

skinbe+ter SCIENCE®



**The Fastest-Growing
Professional Skincare Brand
in the United States.**

better science to solve problems

+ skin**better** science stands alone in our biotech approach to skincare. Fueled by our heritage and access to unique and novel technologies, we have a deep pipeline of proprietary technology platforms that have been strategically curated, formulated and rigorously tested to solve distinct problems in the market. Each category has its own unmet needs. Similar to the approach many biotech companies take, we seek out and identify specific solutions to fill gaps in the marketplace.

CATEGORY + PROPRIETARY SCIENCE	CATEGORY PROBLEM
Retinoid + AlphaRet 	Tolerability vs Efficacy Tradeoff: Physicians and patients have historically had to choose between prescription retinoid therapy (tretinoin), which is effective but has tolerability concerns that impact compliance, and cosmetic ingredients like retinol and retinyl esters that often sacrifice performance to achieve tolerability.
Antioxidant + WEL Technology TAP Technology 	Incomplete, Inelegent Antioxidant Protection: Traditional category limitations in formulation and stability restricted companies to the use of limited diversity of actives that provide narrow environmental antioxidant protection, and often inelegant formulations. Further, antioxidant products focus solely on environmental stressors, leaving a gap in protection from intrinsically generated free radicals.
Hyaluronic Acid and Peptides + InterFuse 	Powerhouse Anti-Wrinkle Ingredients Resist Delivery: Highly efficacious cosmetic ingredients like hyaluronic acid and certain peptides are high molecular weight molecules that resist effective topical delivery in products. Such ingredients then sit undelivered on the surface of the skin and are deprived of optimal efficacy.
Mineral Sun Protection + sunbetter Advanced Mineral Technology Platform 	Tradeoff Between Mineral Effectiveness, Elegance and Compliance: Mineral sunscreen ingredients are notoriously unwieldy and difficult to formulate with, forcing consumers to choose between high SPF with low elegance/compliance, reduced sun protection to achieve a tolerable formula, or suboptimal chemical, combination, super fluid or nanoparticle offerings.
Hyper-pigmentation + b.r.y.t. 	Skin Tone Improvement Without Hydroquinone: Hydroquinone (HQ) is generally considered a gold standard in addressing hyperpigmentation in many skin types, but also has documented safety concerns when it comes to long-term use. HQ tends to address only brown pigment, when true skin tone improvement needs to address redness and yellow undertones.
Nitric Oxide Support + NOw Complex 	Neck Skin Ages Differently, Requiring a Precise Solution: Skin on the neck is thinner, more extensible, highly exposed to environmental insults and is often neglected. It experiences sub-optimal oxygen and nutrients and requires more moisture support than the face. Neck skin needs a targeted solution.
Global Skin Quality + PATH Technology 	Addressing Global Skin Quality with Topical Skincare: Aesthetic patients report persistent visible signs of skin imbalance, such as the appearance of redness, skin texture, dullness, enlarged pores and/or uneven pigmentation, even when using a gold standard skincare regimen complimented by in-office cosmetic procedures. These persistent signs of imbalance are often a result of skin that is seeking homeostasis, or balance. Rarely has a topical product been shown to help improve global skin quality, leaving many patients unable to reach optimized skin balance.

a biotech approach to skincare



- + Our research focuses on testing the efficacy and tolerability of our final formulations, emphasizing human clinical studies over ingredient claims from raw material suppliers. Our prioritization of IRB approved clinical studies and in-clinic use ensures we can meet the exacting standards of the physicians and professionals that use and recommend our products to their patients.

CATEGORY SOLUTION

AlphaRet: Our proprietary ELR compound, a double-conjugated retinoid/alpha hydroxy acid molecule, achieves best-in-class product performance with little-to-no irritation and thus eliminates the long-standing efficacy-tolerability tradeoff.

WEL and TAP Technologies: Combining WEL and TAP Technologies, provide the most advanced and comprehensive antioxidant protection and repair available. WEL is a proprietary complex of Vitamins C & E, plus 17 other antioxidants to provide broad, dynamic support across the Water, Enzymatic and Lipid compartments of the skin. TAP Technology adds a super-potent antioxidant that targets intrinsic oxidative stress and supports the skin's renewal process.

Targeted Delivery of High-Performance Ingredients:

Our proprietary InterFuse Technology aids the delivery of intact macro molecules (HA, peptides, etc.) for targeted and visible results.

High-Performance Mineral Protection, In Elegant Formats:

sun**better** Advanced Mineral Protection (A.M.P.) Technology Platform delivers ultra-high performing sun protection and comprehensive efficacy with previously unattainable elegance across multiple product formats, including options to accommodate patient's preference, skin type and tone.

Comprehensive Even-ing of Skin Tone Across Skin Types

Without HQ: b.r.y.t. (brown, red, yellow tone) Technology is a multi-action skin tone corrector that delivers a visible reduction in hyperpigmentation while also improving the appearance of redness, yellowness and sallowness that often accompanies hyperpigmentation and photodamage.

Harness the Power of Nitric Oxide (NO) Creation: NO_w Complex

uniquely supports and delivers Arginine topically, where Arginine reservoirs enable access for the body to create NO on demand. With supplemental NO support, neck skin looks firmer and more resilient, and the appearance of crepiness, laxity and texture improve.

PATH Technology: PATH Technology is an expert system of plant-based adaptogens that supports the skin's natural ability to adapt and achieve balance. Mystro Active Balance Serum, fueled by PATH Technology, improves global skin quality and the visible signs of imbalance such as the appearance of redness, skin texture, dullness, pore size and/or uneven pigmentation helping to achieve a youthful-looking glow.



better science.