

ONE

ESSENTIAL

Dior



THE **SKINCARE** THAT
PROPULSES ANTI-AGING
COSMETICS
INTO THE ERA OF
REJUVENATION

*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

MAJOR INNOVATION:
DIOR CREATES
CAPTURE TOTALE
ONE ESSENTIAL
SKIN BOOSTING
SUPER SERUM

*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



DETOX:

FACT OR FICTION?

TOXINS IN THE HEADLINES...

Detoxification: it's the hot new topic. And rightfully so.

Toxins are everywhere: pollution, the environment, daily life... and they don't come only from outside. Our body is also a major producer of toxic substances.

Chemical components, metabolic waste, free radicals: it is vital to eliminate them.

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


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.**



DIOR REVELATION
Without the daily elimination of cellular toxins, no anti-aging repair can be 100% effective.

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.

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.**

Without One Essential	With One Essential	After One Essential
		
Cellular rejuvenation is decreased, no anti-aging skincare can be 100% effective.	Toxin elimination. Cellular rejuvenation is intensely reactivated.	1. Skin is intensely and lastingly repaired. 2. The efficiency of your usual skincare is amplified and prolonged.



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.**

2 Boost and prolong skincare performance.

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.*



Wrinkles – Firmness – Radiance
CAPTURE TOTALE
Correction of all signs of aging



Multi-Perfection Creme



Intensive Night Restorative



Multi-Perfection Eye Treatment



Wrinkles
CAPTURE R60/80 XP
Correction of visible wrinkles



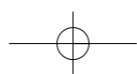
Ultimate Wrinkle Correction Creme



Wrinkle Correction Night Creme



Wrinkle Correction Eye Creme



Attention image non valide



FROM REPAIR TO REJUVENATION

The elimination of toxins to rejuvenate the skin.

An unprecedented technical jewel, Perle de Longoza™, resulting from the brilliance of nature and Dior anti-aging expertise.

Formulated around Longoza from Madagascar, an exclusive plant extract derived from the Dior 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 Dior 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.*

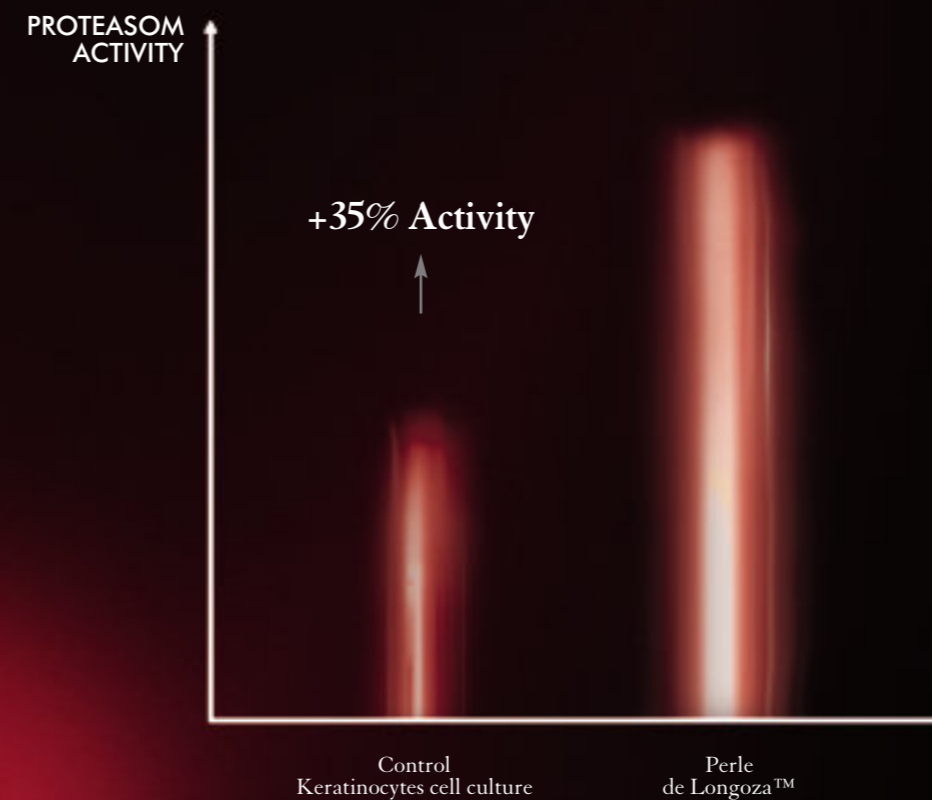
In the presence of Perle de Longoza™, the enzymatic activity of the proteasome measured on a keratinocyte culture increased on average by **35%**. **The number of toxins is reduced by 41%***.**

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 freed cells function more efficiently. Proteins are fully repaired for optimal skin repair.

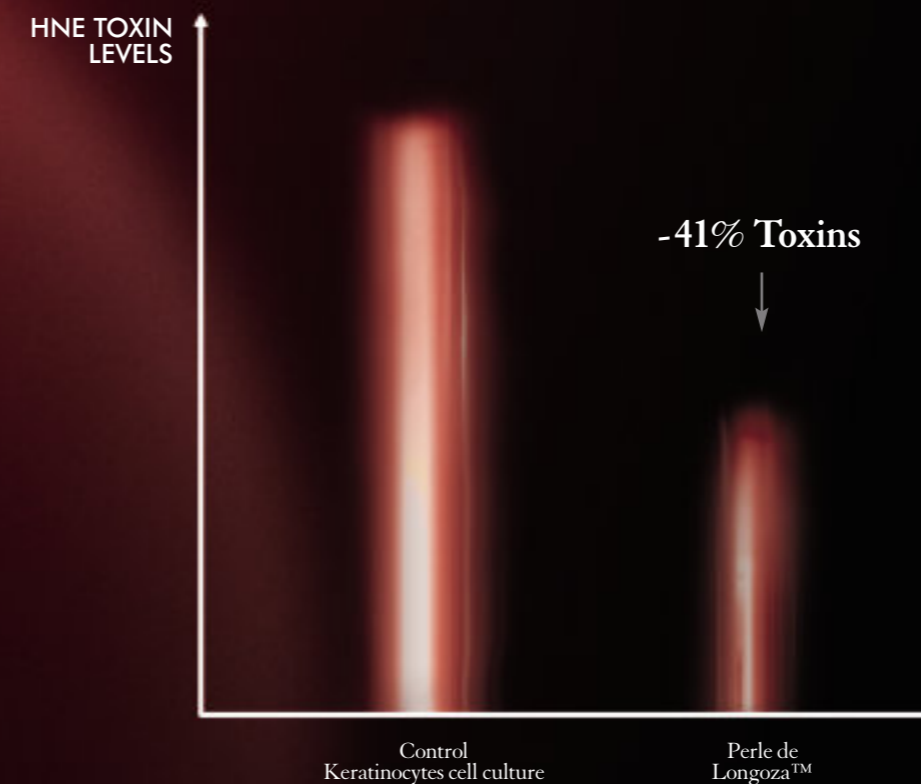
2. Increases cellular longevity by 47%**.** The cells recuperate almost all of their longevity, lost in the presence of toxins! The skin is more beautiful for a longer period of time.

* 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™



THE PERLE DE LONGOZA™ ALLOWS FOR A STIMULATION OF THE TOXIN ELIMINATION SYSTEM

In the presence of the Perle de Longoza™, the average proteasome enzymatic activity measured on a keratinocytes cell culture is increased by 35%.



AND TO REDUCE THE AMOUNT OF TOXINS number of toxins assessed in a control keratinocyte cell culture, the amount of toxins measured in a cell culture treated with the Perle de Longoza™ is decreased by 41%.

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 cells "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



CAPTURE TOTALE

2006-2010

FROM ANTI-AGING

TO COMPLETE

REJUVENATION

Taking age-defying expertise further than ever before

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 REJUVENATING 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*.

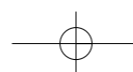
A new revolution on the road to youthful skin.

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.

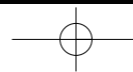
* In vitro tests

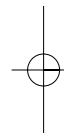
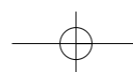


A FACE GLOWING WITH YOUTHFULNESS

SHARON STONE, THE STAR OF ALL STARS

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.



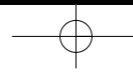


Attention Fillet Technique

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