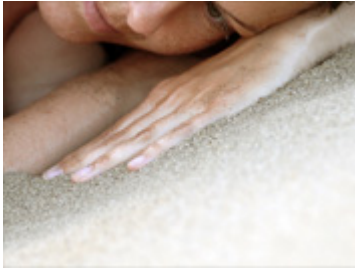


Ectoin: Proven to protect your skin



Proven to protect your skin

The science behind the magic

Ever since we launched our natural cell-protection factor Ectoin onto the market, countless customers have responded to the product with one word: “Magic!” How could one skincare ingredient – a natural ingredient, no less – offer full-spectrum cell protection and moisturizing power that can reduce and reverse wrinkles? Believe it or not, its efficacy is backed by years of internal and external testing. Time and again, Ectoin has outperformed other leading ingredients and continues to convince Proven to protect your skin customers, proving that you really can have all these benefits in just one product.

Dozens of articles have offered evidence of Ectoin’s remarkable strengths in different areas. Last year, an especially enlightening study appeared in the journal *Skin Pharmacology and Physiology*. Entitled, “In Vivo Assessment of Ectoin: A Randomized, Vehicle-Controlled Clinical Trial,” the comprehensive, double-blind study shows how Ectoin excels all across the board – even compared to leading, high-end cosmetic formulations.

Here are a few of the study’s highlights:

- Ectoin increased skin smoothness and elasticity much more than a sophisticated skincare product without Ectoin in the test: “This is very remarkable, since the reference product was not a placebo substance but a high-quality skincare product using a full range of other potent skin care ingredients.” But the one ingredient – Ectoin – made the significant difference.
- Test subjects described the formulation with Ectoin as “pleasant and furthermore skin-protective, moisturizing, soothing, anti-wrinkling and caring”.

The results are in: **Ectoin is the right choice for all-in-one skin protecting and wrinkle-reducing products.**

Merck is one of the world’s most trusted brands, and we don’t take that distinction lightly. We never stop putting our products to the test so that you can offer your customers products that can truly make their lives easier, richer, and healthier. And Ectoin, the natural cell protection booster, is among the most innovative skincare ingredients available today.