紫外线与皮肤癌关系
第一个提出真皮层黑素细胞痣的形成
第一个发明用于烧伤愈合的湿性绷带敷料疗法，命名为UNNA靴

传承这种先锋精神，一个世纪后，优色林突破Doctor Unna的原型377疗法，研发出超越377百倍的专利美白成分。

强大科研实力

120年来，优色林不断突破， 集团拥有超7,800项专利技术，过去2年发表学术发表达81篇。

集团在全球拥有七大研发中心，2020年在科研上投资超过人民币14亿。位于德国汉堡总部的研发中心，是欧洲最大、最先进的皮肤科研中心之一。

2020年，与大学、研究中心开展超过300+前沿科研项目，并进行超过1,000+皮肤学测试，涉及35,000位受试者。

#1 医生推荐品牌

在一项针对2,000+皮肤学专业人士的调研中，优色林在德国等6个国家和地区，推荐率居专业皮肤学品牌#1*。

优色林与全球皮肤学专家紧密合作，开展针对产品及科技的临床研究。

沿袭创始人坚持为医生研发产品和服务的信念，优色林坚信，只有当产品真正高效，经过临床测试，证明其拥有令深受皮肤困扰的人们焕活新生的力量，它才能成为优色林的产品。


谢谢！
期待一起见证光引奇迹
Eucerin
优 色 林
120年德国皮肤学先锋