

Hydrating Cream

Technology Overview

Hydration plays an important role in maintaining the metabolism, enzyme activity, mechanical properties, appearance and barrier function of the skin.

Singapore has a tropical climate that prevails throughout the year. The humidity combination with high temperature increases perspiration and excess oil production. Under a humid environment, skin barrier recovery is delayed which decreases its response to external changes. With prolonged dry air-conditioning in-door environment, many people faces the problem that comes with dry dehydrated skin and enlarged skin pore. In addition, the world's population is aging. A highly prevalent skin type or skin condition among elder is dry skin.¹

In our research work, a formula of moisture cream is developed. This cream provides hydration effect without feeling heavy.

Technology Features & Specifications

- ✓ Emollients are used in preventing, restoring and maintaining the hydration of the stratum corneum without altering the skin's normal transpiration.
- ✓ A potent anti-oxidant with moisturizing and soothing properties on skin.
- ✓ The formulation has a natural oil scent with no fragrance added.

Market Trends & Opportunities

The research data indicated that almost 30% of the population aged over 16 years old are of dry skin type. A much higher proportion of dry skin type was found in elder age group. This indicates the need for hydration skincare products.²

1. A.Lichterfeld-Kottner, N.Lahmann, U.Blume-Peytavi, U.Mueller-Werdan, "Dry skin in home care: A representative prevalence study," *Journal of Tissue Viability* 27(4): 226.
2. Man, M. Q. and P. M. Elias (2019). "Stratum corneum hydration regulates key epidermal function and serves as an indicator and contributor to other conditions." *J Eur Acad Dermatol Venereol* 33(1): 15-16.

Benefits

- ✓ A long – lasting hydrating cream

Potential Application

- ✓ Skin care industry
- ✓ Cosmetics industry
- ✓ Healthcare
- ✓ Health-promoting industry

Commercialisation

- ✓ Ready for commercialization
- ✓ Available for licensing
- ✓ Accepting business plans from interested parties

Intellectual Property

- ✓ Formulation / know-how

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