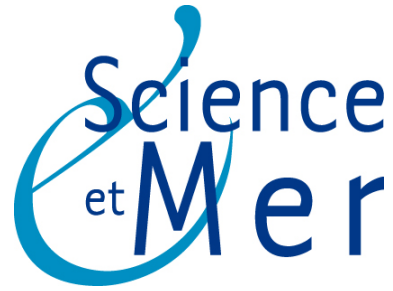


## Of course SCIENCE & MER

After 3 years of tremendous growth on the French market the Brand Science et Mer is looking to expand its activity over the German market through reliable partners.



### SCIENCE ET MER : THE CONCEPT

Science et Mer has a unique concept inspired by the origin of life that first took place in the so-called "primitive sea". As a heritage of this early development the composition of the water inside our body has the same profile of minerals than the seawater. Minerals are key components for living organism and the best way to collect them is to harvest algae.

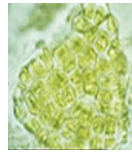
#### The origin of the Life

**The first life system** was born in the primitive sea as a result of chemical evolution. This primitive sea was the mother that shaped and cultivated the first life system supplying it with inorganic and organic materials needed for the living of this "proto-cell".

All the **mineral elements** present into the primitive sea participated to the development of life ensuring all the biochemical reaction necessary for the cell to grow and develop. Nowadays as a souvenir of this primitive time, **the water in our body has the same profile in mineral elements than the seawater.**

#### The Algae:

**Algae have the fantastic property** to concentrate the mineral elements scattered in seawater. In an algae, concentration of mineral elements can be 100 000 times more than in seawater. For this reason algae are a source of vitality that have been used for many year to heal and cure health problems.



ALGAE CELL

### SCIENCE ET MER : THE BRAND ORIGIN

The brand Science et Mer draws its inspiration from the expertise of the Laboratoires Science et Mer in making of marine skin care product. The same name has been given to emphasize on the legitimacy of the brand to claim the effectiveness of the product.

More than 20 years ago the Laboratoire Science et Mer was the first to innovate by developing specific range of products with a high content of algae, mainly dedicated to specialized Thalassotherapy centre. Cataplast, body wrap, face mask and many other products entered the French market and have conquered till today 86% of the market.

In 2006 the Laboratoire Science et Mer decided to provide this source of wellness to the general public by creating a brand new cosmetic line named SCIENCE ET MER.

**Using algae extract within every single product of the range Science et Mer cosmetic formulas bring life into the skin, providing all the vital and fundamental mineral elements combined with active ingredients to fight against aging process.**

## SCIENCE ET MER : INGREDIENT & FORMULA

Our Laboratory is having its own R&D department, one division is dedicated to the research of active ingredients extracted from various algae and the other one is in charge of creating formulas that can optimize the benefit of the marine active ingredients plus, a touch of wellness.



**ISOPEPTINOSIDE®** is the **active ingredient** developed and patented by Laboratoires SCIENCE & MER in collaboration with Brest Medical University and LEBAM institution (Ecophysiology and Biotechnology Laboratory of Algae)

It is a specific combination of Algae extract (Spirulina, Mastocarpus) and oligoelements having **strong anti-aging properties**. This active ingredient when in contact with the skin cells increases the synthesis of collagen and elastin by 49 and 68%.and stimulate the transglutaminase by +109 % which has a specific activity in the epidermis differentiation. The skin gets firmer more tense and wrinkles are faded out.

The **formula** of Science et Mer products have been designed according to our own guidelines:

- **Active ingredient** : ISOPEPTINOSIDE® (anti-aging ingredient extracted from algae)
- **Hypoallergenic**
- **Clinical evaluation of the formula performance**
- No animal testing
- No animal derived ingredients
- No mineral oil
- No parabens (except Sérénité marine)
- No phenoxyethanol (except Sérénité marine)



## SCIENCE & MER: MARKETING

The brand was created to match today's market demand in terms of anti-aging cosmetic. Our marketing mix is fully in line with our target and positioning.

### TARGET:

The Science et Mer brand is an **anti-aging brand** that has been designed for the **"50 something" women** (around 50 years old with mature skin), a growing segment with high purchasing power, well-educated and looking for effective treatments of which anti-aging is the most popular.

Within Science et Mer line the "50 something" women will find all the necessary treatments to fight against the aging process.

- ✓ **Skin care:** Cleanser, Peeling and Moisturiser.
- ✓ **Skin treatment:** Anti-wrinkles, Anti dark spot, Lightening, Anti eye bags and dark circle.
- ✓ **Skin equilibrium:** Balneo-therapy.

## POSITIONING

Science et Mer products are at the crossroad of 3 major trends:

**NATURAL** : marine cosmetic made with algae extract.

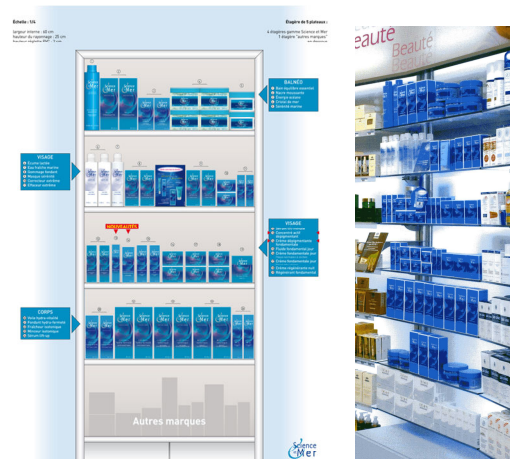
**SCIENTIFIC** : effectiveness and safety of the active ingredients and formulas are tested through *in vitro* and *in vivo* tests.

**WELLNESS** : fragrance, texture and visual aspect of the formulas have been worked out to provide a pleasant skin feeling.

### A success story:

Nowadays Science et Mer products are distributed through 600 **pharmacies** and 40 **drugstores** (Parashop Chain).

The export market is expanding with the new opening of Russia in November 2008.



## SCIENCE & MER : THE LABORATORY

The laboratoire Science et Mer have been created in 1986 by Christine Bodeau (PhD in Biochemistry from Mc Hill university Canada). Since that date the laboratory keep on going creating new products and treatments as well as upgrading its production process, keeping customers and consumers satisfaction its top priority.



Located nearby the algae field, the plant passed through all the certification needed to comply with the European regulation.

- ✓ Manufacturing process (certification ISO 9001 2000)
- ✓ G.M.P. (Norm ISO 22716)
- ✓ Cosmetic products comply with the European directive 76/768/CEE (7<sup>th</sup> amendment).