



esse

S K I N C A R E

Esse Sensitive Range Frequently Asked Questions

SENSITIVE RANGE FAQ

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ESSE SENSITIVE

What is the concept behind the Sensitive Range?

Skin sensitivity is becoming an increasingly common concern in the developed world. When we look at populations of people living a hunter-gatherer lifestyle, we see that they don't suffer from skin sensitivity like we do in modern civilisation.

There are four major areas to consider when we think about sensitive skin. These areas are:

- › Skin's immune responses
- › Inflammation
- › Barrier function
- › The skin microbiome

We offer a treatment regime that considers the perspective offered by advances in skin microbiome science. This approach allows us to improve skin health by treating each of the four areas above. We treat skin as an ecology and seek a long-term solution to this common skin disease.

The concept in a nutshell:

Probiotics for sensitivity.
Rewild to get back your best skin.

Which products are included as part of the Sensitive range?

Sensitive Cleanser – 200ml/6.8 fl. oz. glass bottle with pump & 400ml salon size

A gentle and effective cleansing milk with Aloe Vera, probiotic extracts, and prebiotics to soothe and calm the skin.

Sensitive Mist – 100ml /3.4fl. oz. glass spritz & 250ml salon size

A delicate spritz with probiotic extracts and prebiotic nutrients to support a state of equilibrium in the skin's microbiome.

Sensitive Serum – 15ml/ 0.5fl. oz. tube

This oil-based serum with more than one billion live probiotic Lactobacillus microbes per millilitre is designed to rectify imbalances and strengthen barrier function.

Resurrect Serum – 30ml/1 fl oz glass pump

A hydrating and plumping serum for sensitive skins needing to address the signs of ageing without initiating an immune function response.

Protect Oil – 15ml/ 0.5fl. oz. glass dropper & 50ml salon dropper

Ximenia seed oil forms a protective layer on the skin when it is exposed to UV or free radicals. This layer protects the skin from pollution without interfering with the skin's normal function.

Sensitive Eye Cream – 15ml/ 0.5fl. oz. glass dropper

Gently hydrates the delicate eye area without triggering inflammation in sensitive skins.

Hydro Moisturiser – 50ml/1.7 fl. oz. glass jar & 100ml salon tube

A light to medium-weight moisturiser with Hyaluronic Acid and Probiotics to hydrate and plump the skin.

Nourish Moisturiser – 50ml/1.7 fl. oz. glass jar & 100ml salon tube

A medium to heavy-weight moisturiser with Shea Butter to comfort and protect dry and sensitive skin.

Sunscreen – 30ml/1 fl oz. airless pump

Rapidly biodegradable, coral-friendly, certified organic sun protection.

Foundation – 30ml/1 fl oz. airless pump

Microbiome-friendly coverage for sensitive skin. Available in 10 shades.

Concealer – 4.9g/0.17 fl oz. glass jar

Flawless concealer for sensitive skin. Available in 5 shades.

Who can use the Sensitive Range?

The Sensitive Range is suitable for all skin types and is the perfect range for people moving from synthetic brands onto Esse. Clients suffering from any inflamed or barrier impaired skin conditions such as acne, eczema, rosacea, sensitivity and recently resurfaced skin will benefit from the Sensitive Range. The Sensitive Range also actively addresses signs of ageing and calms inflammaging. Inflammaging refers to ageing stimulated by constant subclinical inflammation in the skin.

What is the aim of the Sensitive Range?

The aim of the Sensitive Range is to take a client from having sensitive skin to have a skin that is not hyper-reactive. The client can then move onto the normal Esse line to benefit from additional actives.

Can you use the Sensitive Range in combination with other brands? Or would it be recommended to only use Esse for best results?

We have taken a unique approach to treating sensitivity and skin in general. The Sensitive Range products can be used in combination with other Esse products which consider the many factors contributing to a healthy microbiome. Since many other products on the market do not treat skin in this way, we recommend using Esse exclusively.

Could there be any side effects for someone younger than the recommended age using Resurrect Serum? (Below 20 years old)

Every skin is unique and different. In theory, there should not be any side effects in a younger skin. But you would need to understand why a 20-year-old would need to use Resurrect Serum. This serum is targeted at an ageing sensitive skin. We would rather recommend a younger skin starts with the Hyaluronic Serum and progress onto the Resurrect serum at a later stage as a preventative care. This could be used 2-3 times a week in the evenings.

Why does the Sensitive Serum only contain a single strain probiotic and not a multi-strain like Probiotic serum?

It is important to note that the selection of strains is dependent upon the desired effect of the product. In the Sensitive Serum we have used only one strain that was particularly hardy and we chose a strain that had a strong result in improving barrier function. This strain is also a good producer of anti-microbial peptides to provide protection from pathogens.

How are the Live Probiotics in the Sensitive Serum encapsulated?

Esse has developed an encapsulation and manufacture technique that allows us to include live probiotics in the Sensitive Serum at a rate of 1 billion cfu per ml. The probiotics are kept dormant by immobilising them in oil. Once they are exposed to water on the surface of the skin, they start to multiply.

Will Protect Oil protect against blue light?

Protect Oil is not a light filter and will not protect against UV light or blue light, it will however protect against the free radicals generated by light due to the very rare triple bond in the carbon chain of Ximenynic acid that will react to form a protective polymer.

Would you layer the Resurrect Serum and the Sensitive Serum as you would do with the Plus range serums?

In general, when dealing with a sensitive skin, the immune system is hyperactive, which makes it more likely to react in an abnormal way to normal stimuli. As a brand we also believe in a "less is more" approach. While layering these serums will not necessarily be a problem, you do not want to risk throwing too many things at a hyperactive immune system. Our recommendation would be either to alternate between the two serums, so using one in the evening and one in the morning, or to use the Sensitive Serum to get the skin on track first, before adding in the Resurrect Serum.

Does adding a product like Protect Oil to my skincare routine affect my own sebum production?

There is nothing in the scientific literature to show that sebum production is reduced when oil is applied to skin, but I think that it is likely. Skin is intelligent in its responses and if there is external oil applied, it seems likely that it will slow its production. This becomes quite serious if the oil that is applied has no nutrient value (like mineral oil or other petrochemicals) because the microbiome suffers greatly.

The catch is this - if you remove sebum (which you will do when you remove makeup) you will need to replace it with something. If you do not replace it you will force your skin to produce much more sebum than it should and it will produce low quality sebum.

The Protect Oil is an active product because it has a very strange mix of fatty acids, and it favours microbes that can digest these fatty acids. I would suggest using it after you cleanse to replace sebum. Do not over-use it. We recommend this is applied once a day or as per therapist recommendation for each individual skin.

Is your Sunscreen a chemical or physical one and what is the sunscreen ingredient included?

Esse Sunscreen is a physical sunscreen. The CI 77891 as listed on the INCI's is also known as Titanium Dioxide. We have listed it in this way to keep in line with EU regulations.

Do I need to keep my foundation in the fridge once I have opened it?

There is no need to keep your foundation in the fridge once you have opened it. As long as it is kept in a room temperature area it will be fine. If you are feeling that the product is too oily you are most welcome to give it a shake so the products can mix well if it was standing for too long.

To the best of your knowledge, is it one of the few foundations in the world that is probiotic?

Yes, we have not heard of any make-up lines moving into the probiotic realm yet. Being Esse's first make-up offering, it was essential that the foundations were microbiome friendly. We had the technology available, so it made sense to offer active probiotics as well.

Ten shades is pretty impressive – why did you decide on so many shades?

We worked closely with a few passionate make-up artists based in the UK. They guided our colour choices. We learned fairly early in the process that there are endless permutations, and in the end, it was actually quite a challenge to narrow it down to only 10.

How did you go about identifying suitable shades?

We did a fair amount of market research and a lot of in-house testing. By narrowing down to 10 shades we were forced into making sure the spectrum of shades included different skin tones as well as undertones... it was quite interesting.

Was it quite challenging to include an SPF into the probiotic foundation formulation?

The nature of a foundation is that it forms a physical barrier on the skin, this gives it some natural SPF properties. We are very picky about the size of the particles that we use, and we only use coated pigments, so we were expecting an SPF of around 15 but we were happy to achieve an SPF of 30.

When the foundation was launched, Esse said that they were reluctant to move into colour cosmetics but decided that it was needed in the market. Please elaborate.

Esse has always been driven by anti-aging skincare, so this step into colour cosmetics was outside our comfort zone. In a way, our clients pushed us in this new direction. We are very focused on the skin microbiome and we go to great lengths to protect it with our products. Our clients were rightly concerned that they would undo all the work that we had done if they applied a foundation that was not pH balanced or was laden with harsh preservatives and other synthetics. So, we felt we had to provide them with a makeup option that wouldn't threaten

Can you comment on zinc oxide in sunscreens and when it can be a problem in terms of marine pollution/skin toxicity?

The big issue here is around the size of the particles. To be clear / transparent when the product is applied, the particles need to be smaller than 200nm. But if they are smaller than 100nm there is a problem with toxicity. The other issue is whether the particles are coated or not. Wax coating on the particles removes the marine toxicity and improves skin compatibility.

Even with coating etc, the Esse sunscreen is not completely transparent on application - which is why we had to tint it. It comes close with the tinting.

What does "rapidly biodegradable" mean when we refer to Sunscreen?

On this we are referring to all the ingredients except the zinc oxide (ZnO). This is a mineral and does not biodegrade, but the rest all biodegrades quickly.

Conventional sunscreen ingredients have much longer half-lives.

What is the PA rating and what PA rating is your sunscreen?

Japanese sunscreens carry a PA rating, which indicates UVA protection.

- › PA + is UVA protection of between 2 and 4
- › PA ++ is UVA between 4 and 8
- › PA +++ is UVA protection of more than 8

So, we are PA +++

In certain countries it is believed that a spf30 is not enough, they only consider spf50 and up - why would organic spf30 be sufficient?

The actual difference in the level of protection between SPF30 and SPF50 is marginal (~97% vs 98% protection). A higher SPF does not necessarily mean more protection. Studies have shown that people tend to misuse higher SPF products due to a false sense of security, which in turn results in more sun damage. SPF values also only refer to UVB protection, so sunscreens reporting high SPF values are sometimes UVB-biased, and do not provide much UVA protection. We have a PA rating of PA+++, showing effective UVA protection.

Some countries have capped SPF at 30, to avoid misleading consumers as to the efficacy of high SPF sunscreens. Others have capped at 50, but either way, these are the maximum limits, so these values are both on the high end of the spectrum.

Our sunscreen has a critical wavelength of 373nm. A sunscreen must have a critical wavelength of 370 or above to claim broad-spectrum protection.

INGREDIENTS

Which ingredient is responsible for the scent of the Sensitive Range products?

Vanillin is a natural fragrance ingredient and is present in the Sensitive Range products. The products have an extremely low fragrance level of 0.03%.

There is a lot of controversy around essential oils in skincare products regarding sensitivity and possible damage to skin in the long run, while initially offering some results. Why has Esse chosen to use them in product formulations?

Esse does not use essential oils at therapeutic levels and nowhere near levels that would be considered harmful, even when accumulative considerations are factored in. We generally do not include them as active ingredients, but rather as natural fragrance agents. These are included at very low percentages. When you compare essential oils with synthetic fragrances, essential oils are generally less irritating and sensitising to the skin. The oils we choose as fragrance ingredients are non-comedogenic, not photosensitising, and generally chosen for the added benefits they have on the skin. It is true that certain components in essential oils can cause an allergic reaction in certain individuals, which is why we always highlight those on the back of our packaging. If an individual has truly allergy-prone skin, we always recommend using the Sensitive line.

Which preservatives do you make use of in the Sensitive Range and why is the inclusion of preservatives important?

The role of a preservative system is to stop unwanted microbes from growing in the product during its shelf life. This means that the preservative ingredients need to kill or inhibit unwanted microbes.

The preservative system used in the Sensitive Range is very mild. What we mean by this is that the ingredients we use, and the levels at which we use them, perform their role with the lowest possible antimicrobial effect. Glyceryl Caprylate is an ingredient that makes it easier for other components of the preservative system to make their way into the microbial cell (it makes other preservatives more effective), so it allows us to lower the preservative levels even more.

We have made use of:

- › Levulinic Acid
- › Sodium Levulinate
- › Sodium Anisate
- › Glyceryl Caprylate
- › Dehydroacetic Acid

Will the preservatives in these products have an impact on the skin microbiome when the product is applied?

Your skin is home to a large number of microbes - every square centimetre has hundreds of thousands of microbes on it. If we were to introduce such numbers into a product, the preservative system would do absolutely nothing to stop their growth. Also, when we apply product, we spread a small amount of product over a relatively large surface area. The levels of preservatives in the pure product are only just able to stop microbial growth, so when we spread the product like this, the level of preservative in a given area of skin is really low and will not be able to do anything at all to stop the growth of the high numbers of microbes on skin.

We have had the preservative systems in our products tested in Bonn, Germany to see if they could result in sensitisation. We saw no sensitisation with the preservative systems in any of our ranges.

Why is Ximenia Oil so special?

There are a few features that make Ximenia Oil so useful as a skincare ingredient.

Firstly, it contains a fatty acid called Ximenynic Acid. This is an unusual fatty acid in that it contains a very rare triple bond. The triple bond is quite reactive, and when exposed to UV light or free radicals, it reacts so that the Ximenynic Acid polymerises to form a protective layer on the skin. This helps defend against free radicals, which could otherwise result in cellular damage and induce inflammation.

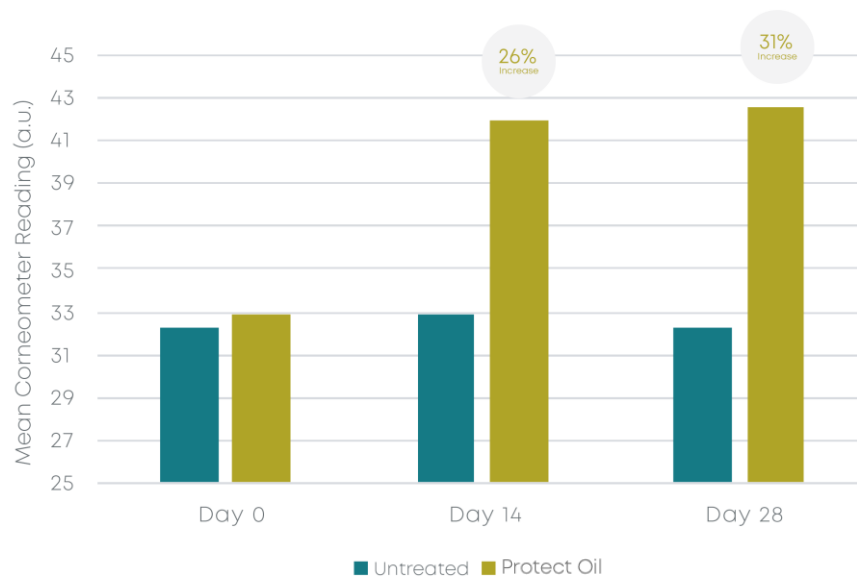
Ximenia Oil also contains around 30% very long chain fatty acids. These are useful because they act as a sebum-mimicking nutrient source for the co-evolved microbes on our skin. They also supplement skin's natural oils, which helps the lipid barrier.

Ximenia Oil is usually pressed from the seeds of *Ximenia Americana*, which have an oil content of around 60%. We've found that supercritical fluid extraction with CO₂ is more environmentally friendly and yields a superior end product.

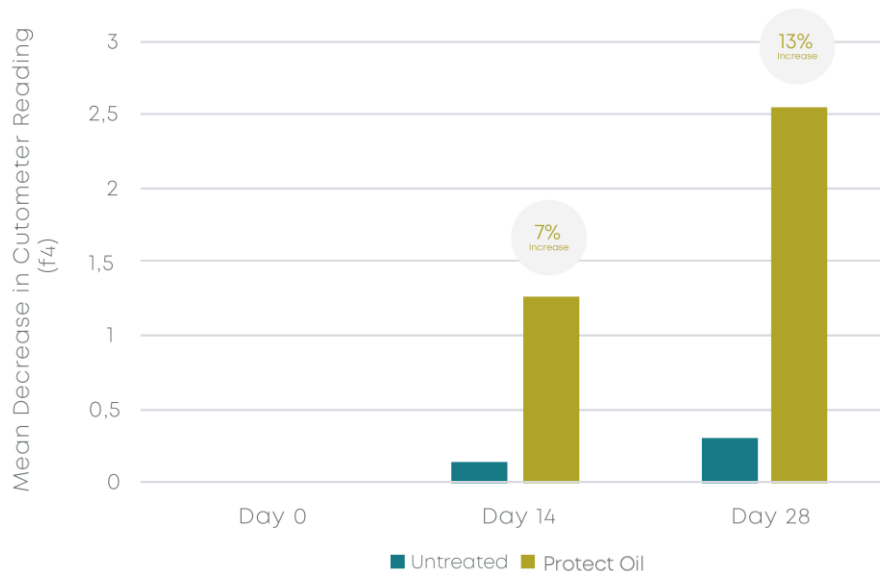
Could you elaborate on some of the results from testing a few of the Sensitive Range products in Bonn, Germany?

Protect Oil

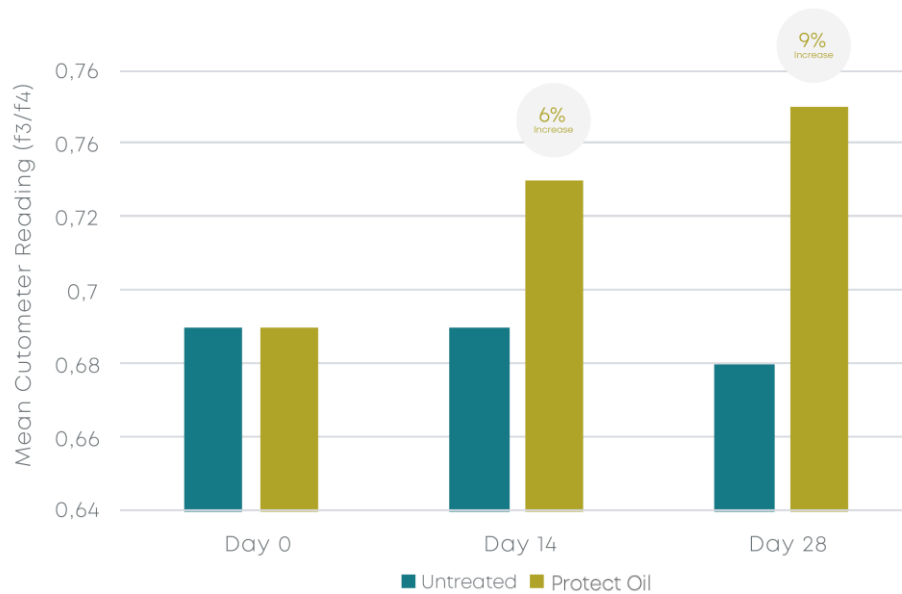
We looked at the ability of Protect Oil to improve skin hydration. An improved lipid barrier helps keep skin plump and hydrated. We saw an increase in skin hydration of 31% in 28 days.



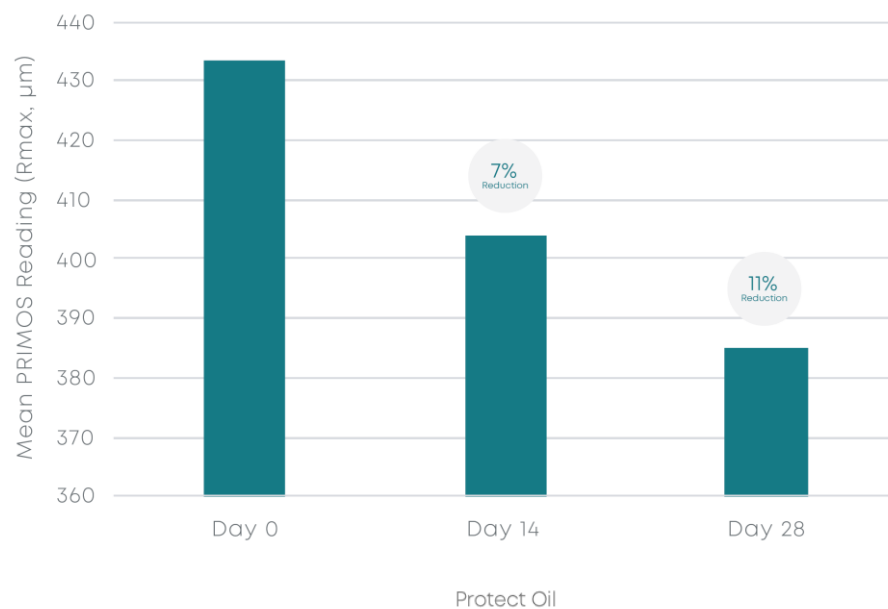
Skin Firmness is threatened when pro-inflammatory compounds break down collagen and elastin networks. Protect Oil generated a 13% improvement in skin firmness in 28 days - a solid anti-ageing result and indicative of the product's ability to protect from inflammation-inducing stressors such as free radicals and ROS.



We also saw a 9% improvement in skin elasticity, again suggesting improved collagen and elastin networks and overall skin health.



Wrinkle depth is very much an anti-ageing metric. With an 11% improvement in wrinkle depth in just 28 days, we can see that the product has significant utility in improving signs of ageing, despite its status as a product for sensitive skin.



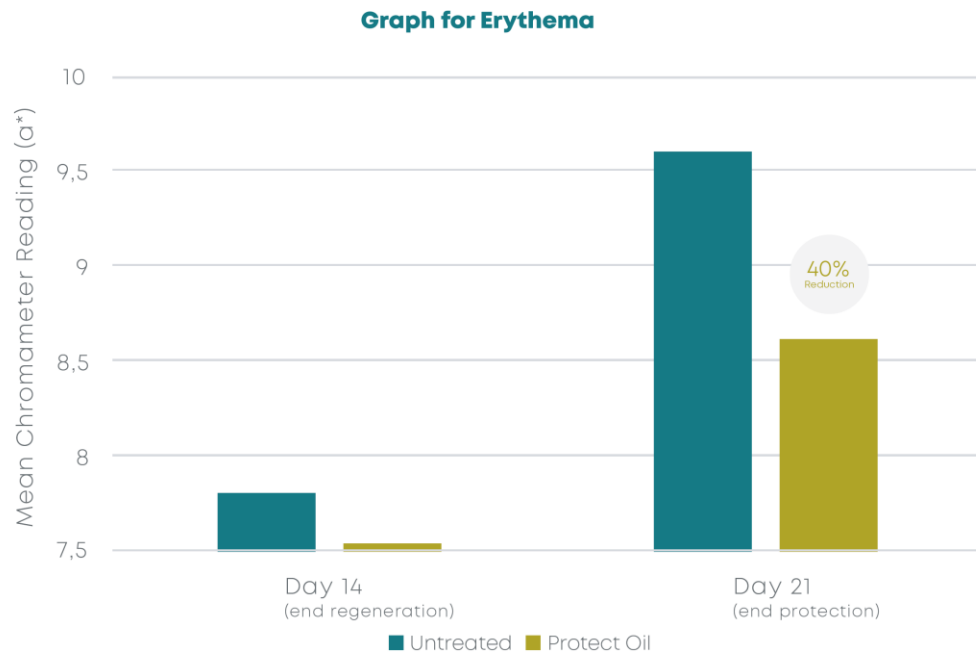
We also tested for the product's ability to improve regeneration after SDS-induced irritation.

Volunteers washed with an SDS solution twice daily for a week, which naturally resulted in some irritation and barrier damage. One group then applied Protect Oil twice daily for a week, while the other group applied nothing. The group applying protect oil showed improved regeneration of the skin barrier and a faster reduction of erythema.

We then tested to see whether Protect Oil could defend against these damages. So volunteers applied Protect Oil, then washed with SDS after.

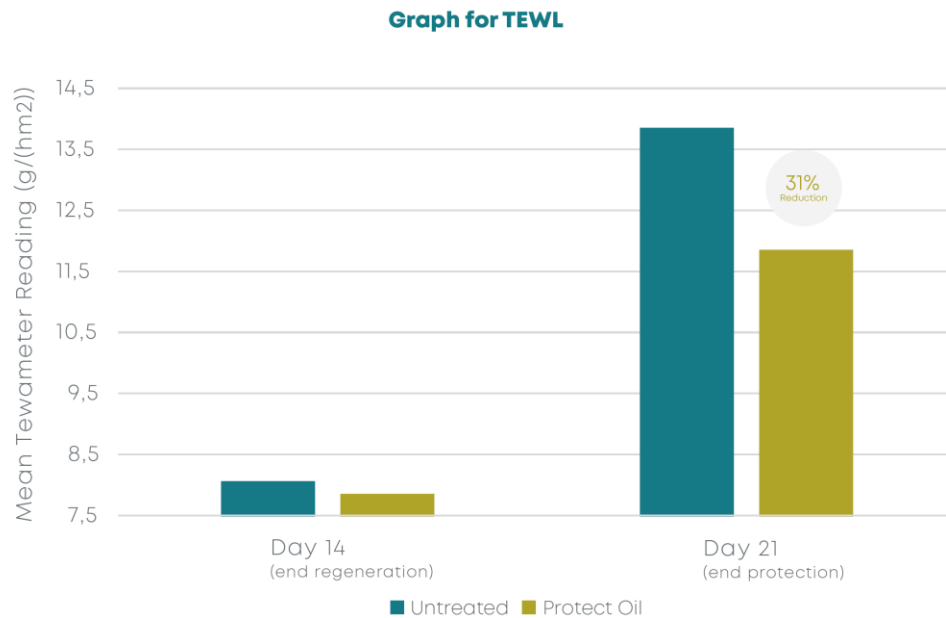
We can see a significant level of protection from irritation here. Protect Oil reduced the redness from washing by 40%,...

The graph here is showing the level of skin irritation. We can see that, at the beginning (Day 14), the level of irritation is fairly low. After a week of applying SDS (a skin irritant), we see that the level of irritation increases. What we see here is that the volunteers who were applying Protect Oil suffered from a much lower level of irritation than the volunteers who were not using Protect Oil.



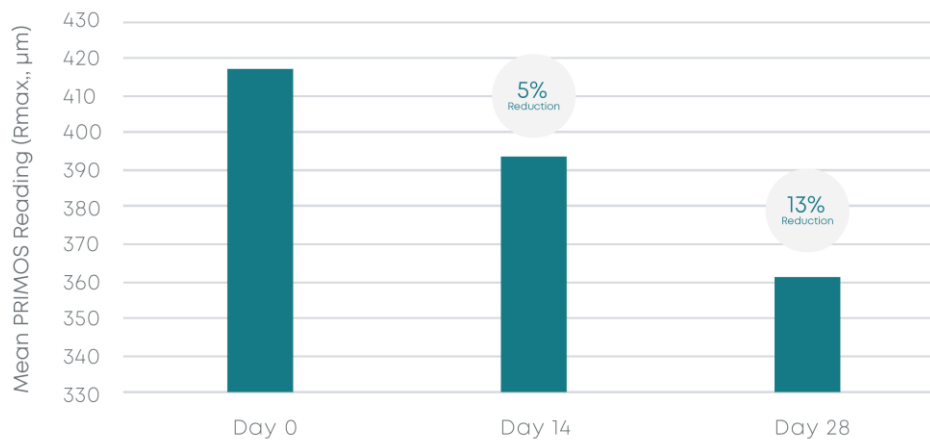
The barrier damage was reduced by 31%. The graph here is showing the level of barrier damage. We can see that, at the beginning (Day 14), TEWL is fairly low. After a week of applying SDS (which disrupts the barrier), we see that the TEWL increases. What we see here is that the volunteers who were applying Protect Oil suffered from a much lower level of barrier damage than the volunteers who were not using Protect Oil.

Given these results, the product lives up to its name.



Resurrect Serum

This graph shows that Resurrect Serum reduces wrinkle depth by 13% in 28 days.



Your products contain Lactic Acid. Is it not considered a chemical peeling agent then?

Lactic Acid is produced by your skin cells and resident microbes to keep the pH of skin low (between 4 and 5,5 in general). It is a good acid to use when trying to gain control of skin that

may be disrupted in its pH. We use relatively low %'s just to keep the pH of the product low. We do not use this ingredient at levels that would exfoliate skin.

The source is bacterial, so manufactured by non-GMO microbes from plant-based starting materials

Lactic Acid and Lactobacillus extracts – are they considered to be probiotic ingredients?

We do not think of Lactic Acid as a probiotic ingredient at all. We use it to adjust the pH of the final product. There are some brands that are trying to call this a probiotic but this is really stretching the definition.

SKIN CONCERNS

What would you recommend for Peri Oral Dermatitis?

I would suggest starting with the Sensitive Cleanser (minimal), Hydro Moisturiser (if needed) and Sensitive Serum.

We do not promote Esse as a treatment range but many sufferers of POD have found relief with Esse and especially the Sensitive Serum. Because POD is the result of a microbiome imbalance, adding live probiotics can help shift the ecosystem in the right direction.

We do not recommend other brand products be used in conjunction with the live probiotics as it can completely negate the benefit (preservatives, pH and other factors affect probiotic action). It also complicates understanding any results – positive or negative – that might be achieved.

For troubled skin, less is better. The fewer products used the better. No need for a morning cleanse and if possible, even no cleanser in the evening if no make-up has been applied (avoid make-up where possible too). Warm water should be enough (preferably chlorine free). Take everything into cognisance – sunscreen application, treated water etc – all of these things alter the balance of microbes on the skin and can result in an imbalance. The idea with the Sensitive Serum is to re-set any wobbles and hopefully guide the skin toward a stable state – but this then needs to be maintained with sensible product usage and other exposures.

The Serum should be used once in the evenings for about a week or until an improvement is seen. Thereafter, reduce usage to every other day and then even further to 2 or 3 times a week for maintenance only.

We have also seen great results with POD and the Resurrect Serum. Remember this is a suggestion, not a cure. POD can be very tricky.

What is inflammageing - how does it present and can rewilding be beneficial in treating this?

Inflammageing is ageing caused by chronic, low-grade inflammation. Inflammation accelerates the process of biological aging and worsens many age-related diseases. It can often present topically on the surface of the skin, but it can also be underlying and show no symptoms.

Rewilding can help lower inflammation levels in the skin by balancing the skin microbiome and the communication between the immune system and the microbes on the surface of your skin.

How would you define “subclinical inflammation”?

Subclinical inflammation is constant or persistent low grade or low-level inflammation. This skin can be irritated and sensitive but does not necessarily struggle with things like eczema. The inflammation is constantly present but not at a level where it actually might bother the client. However, at this level it can cause slow tissue damage and degradation, resulting in ageing. Subclinical inflammation ultimately contributes to inflammageing.

We are seeing conditions like acne and eczema becoming increasingly common in modern communities, what do you think the reasons behind this are? And how can we protect ourselves against them?

Humans have evolved to be in constant and intimate contact with nature. We are supposed to be digging in soil and harvesting plants for a large part of every day. This would mean that we would be integrating with the soil microbes and the plant microbiomes that we touch. Most of us now spend the bulk of our day indoors, isolated from nature and we are in constant contact with microbes that are mostly of human origin. This absence of normal microbial “chatter” on skin can cause a heightened immune response that leads to chronic inflammation and, hence, acne and eczema. Bringing nature’s microbes back to onto skin in the form of live probiotics can help to offset the impact of our urban lifestyles. Some sensible sun exposure would not hurt either.

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