ONE
ESSENTIAL

Dior
THE SKINCARE THAT PROPULSES ANTI-AGING COSMETICS INTO THE ERA OF REJUVENATION
MAJOR INNOVATION: DIOR CREATES CAPTURE TOTALE ONE ESSENTIAL SKIN BOOSTING SUPER SERUM

Day care, night care...
For all women, no matter what their skin type...
A UNIVERSAL SKINCARE, THE FIRST FUNDAMENTAL ANTI-AGING STEP BEFORE ANY OTHER SKINCARE
An alchemic skincare that eliminates billions of toxins: enemy no.1 of the skin’s youthfulness.

15 YEARS OF RESEARCH ON PROTEINS
10 patents - 32 scientific publications
SKIN TOXINS: ENEMY NO. 1 OF THE SKIN’S YOUTHFULNESS

In the skin, there is a category of toxins made up of molecular masses that form as a reaction to cellular assault by a damaging agent. Pernicious and invisible, they can be exogenous – induced by an external agent, such as UV rays, pollution or cigarette smoke – or endogenous, linked to internal factors, such as stress, an unbalanced diet or an unhealthy lifestyle.

With time, the structure of our cells undergoes damage. Deteriorated areas tend to group together and become real cellular toxins. Like a grain of sand in a gear, they block the vital mechanism of the cells.

7 BILLION is the number of molecular toxins that accumulate each day in all of the skin layers. Oxidation, peroxidation, glycation... the damage is multiple and, up to a certain level, reversible via natural elimination and repair processes.

BEYOND THIS LEVEL, under the effect of repeated assaults, the amount of damage accelerates. Repair mechanisms are overwhelmed and toxins are no longer eliminated.

THE PROTEASOME, A NATURAL ELIMINATION SYSTEM HALTED BY TIME

The skin is naturally equipped with a proteolytic system called the proteasome, in charge of eliminating and rejuvenating toxins. With the passing time and due to assaults on the skin, its activity diminishes: between age 20 and 70, it is almost divided by 4. Due to a chain reaction effect, the number of oxidized proteins is more than doubled. The elevation of these toxins reduces cellular longevity by one-third and the PMSR, the repair mechanism made responsible by time for deoxidizing proteins, ends up being destroyed as well. Consequently, the more toxins build up, the more they asphyxiate the functions of the cells. Cell rejuvenation is blocked and the skin has more and more trouble repairing itself. The damage becomes irreversible.

DETROX: FACT OR FICTION?

But what do these evacuated toxins correspond to in terms of the skin? And what exactly are skin toxins?

DIOR REVELATION

Without the daily elimination of cellular toxins, no anti-aging repair can be 100% effective.
CAPTURE TOTALE ONE ESSENTIAL
SKIN BOOSTING SUPER SERUM

The 1st fundamental anti-aging step by Dior, day and night
More than a simple serum, CAPTURE TOTALE ONE ESSENTIAL
at the heart of the skin cells for double anti-aging performance:

1. Boost skin repair

Totally freed and perfectly rejuvenated, the cells regain a new breath of vitality. By triggering a repairing "shock wave", they reactivate the youthful dynamic of the skin. The correction of visible signs of aging is amplified with exceptional effectiveness.

**ON APPLICATION**
The skin appears and feels spectacularly transformed, smoothed and replumped. The complexion lights up and looks even.

It recovers the fresh and rosy glow of dense and elastic skin, infused with youthfulness.

**DAY AFTER DAY**
the skin becomes more and more beautiful.
It seems incredibly younger. After four weeks, the results increase in intensity, rapidity and effectiveness. Wrinkles are smoothed away, the skin is firmed and the complexion shows off new radiance.

**THE ACTION AND PENETRATION OF A SERUM AND THE SENSORY QUALITIES OF A CREAM…**
High sensory standards are unparalleled at Dior. The integration of such intense rejuvenating power in a divinely sensory texture required even more feats of technology and imagination.

The translucent fluid gel, which is amazingly fine and lightweight, reconciles contrasts: a sensation of deep penetration and concentration, a glide-on ability and soft feel, and freshness and evanescence on application.

A unique and multifaceted sensory dimension on par with the greatest creations.

On first contact, ONE ESSENTIAL clearly demonstrates its difference. Immediately, the skin is clarified, smoothed, replumped, infinitely soft and glowing with beauty.
By helping the skin to free itself from toxins, CAPTURE TOTALE ONE ESSENTIAL boosts and prolongs the anti-aging action of all skincare applied afterwards and on all levels. It doesn’t replace their action, but rather instills the first fundamental day and night step before any CAPTURE TOTALE and CAPTURE R60/80 XP program.

ONE ESSENTIAL doubles the effectiveness of the CAPTURE TOTALE cream: after 1 month of use, correction is TWICE AS RAPID, TWICE AS INTENSE.

100% of users prefer THE REJUVENATING EFFECTIVENESS of ONE ESSENTIAL to that of their usual serum.**

**Clinical evaluation of the smooth appearance of the face, n=42, t=2 weeks of twice-daily application of ONE ESSENTIAL + Multi-Perfection Creme vs. Multi-Perfection Creme on its own.

**Clinical test conducted on 21 women, twice-daily application of ONE ESSENTIAL for 4 weeks.
FORMULATED AROUND LONGOZA FROM MADAGASCAR, AN EXCLUSIVE PLANT EXTRACT DERIVED FROM THE DIOIR GARDENS AND STAR OF THE CAPTURE TOTALE TECHNOLOGY; THIS TRUE MOLECULAR PEARL – HAILED BY 10 PATENTS AND 32 SCIENTIFIC PUBLICATIONS – CONCENTRATES THE GREATEST AND MOST POWERFUL COMBINATION OF ACTIVE INGREDIENTS AND ANTI-AGING COMPLEXES EVER UNITED IN A DIOIR SKINCARE PRODUCT.

IN SUCCESSIVE STRATA, IT LAYERS A RECORD NUMBER OF 21 ACTIVE INGREDIENTS AT THEIR OPTIMAL CONCENTRATION, ALL SELECTED FOR THE ANTI-AGING TALENT OF THEIR ACTION*.

A FORMULATION FEAT BASED ON AN INSPIRATION: THE DEVELOPMENT MODEL OF NATURAL PEARLS. IN PARTICULAR, **PERLE DE LONGOZA™** WAS ENRICHED WITH A NATURAL EXTRACT OF LAMINARIA ALGAE, **DETOXYNILE™**, CAPABLE OF ACTIVATING THE PROTEASOME.*

IN THE PRESENCE OF **PERLE DE LONGOZA™**, THE ENZYMATIC ACTIVITY OF THE PROTEASOME MEASURED ON A KERATINOCYTE CULTURE INCREASED ON AVERAGE BY 35%.

THE NUMBER OF TOXINS IS REDUCED BY 41%***.

AS A RESULT OF THIS REVOLUTIONARY ACTIVITY, THE RELEASE OF TOXINS STIMULATES ALL OF THE CELLULAR LONGEVITY AND REPAIR MECHANISMS. ON A CELL CULTURE IN THE PRESENCE OF TOXINS, **PERLE DE LONGOZA™** SUCCESSFULLY:

1. DIVIDES THE NUMBER OF EXCESS OXIDIZED PROTEINS BY 5***. THE FRESH CELLS FUNCTION MORE EFFICIENTLY. PROTEINS ARE FULLY REPAIRED FOR OPTIMAL SKIN REPAIR.

2. INCREASES CELLULAR LONGEVITY BY 47%****. THE CELLS RECUPERATE ALMOST ALL OF THEIR LONGEVITY, LOST IN THE PRESENCE OF TOXINS! THE SKIN IS MORE BEAUTIFUL FOR A LONGER PERIOD OF TIME.

* IN VITRO
** IN VITRO TESTS CONDUCTED ON DETOXYNILE™
*** IN VITRO TESTS CONDUCTED ON DETOXYNILE™ + AMINOLUMINE™ + LONGOZA™
**** IN VITRO TESTS CONDUCTED ON DETOXYNILE™ + AMINOLUMINE™ + LONGOZA™ + CENTULINE™

FROM REPAIR TO REJUVENATION

The elimination of toxins to rejuvenate the skin.
DIOR PLACED THIS UNBEATABLE REJUVENATING CONCENTRATE IN AN EXCEPTIONAL AND UNIQUE SERUM ESSENTIAL BEFORE ANY OTHER ANTI-AGING SKINCARE: CAPTURE TOTALE ONE ESSENTIAL
MORE THAN A SIMPLE SERUM: A PRODIGIOUS TECHNOLOGICAL FEAT

Combining 21 active ingredients at their optimal concentration, each with their own chemical structure, in a single skincare product, while offering exceptional sensory qualities: this is the most difficult formulation challenge that the Dior Laboratories has ever faced. 24 blending phases, almost 250 adjustments and 3,000 hours of work were necessary to successfully develop this expert formula that perfectly combines concentration, penetrating power, effectiveness and sensory experience.

The result of 15 years of research on proteins

For 15 years, the maintenance of damaged proteins has been at the heart of Dior scientific research on cell and skin rejuvenation.

In the complex living substance that is the skin, proteins are the engines and builders of its entire structure. Synthesized by the genes, they represent 90% of its "dry matter". On the front line in the problem of aging, damaged proteins constitute the privileged exploratory field of Dior researchers.

Unique expertise in the cosmetic world thanks to the mastery of two advanced study methods: genomics and proteomics.

THE GENOMIC AND PROTEOMIC APPROACH TO AGING AT THE HEART OF CAPTURE TOTALE SKINCARE

While genomics focus on the expression of genes, the cell's "intention" of activity (for example: synthesizing a protein), proteomics deal with the "final product", the protein itself. Genomics thus make it possible to measure the messages that are triggered and then regulated in the presence of the biological active ingredient. Proteomic methods allow for real tests of the activity and behavior of proteins before and after contact with the active ingredient. These two techniques are therefore complementary, ensuring the scientific performance of the CAPTURE TOTALE range.

"IMPLEMENTING A DOUBLE GENOMIC AND PROTEOMIC APPROACH WAS A REAL TECHNOLOGICAL AND HUMAN ACHIEVEMENT. WE WERE THE FIRST TO DO THIS IN COSMETICS. THIS DOUBLE EXPERTISE, AT THE ORIGIN OF ONE ESSENTIAL, GIVES THIS PRODUCT UNIQUE AND EXCEPTIONAL PERFORMANCE."

Edouard Mauvais-Jarvis, Dior Scientific Communication Director
2006/07: ANTI-AGING LONGEVITY CARE.
The Alpha Longoza™ complex regulates the 20 principal youth markers of the skin, while Centuline™ makes it possible - for the first time - to stimulate the longevity proteins in order to maintain this correction in the long term*.

2009: ANTI-AGING REPAIR CARE.
The youth markers and longevity proteins undergo reversible alterations with time. They become oxidized and dull and lose their functions. Aminolumine™ deoxidizes proteins by activating the synthesis of PMSR, the natural repairing enzymatic system. Repaired proteins return to their initial state. Correction is more intense and more complete*. Wrinkles, loss of firmness and loss of radiance are corrected.

2010: CAPTURE TOTALE ONE ESSENTIAL, ANTI-AGING COMPLETE REJUVENATION CARE.
When proteins build up and become toxins, the damage becomes irreparable: Perle de Longoza™, an extra-potent combination of 21 active ingredients, eliminates skin toxins by activating the proteasome, the internal enzymatic system in charge of this perfectly ecological mission: irreparable proteins that have become toxins are eliminated, broken apart into amino acids ready to reconstruct new proteins. Cell structures begin deep rejuvenation*. Wrinkles, loss of firmness and loss of radiance are corrected.

CAPTURE TOTALE ONE ESSENTIAL, a unique bottle
The vibrant red of the power, excellence and passion that presided over the creation of ONE ESSENTIAL. A precious, elegant and feminine red, deeply anchored in the codes of the House of Dior, combined with the transparency of the base to express expertise. A touch of silver metal underlines the technological dimension, while the pump allows for precise and practical dosing each day.

* As seen in vivo
Luminous and radiant... Each time she makes an appearance, her magnetism attracts all eyes. With her self-confidence, Sharon Stone is the perfect ambassador of the CAPTURE TOTALE promise: "More beautiful today than at 20". In this natural snapshot moment on the red carpet, Sharon Stone is the perfect incarnation of the star of all serums.
Sabrina UBINANA
International Press & Public Relations Manager
subinana@diormail.com

Jérôme PULIS
International Communication Director
jpulis@diormail.com

Christian Dior Parfums
33, avenue Hoche – 75008 Paris
Tel : +33 (0)1 49 53 85 00