



esse

S K I N C A R E







Esse Plus Range

# Esse Plus Products

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# Esse Plus Products Range

ESSE PLUS		
	Probiotic Serum	30ml / 1 fl oz airless glass pump
	Intensity Serum	30ml / 1 fl oz airless glass pump
	Ageless Serum	30ml / 1 fl oz airless glass pump
	Eye Contour Cream	15ml / 0.5 fl oz airless glass pump
	Defence Moisturiser	50ml / 1.7 fl oz airless glass pump
	Restorative Moisturiser	50ml / 1.7 fl oz airless glass pump



The Plus products are packaged in airless glass. There is a polypropylene bag in the glass bottle that is deflated as the product is used. At the end of use, the lid should be unscrewed, and the plastic component of the packaging separated from the glass component so they can then be recycled separately. We felt that this was an elegant Cradle-to-Cradle solution.



All leave on Esse products consist of a BIOME+ formulation except for the treatment oils, Pro-Sun D Serum, Bakuchiol Serum, and Lip Conditioner.



## Probiotic Serum

live probiotics for ageing skin

30ml / 1 fl oz airless glass pump

This serum contains more than one billion live probiotic microbes per millilitre – that is 50 million per drop – and it is the first skincare product in the world able to make this claim.

- › skin ageing
- › impaired barrier function
- › acne
- › eczema

Esse Sales Pitch: A synergistic blend of live probiotic bacteria to increase skin firmness and elasticity.

We have identified a spectrum of probiotic species that are integral to skin health and incorporated them into this ground-breaking formulation.

There is no water in the formulation and the probiotic bacteria are encapsulated, but alive and able to colonise on skin. They are activated on contact with water on the skin. Once active, they equip the skin to rectify imbalances and strengthen barrier function for a firmer, fuller, more resilient skin.

There are three species of bacteria – all from the genus *Lactobacillus* – and these species have been chosen for their effect on skin and for their ability to work together synergistically.

Selection of the probiotic product depends on type of bacteria and type of beneficial effect expected. There are thousands of strains of probiotics and all of them show different beneficial effects.

The genus *Lactobacillus* met all these criteria, and it came with some benefits. *Lactobacillus* species produce Lactic Acid, which keeps skin pH acidic. The genus contains many members that are prolific producers of anti-microbial peptides which would confer protection from invading pathogens.

The number of live microbes is measured in Colony Forming Units per gram (cfu/g). It is very difficult to keep probiotics alive. Products must be preservative-free and great care must be taken in the steps leading up to manufacture.

*Lactobacillus plantarum* is one of the LB that works well on the skin and there has just been a reclassification of the whole *Lactobacillus* genus, so the official name is now *Lactiplantibacillus Plantarum*. It gets its name because it is commonly associated with plants and is present on pretty much every leaf out there and is naturally present on human skins

This species has been used to treat serious burns, where it has been shown to protect from secondary infections. It produces large amounts of anti-microbial peptides and this inhibits pathogens.

New studies are showing that this microbe can also metabolize environmental toxins like pesticides and in this way offer some protection from everyday pollution.

We tested more than 20 strains before we chose a wild type of strain that was originally isolated from healthy human skin. We chose it for its ability to produce Hyaluronic Acid

and for its high anti-microbial peptide production because of the protective benefits that this would confer.

We see it as wearing a protective armour of microbes that protect you from potential pathogens by competitive exclusion and AMPs.

Lactobacillus Rhamnosus is the next microbe. This has also recently changed name and is now called Lactocaseibacillus Rhamnosus.

This Lactobacillus species is generally associated with humans but has also been isolated in milk products. It is very well studied and there are more than 800 studies showing its efficacy as a probiotic:

- › It has been shown to reduce acne symptoms and to augment T-junctions formation to boost barrier function.
- › It protects against Staphylococcus Aureus infection.
- › It increases epithelialisation and there are also studies showing that it has efficacy against atopic dermatitis in infants.
- › It has been shown to protect against UV when used with prebiotics and antioxidants.

Our tests have shown that the probiotics are viable for two years from production, however the product has a shelf life of 18 months. We have also shown that there are no pathogenic microbes in the product. Temperature is an important consideration, both in transport and storage. The product needs to be kept above 4°C. At lower temperatures, there is a risk that the water in the cells freezes. Water expands when it freezes and this ruptures the bacterial cell membrane and the cell will die. Probiotic counts will then drop sharply. The product also needs to be kept below 35°C. At temperatures above this, enzymes in the probiotics will start to denature and the cells will not be viable.

### How it works

The Probiotic Serum slows ageing by improving moisture retention and reducing the rate of elastin and collagen degradation.

The overall condition of the skin is improved in the following ways:

- › Protection – one of the primary functions of your skin's microbiome is to protect you from pathogenic microbes. If your microbial populations are low, there will be space and food available for invading microbes. We aim to increase synergistic microbial populations to the point that there are no available niches for invaders. This prevents activation of your skin's immune system and reduces the basic load on the skin.
- › Hydration – Lactic Acid is produced by your body to keep the pH of the skin in balance and to retain moisture on the surface of the skin. Recently it was discovered that the majority of the Lactic Acid on the skin is produced by microbes. Lactobacillus species are particularly efficient at producing Lactic Acid – hence their name.
- › Barrier Function – We only discovered the importance of T-junctions in the skin barrier around 2002, but this mode of cell binding is critical to barrier function. Microbes modulate T-junctions and it is possible to radically improve barrier function by using probiotic microbes.
- › Communication – a large part of the function of the probiotic microbes in this serum is centred on the cellular communication with your skin cells. Lactobacillus cells can adhere to your skin cells (at specific binding sites) and cause chemical messages to flow from those cells that regulate the immune response from nearby cells. This reduces sub-clinical inflammation and slows ageing.

### **Key ingredient**

- › 1 billion CFU per ml probiotic Lactobacillus microbes.

This product does not contain prebiotics ... the food source for probiotic bacteria. Full benefit from this product can be seen when used with products that contain Inulin and Alpha-Glucan Oligosaccharides, such as Esse Plus Restorative Moisturiser, Esse Plus Defence Moisturiser or any of the Esse Omega Moisturisers.

100% Natural  
85% Organic  
100% Vegan  
100% Cruelty Free  
359g Carbon Offset

### **Skin concerns**

The Probiotic Serum has found application in the treatment of several skin conditions. Two are particularly worth mentioning in more detail:

- › Acne - we have found exceptional results on acne - particularly adult acne - when this serum is combined with a sensible skincare routine that minimises sensitisation, keeps pH low and does not strip natural oils. We have not yet ascertained the mechanisms involved. Endogenous production of Lactic Acid by the Lactobacillus that colonise on the skin may be key.
- › Eczema - the underlying cause of most eczema cases is the dominance of Staphylococcus Aureus on the skin. This microbe is opportunistic and causes a breakdown of barrier function by docking onto skin cells (keratinocytes) and radically shortening their lifespan.

The Probiotic Serum contains billions of live Lactobacillus microbes that compete for the docking sites on skin cells. Once a Lactobacillus has docked, the site is no longer available to Staphylococcus to invade; leaving the cell is proportionally healthier. Over time, eczema improves substantially a particularly when aided by a moisturiser high in prebiotics.

### **Use**

This serum is suitable for all skin types. Through its highly evolved action of creating biological equilibrium, it is exceptionally effective for skin showing any form of stress.

Start introducing the Probiotic Serum into your routine slowly by using once daily for 1-2 weeks, gradually building up to twice daily. Reduce usage to a maintenance dose once the skin condition improves.

There is a chance that the client will feel a slight tickling / tingling feeling immediately after application. This is normal. Sensitivity testing has shown that this product is around 24% less irritating to skin than distilled water.

The Esse Plus line must not be used in conjunction with products from other ranges. The line is designed to reform the skin's microbiome over time. This will be compromised if the ecosystem is polluted or if the pH is shifted.



## **Intensity Serum** quick wrinkle reduction

30ml / 1 fl oz airless glass pump

Suggest this serum for clients whose ageing concern is primarily wrinkling.

- › skin ageing
- › expression lines
- › special function preparation

It is the most suitable product for clients whose primary concern is reducing the appearance of wrinkles rapidly. There are also multiple cumulative benefits of the product when used daily, the most noticeable being an overall smoothing effect on the skin and improvement in appearance of lines and wrinkles. For more mature clients whose primary concern is lack of firmness, the Ageless Serum is more suitable.

Esse Sales Pitch: Spilanthol from Acmella extract reduces wrinkle depth within hours.

### **Key ingredients**

- › Mafane Extract (Acmella Oleracea) - this extract has a powerful myo-relaxing effect – it relaxes muscle so that wrinkles soften over 1 to 2 hours. Over time, with continuous use, wrinkle depth decreases and there is a smoothing effect on the skin.  
Mafane extract, from the island of Reunion, is the key active ingredient and delivers rapid wrinkle reduction. This extract contains Spilanthol, which has the effect of relaxing the muscle in a similar way to Botulin Toxin-A. This extract showed a strong wrinkle reduction effect in 75% of subjects tested. The effect is visible for up to 24 hours or until the product is washed off. With regular use, Mafane extract also has a cumulative long-term benefit of smoothing the skin.
- › Prebiotics – Inulin and Alpha-Glucan Oligosaccharides are food for beneficial microbes.  
Postbiotics – BIOME+ LEVEL 2 + 3. This serum uses a Lactobacillus species but the cells have been deliberately broken and then the mixture is filtered. This extract still can shift the types of microbial populations on the skin as it has an anti-microbial effect on opportunistic microbes. It also contains probiotic cells that are still whole and able to dock into the binding sites on keratinocytes, but the cells are no longer alive. The metabolites in the fermentation “broth” are also included. The key effect is to stimulate the colonisation of favourable bacteria species.
- › Devil’s Claw Extract – we have brought this new ingredient to skincare because we have found exceptional results in the protection of elastin and collagen.  
Devil’s Claw extract, a new and highly effective ingredient in skincare, together with the potent firming extract from Kigelia ensure that regular use of the product also improves the appearance of lines and wrinkles in the long term.
- › Kigelia Extract – our targeted extract of Kigelia yields a strong firming effect on the skin. Results are seen after two weeks of continuous use.
- › Low Molecular Mass Hyaluronic Acid – the Hyaluronic Acid levels in this product are exceptionally high – at the highest safe limit. Maximum hydrating and anti-wrinkle effect can be expected from Hyaluronic Acid in this product.

### **Secondary Actives**

Rooibos, Kalahari Melon, Aloe Vera, Chamomile CO2 Extract, Sage CO2 Extract, Vitamin C, Vitamin E, Olive Leaf Extract

99% Natural  
85% Organic  
100% Vegan  
100% Cruelty Free  
420g Carbon Offset

### **Use**

For the immediate wrinkle reduction effect, use two hours before the desired result. The primary active takes between 1- and 2-hours effect on the underlying muscle.

Use daily (usually in the morning) to ensure cumulative benefits of skin smoothing and long-term wrinkle reduction and improvement are achieved.

The dual function ensures rapid and immediate wrinkle reduction in the short-term as a temporary and visible enhancer, combined with long-term benefits through continuous daily use.





## Ageless Serum

comprehensive ageing solution

30ml / 1 fl oz airless glass pump

A serum designed to address the concerns of more mature clients whose skin requires firming and lifting.

- › skin ageing
- › loss of elasticity
- › age-related pigmentation and sunspots
- › general skin tone

Esse Sales Pitch: A multi-active blend to target all the signs of ageing.

### Key ingredients

- › Concentrated extract of Pfaffia Paniculata (Pfaffia), Marapuama (Ptychopetalum olacoides) and Lilium Candidum (White Lily) – this powerful extract combination is unique to this product and is not used anywhere else in the Esse line-up. It is standardised for saponins and flavonoids. It primarily has a lightening and smoothing effect. This combination also reduces puffiness and firms' skin by improving elasticity – particularly in the eye region but effective on all skin. Effects are seen in around 25 days.  
These extracts are used in combination to improve the strength of capillary walls and aid in tissue repair. Over time, skin firmness, elasticity, tone and youthfulness improve.
- › Prebiotics – Inulin and Alpha-Glucan Oligosaccharides have been included at the highest level in the Esse Plus range.
- › Postbiotics – this serum uses BIOME+ LEVEL 3, similar postbiotics to the Esse Biome Mist. It contains probiotic cells that are still whole and able to dock into the binding sites on keratinocytes, but the cells are no longer alive. The metabolites in the fermentation “broth” are also included. The key effect is to stimulate the colonisation of favourable bacteria species.  
Inactivated probiotic Lactobacillus cells are added to stimulate the skin's production of beta-defensins. These peptides shift the populations of microbes in the skin to favour beneficial species so that they can outcompete pro-ageing species. This results in an overall improvement in barrier function, which is critical for optimum skin health.
- › Devil's Claw Extract – we have brought this new ingredient to skincare because we have found exceptional results in the protection of elastin and collagen. It is present at very high concentration in this product – the highest in the Plus range.
- › Kigelia Extract – Kigelia extract is at its maximum safe limit in this product, and it has a strong firming effect on the skin. Results are seen after two weeks of continuous use.  
The inclusion of a potent firming extract from Kigelia ensures that regular use improves elasticity and skin tone.
- › Low Molecular Mass Hyaluronic Acid – the Hyaluronic Acid levels in this product are very high – only 5% less than the Intensity Serum. Maximum hydrating and anti-wrinkle effect can be expected from Hyaluronic Acid in this product.

### **Secondary Actives**

Rooibos, Kalahari Melon, Aloe Vera, Chamomile CO2 Extract, Sage CO2 Extract, Vitamin C, Vitamin E, Olive Leaf Extract

99% Natural

74% Organic

100% Vegan

100% Cruelty Free

420g Carbon Offset

This product is not certified organic. We have used high levels of panthenol, and this is not available in an organic format.

### **Use**

Use twice a day, morning, and evening, after cleansing and toning. Follow with appropriate moisturiser.

Initial results may begin to appear after 2 weeks, but noticeable results will take up to 25 days. Skin will improve with on-going use of the product. It is advisable to create an event that allows the client to evaluate their skin at approximately 14-day intervals. This is true for the whole range.



## Eye Contour Cream

firms & rejuvenates

15ml / 0.5 fl oz airless glass pump

The perfect eye cream for more mature clients.

- › skin ageing
- › crow's feet
- › puffiness
- › dark circles

Esse Sales Pitch: A multi-active blend to target wrinkles and dark rings.

The Eye Contour Cream is formulated to improve the appearance of dark circles, of which there are two primary causes:

1. Pigmentation in the under-eye area
2. Capillary leakage of blood (like a "black eye")

The Eye Contour Cream treats hyperpigmentation under the eye with Bellis Perennis (Daisy Flower) extract. This extract inhibits the transfer of melanosomes from melanocytes to keratinocytes and it also reduces tyrosinase expression and activity. It has shown to be effective against age spots.

The Eye Contour Cream protects and strengthens the capillary network under the eye by reducing glycotoxins and glycation products. It also stimulates detoxifying mechanisms that drain the under-eye area to reduce puffiness.

Albizia extract and Darutoside protect and strengthen the dermis by boosting Collagen and Elastin synthesis by more than 220% having a visible effect on crow's feet.

Improvement in the skin microbiome combined with Albizia extract improves puffiness and inflammation around the eye area.

### Key ingredients

- › Bellis Perennis Extract – most under-eye pigmentation issues are caused by post-inflammatory hyperpigmentation – particularly in darker skin. This extract acts on this by reducing the transfer rate of melanosomes from melanocytes to normal skin cells. Each melanocyte is in contact with approximately 36 skin cells and delivers melanosomes to all of them. This is largely prevented, and a very strong lightening effect is achieved on dark circles that are caused by pigmentation.
- › Albizia Extract – this extract lifts the upper eyelid, reduces crow's feet, and diminishes puffiness. It has been shown to improve collagen synthesis by 256% and elastin synthesis by 229%. This helps to prevent the rupture of capillaries in the fragile networks below the eye. It also improves the appearance of wrinkles around the eye by between 14 and 33% in two weeks.
- › Prebiotics – Inulin and alpha-glucan-oligosaccharides have been included to shift the microbial population in a direction that will reduce further inflammation and boost barrier function.

- › Postbiotics – BIOME+ LEVEL 2 + 3 the Eye Contour Cream uses Lactobacillus extracts to improve the synergistic microbial populations on the skin by having an anti-microbial effect on opportunistic microbes. The overall effect is to boost skin condition by improving moisture and T-junction strength and numbers.
- › Devil's Claw Extract – this is an ingredient to help with the protection of elastin and collagen.
- › Kigelia Extract –Kigelia extract has a strong firming effect on the skin. Results are seen after two weeks of continuous use.
- › Low Molecular Mass Hyaluronic Acid – the Hyaluronic Acid levels in this product are high. Strong hydrating and anti-wrinkle effect can be expected from Hyaluronic Acid in this product. We have included this ingredient at the highest level that we deem safe for use around the eye area.

### **Secondary Actives**

Kalahari Melon, Aloe Vera, Vitamin C, Vitamin E, Olive Leaf Extract, Frankincense, Cape Chamomile

99% Natural  
 68% Organic  
 100% Vegan  
 100% Cruelty Free  
 290g Carbon Offset

### **Use**

Use twice daily – morning and evening – around the eye area only. Results will be apparent within 14-21 days.



## Defence Moisturiser

premium daytime moisturiser

50ml / 1.7 fl oz airless glass pump

Defence moisturiser gives daytime protection from pollutants in a nourishing but light formulation.

- › mature skin
- › signs of ageing
- › daytime moisturiser

Esse Sales Pitch: Kigelia Extract firms and improves elasticity.

The formulation is approximately halfway between the Esse Light Moisturiser and Esse Deep Moisturiser in terms of how nourishing it is. It has additional actives that make it more hydrating, including higher levels of Hyaluronic Acid.

Prebiotic and postbiotic ingredients improve barrier function by bolstering the formation of tight junctions in skin cells. This will also result in improved moisture retention and plumping of the skin.

Yangu and Manketti oils are used for their UV protective capacity and Olive Leaf Extract is used in combination with Vitamin C and E to mop up free radicals.

An extract of Devil's Claw is used to modulate the skin's inflammatory response, which slows the ageing process, and a targeted extract of Kigelia is added to firm the skin and improve elasticity.

### Key ingredients

- › Manketti and Yangu – these two ingredients work together to help block UVA and UVB rays at a low (but natural) SPF factor of around 4.
- › Prebiotics – Inulin and Alpha-Glucan Oligosaccharides have been included to shift the microbial population in a direction that will reduce inflammation and boost barrier function.
- › Postbiotics – the Defence Moisturiser uses BIOME+ LEVEL 2 + 3 probiotic Lactobacillus species to improve the beneficial microbial populations on the skin by having an anti-microbial effect on opportunistic microbes. The overall effect is to boost skin condition and plump the skin by improving hydration and T-junction activity.
- › Devil's Claw Extract – Harpagoside and related compounds permeate the stratum corneum and reduce immunoreactive compounds to help with the protection of elastin and collagen.
- › Kigelia Extract – Kigelia extract has a strong firming effect on the skin. Results are seen after two weeks of continuous use.
- › Low Molecular Mass Hyaluronic Acid – the Hyaluronic Acid levels in this product are high. A strong hydrating and anti-wrinkle effect will be seen.

### **Secondary Actives**

Kalahari Melon, Chamomile CO2 Extract, Sage CO2 Extract, Shea Butter (organic), Aloe Vera (organic), Vitamin C, Vitamin E, Olive Leaf Extract, Frankincense, Cape Chamomile.

99% Natural

73% Organic

100% Vegan

100% Cruelty Free

496g Carbon Offset

### **Use**

This product was primarily formulated as a day cream but can comfortably be used both morning and night for normal or oily skin.





## Restorative Moisturiser

intensely moisturising

50ml / 1.7 fl oz airless glass pump

This is an intensely moisturising formulation that is suitable for night-time repair and restoration or use twice a day on dry skin.

- › mature skin
- › signs of ageing
- › night-time moisturiser

Esse Sales Pitch: Devil's Claw protects collagen and elastin.

The Restorative Moisturiser has been formulated to combat ageing by optimising the health of your skin's microbiome. The populations of skin microbes are shaped with an extract of probiotic Lactobacillus and two key prebiotics – Inulin and Alpha-Glucan Oligosaccharides. This will also result in improved moisture retention and a plumping of the skin.

High levels of Low Molecular Mass Hyaluronic Acid boost hydration and interrupt the cytokine cascade that accelerates ageing.

The formulation is approximately halfway between the Esse Rich and Esse Ultra in terms of how nourishing it is. An extract of Devil's Claw is used to modulate the skin's inflammatory response, which slows the ageing process, and a targeted extract of Kigelia is added to firm the skin and improve elasticity.

### Key ingredients

- › Prebiotics – Inulin and Alpha-Glucan Oligosaccharides have been included to shift the microbial population in a direction that will reduce inflammation and boost barrier function.
- › Postbiotics – the Restorative Moisturiser uses BIOME + LEVEL 2 + 3 Lactobacillus species to improve the beneficial microbial populations on the skin by having an anti-microbial effect on opportunistic microbes. The overall effect is to boost skin condition and plump the skin by improving hydration and T-junction activity.
- › Devil's Claw Extract – Harpagoside and related compounds permeate the stratum corneum and reduce immunoreactive compounds to help with the protection of elastin and collagen.
- › Kigelia Extract – Kigelia extract has a strong firming effect on the skin. Results are seen after two weeks of continuous use.
- › Low Molecular Mass Hyaluronic Acid – the Hyaluronic Acid levels in this moisturiser are higher than the Defence Moisturiser so strong hydrating and anti-wrinkle effect will be seen from this ingredient.

### **Secondary Active**

Rooibos Extract (organic), Kalahari Melon, Chamomile CO2 Extract, Sage CO2 Extract, Shea Butter (organic), Aloe Vera (organic), Vitamin C, Vitamin E, Olive Leaf Extract, Frankincense, Cape Chamomile.

99% Natural

69% Organic

100% Vegan

100% Cruelty Free

496g Carbon Offset

### **Use**

This product was primarily formulated as a night cream but can be used both morning and night for drier skin.

# Esse Plus Certified Organic Products

The following Plus products have met the minimum criteria in order to obtain organic certification:

- › Eye Contour Cream
- › Defence Moisturiser
- › Intensity Serum
- › Probiotic Serum
- › Restorative Moisturiser



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