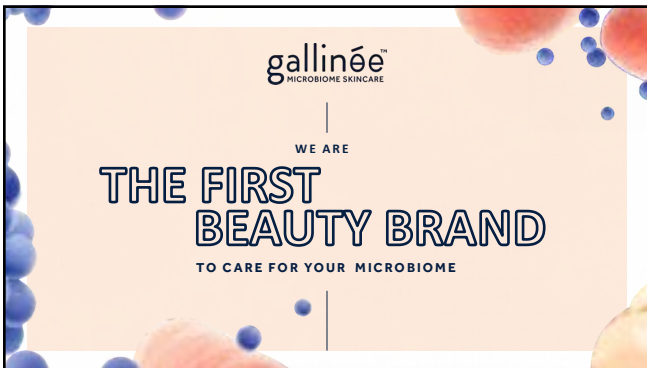




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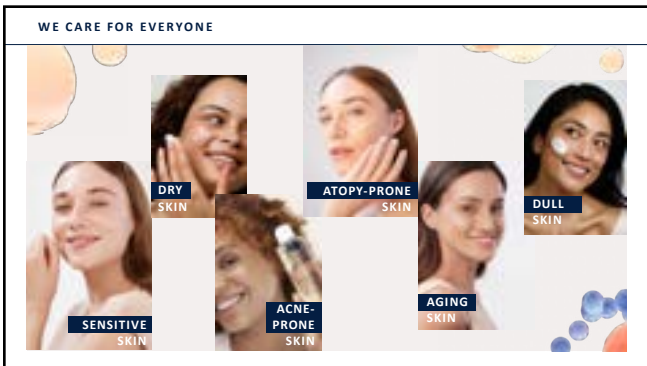
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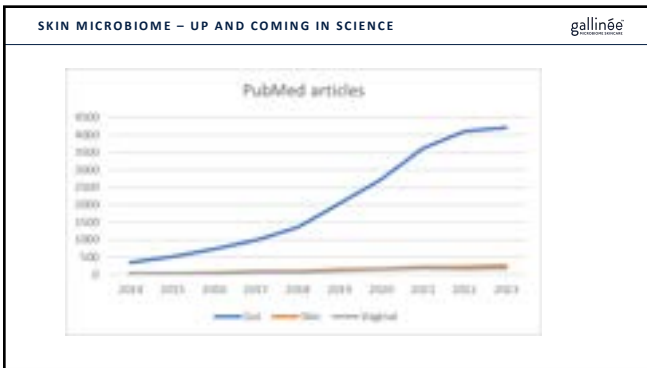
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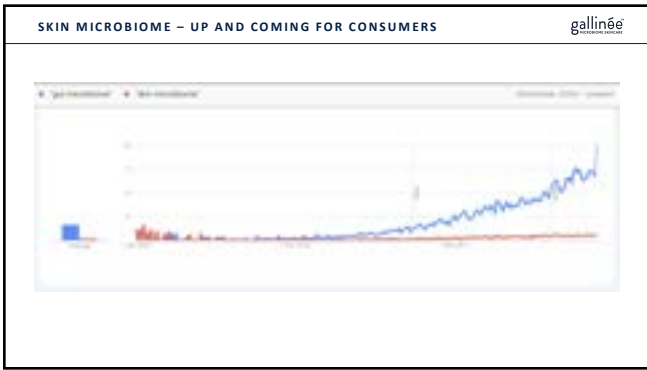
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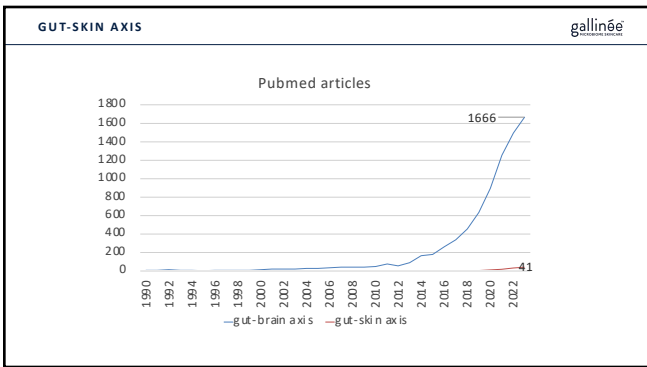
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13



14

THE GUT SKIN AXIS gallinée

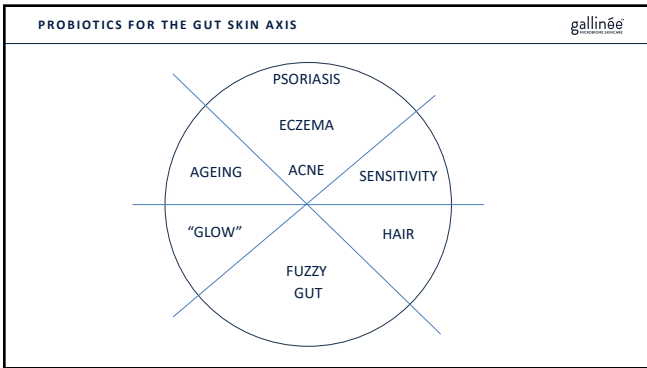
- Observed before it was understood
- Very young science
 - Probiotics ingredients and products exists
 - Blank space both in ingredients and finished products: prebiotics, postbiotics.
- Compared to topical products, very unique challenges
 - Claims
 - Labelling
 - Regulatory, no EU harmonization
- Market is clearly growing

Gut-Skin Axis: Current Knowledge of the Interrelationship between Microbial Dysbiosis and Skin Conditions

[Birkbeck University of London](#) | [Ghent University](#)
[Maastricht University](#) | [University of Leuven](#) | [University of Antwerp](#)
[University of Applied Sciences](#) | [University of Applied Sciences](#)
[University of Applied Sciences](#) | [University of Applied Sciences](#)

[Center for Microbiology and Food Safety, Ghent University, Ghent, Belgium](#)
[Department of Food Safety and Food Quality, Ghent University, Ghent, Belgium](#)
[Department of Food Safety and Food Quality, Ghent University, Ghent, Belgium](#)
[Department of Food Safety and Food Quality, Ghent University, Ghent, Belgium](#)

15



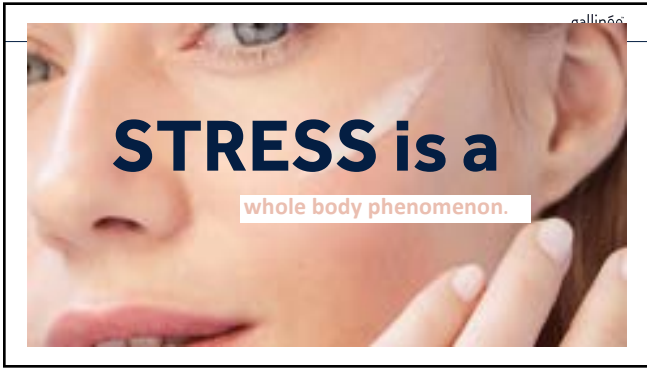
16

FROM HEALTH gallinée

17

TO BEAUTY gallinée

18



19

EVERYONE IS STRESSED gallinée

41% of the general population reports stress
1

Women are 1.66 time more likely to have an anxiety disorder 2

Stressed & sensitive skin is becoming the new standard

73% of global consumer report that their skin is more sensitive than a few years ago 3

1 World is unhappier, more stressed than ever study, Gallup, 2021 2 Epidemiology of anxiety disorders: global burden and sociodemographic associations - OCS 2022 3 OCS 2022

20

FROM THE OUTSIDE gallinée

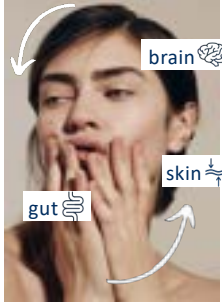
Our modern lifestyle is stressing our body – and our microbiome

OVER WASHING **POLLUTION**

UV **LACK OF SLEEP**

21

AND BELOW THE SURFACE gallinée



brain
skin
gut

Stress is working from everywhere

22

REDNESS

INFLAMMATION
IRRITATION
SENSITIVITY
VULNERABILITY

And it shows on your **SKIN**

gallinée

23

NEW GALLINÉE CALMING RANGE gallinée

1. CALMING SERUM

OUTSIDE



SKIN

2. CALM & MICROBIOME

INSIDE



SKIN & MIND

24



gallinée

Un-stress your skin & your mindset at a microbiome level

25




KEY BENEFITS

ULTRA SOOTHING

REDUCES REDNESS

FOR VERY SENSITIVE TO ATOPIC PRONE SKIN

MILKY TEXTURE FOR INSTANT RELIEF & COMFORT

26



USING THE POWER OF YOUR OWN SKIN MICROBIOME TO HYDRATE AND SOOTHE THE SKIN

gallinée

27

PANEL DESCRIPTION FOR MAIN CLINICAL STUDY gallinée

41 WOMEN


21 to 60 years old

Skin sensitivity within the panel

50% Sensitive skin | 50% Atopic prone skin

All skin type normal, dry, combination, greasy

Other characteristics:
Subject with usual functional discomfort sensation(s) on face, redness on face, and a dull, heterogeneous complexion



28

CALMING SERUM - KEY CLINICAL RESULTS gallinée

- 1. SKIN SOOTHING**
93% agree skin is soothed¹
- 2. SKIN RESILIENCE**
-102% cutaneous reactivity²
- 3. MIND SOOTHING**
86% agree they feel more peaceful¹

TESTED ON ATOPIC PRONE & SENSITIVE SKINS

IN VIVO SKIN MICROBIOME STUDY




¹Self-scoring by 41 subjects after 28 days; ²Instrumental test; ³20 subjects; 100% sensitive skin

29

CALMING SERUM - KEY CLINICAL RESULTS gallinée

CLINICALLY PROVEN RESULTS

IMMEDIATE EFFECTS	AFTER 4 WEEKS
Skin feels immediately less tight (-58%) ¹	-35% skin redness ¹
48 hours hydration ²	-65% skin tightness ¹
	-78% itching ¹

¹Instrumental test on 11 subjects; ²Self-scoring by 41 subjects after 28 days

CONVINCED CONSUMERS

Texture is light, fresh and melts into the skin³

95% agree feelings of discomfort are immediately soothed³

93% agree skin is restored³

³Use test on 41 subjects during 28 days under dermatological control




30

DEEP DIVE : MIND SOOTHING RESULTS gallinée

81%
Thanks to using the product, I feel better about myself

86%
Thanks to using the product, I feel more peaceful

78%
I am more serene about the appearance of my skin

76%
The product provides a feeling of well-being

In use test on 41 subjects during 28 days under dermatological control



32

SKIN RADIANCE & BEAUTY BENEFITS gallinée

+9%
Brighter/luminosity/radiant complexion
after 28 days
Clinical score test on 41 volunteers


69%
the skin is radiant

73%
the complexion is improved

97%
the skin is soft

92%
the skin is supple

In use test on 41 subjects during 28 days under dermatological control



33

gallinée MICROBIOME SKINCARE gallinée

GLOBAL RELIEF FOR STRESSED SKIN & MIND
Build your resilience with microbiome science



SOOTHE FROM THE INSIDE
3 BILLION
LIVE PROBIOTICS

SOOTHE FROM THE OUTSIDE
95%
AGREE SKIN IS SOOTHED IMMEDIATELY*

34

CALM & MICROBIOME - KEY CLINICAL RESULTS gallinée

- 1. SKIN RESILIENCE**
+21% skin resilience¹
- 2. SKIN REDNESS**
-18% skin redness¹
- 3. MIND SOOTHING**
Mind is calmer and can better cope with stress¹



TESTED ON REACTIVE SKINS
TESTED UNDER DERMATOLOGICAL CONTROL

MICROBIOME INNOVATION

*Self-reported by 60 users after 28 days

35

gallinée



As well as a central stress axis for the body, the skin has its own stress response.

Is Your Skin Really 'Stressed'?

5000 genes have been identified that link between the brain and skin and the ability of stressed skin to heal, allowing skin cells to absorb nutrients, defend against bacteria, and control the immune system.

*Self-reported by 60 users after 28 days

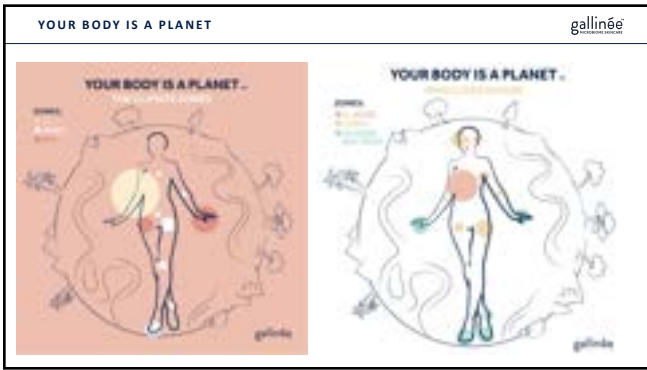
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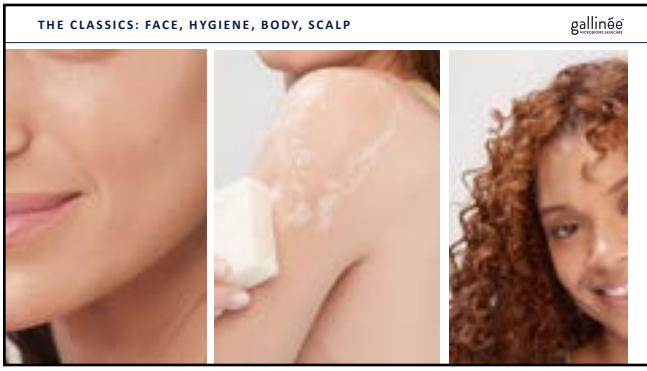
TOPICAL SKIN NICHES

gallinée

37



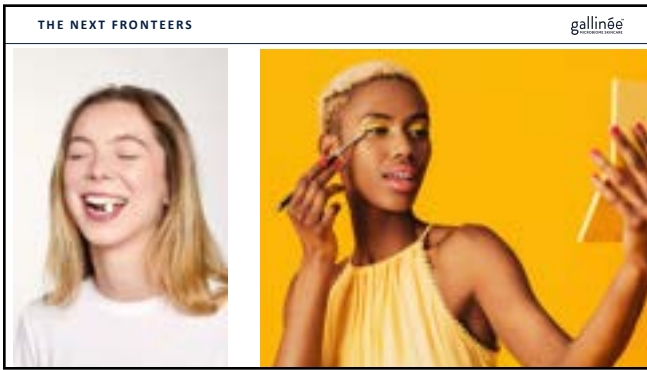
38



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48

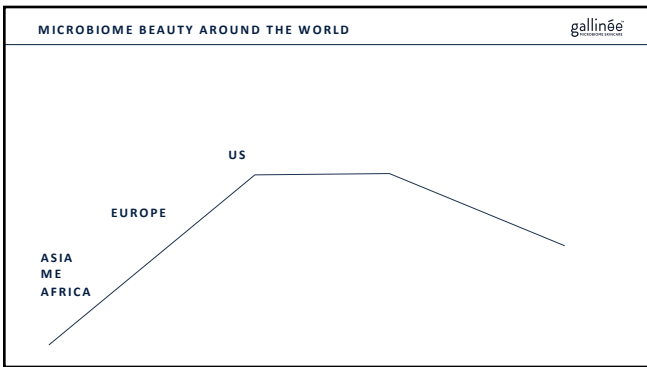
PRE PRO OR POST? gallinée

	PROBIOTICS	PREBIOTICS	POSTBIOTICS
WHAT	Live Tyndallised	Inulin Oligosaccharides Polyphenols Tannins Lipids & more	Lysates Metabolites Supernatants SCFA
+	Proprietary Good consumer understanding	Cheap Positive side effects in formulation	Efficient Well known Easy to formulate
-	Formulation Sensory Price	Lack of newness Non proprietary	Sensory Lack of consumer awareness

49



50



51



52

WISHES FOR THE FUTURE		gallinée
	CHALLENGES	OPPORTUNITIES
CONSUMER AWARENESS	Low but positive (in Europe)	Focus on results Show them
MARKETING HYPE	Lose trust of customers	Develop standards of quality
INGREDIENTS	Lactofatigue	Explore new fields: pre and post
TESTING	Reproducibility Uniformity	True personalisation

53



54



55