

# myBlend

POWER OF SYNERGIES

## INTRODUCING A NEW VISION OF BEAUTY

In an exciting move Clarins Group, the global innovators behind skincare brand Clarins, announce a new addition to their portfolio with the launch of myBlend. A new luxury cosmetic range that harnesses the power of three synergies: **NUTRI + DERMA + TECH** to deliver personalised solutions and results for your skin's needs.

## PHILOSOPHY

Through his work as a surgeon, Dr Olivier Courtin observed that the quality of the skin's healing process depended more on a patient's lifestyle than on their age, and that nerve endings are the key to this process. When they are damaged – by stress, pollution, and environmental aggressions – the skin is less stimulated and doesn't heal as effectively. Further development alongside an expert research team and an internationally renowned professor, who is an expert in skin-brain connection, demonstrated that nerve endings are involved in keeping the epidermis hydrated and supple, and maintaining its barrier function. The research concluded that for skin to be in its optimal condition, we must take a holistic approach to skincare.

As a result of this research, myBlend was born. myBlend is an effective and holistic approach to taking care of your skin, combining innovative skincare solutions with beauty technology and nutrition products to guarantee effective results and high skin tolerance. Each product has been formulated with the highest effective concentration of active ingredients, nutrients and the latest in LED light technology.

Developed by Dr Olivier Courtin and a multidisciplinary team of experts, the aim was to develop a brand which positions itself not on age, but on lifestyle. To bring this to life the myBlend skin diagnosis tool was created, asking personalised lifestyle questions and offering face-scanning technology to deliver a tailor-made cosmetics prescription with an exclusive **[Peptides-complex]<sup>4P</sup>** to protect skin receptors from environmental damage and stimulate the natural mechanisms of skin regeneration.

## THE POWER OF SYNERGIES

myBlend brings you a complete beauty experience: a personalised, sensorial and responsible routine focused on the power of three synergies: **NUTRI + DERMA + TECH**. The effectiveness of the myBlend experience stems from a simple belief that we all hold the key to our body's own regeneration. When we take action both inside and out to strengthen our defences, we give ourselves the power to resist environmental aggressions that short-circuit these youthful mechanisms.

## NUTRI + DERMA + TECH

**NUTRI** A range of three Nutri-Cosmetics that nourish the skin from within using the antioxidant power of **Tibetan sea buckthorn berry**, **micronutrients**, and **prebiotics** to preserve the delicate balance of intestinal flora, in the optimum concentrations for daily use. Developed with dermo-nutritional expert Béatrice de Reynal and presented in water-soluble powder form to maintain the plant's full range of natural benefits with no preservatives, each active ingredient has been chosen to hydrate, nourish and strengthen skin from within.

**TECH** A collection of four state-of-the-art devices to use at home to support and strengthen the effectiveness of skincare products. The myLEDMask, co-created with an expert in laser therapy, harnesses the power of red and near-infrared light, to provide the most intense effectiveness with maximum tolerance and ease of use.

**DERMA** A complete skincare routine made up of 23 formulations that harness the power of the myBlend synergistic approach, which works in three ways: **stimulating** by awakening skin's vital forces, **protecting** by strengthening the skin's natural defences, and **correcting** by targeting specific concerns. All the formulas in the myBlend skincare range contain the most accurate concentration of active ingredients for maximum effectiveness.

## THE POWER OF PEPTIDES

The exclusive myBlend [**Peptides-complex**]<sup>4P</sup> found within the Derma range is an innovative combination of four biomimetic peptides to work day and night on all key ageing mechanisms. The [**Peptides-complex**]<sup>4P</sup> protects sensory receptors against inflammation, combats oxidative stress, and increases cell proliferation. To strengthen the skin, the biotechnological complex [**fermented turmeric extract + marine prebiome**] works simultaneously on its natural defences whilst balancing the skin's microbiota. The efficacy of these peptides is enhanced by actives to treat targeted concerns such as hyaluronic acid, retinol, enzymes, zinc gluconate, glycolic and salicylic acids, and vitamin C derivative.

## LAUNCHING

1<sup>st</sup> March 2023 exclusively at Harrods  
and online at [www.my-blend.co.uk](http://www.my-blend.co.uk) from 1<sup>st</sup> April 2023.

## BRAND COMMITMENT

Leading the way in practical and ethical luxury, each myBlend formula is housed in fully recyclable glass jars with pure aluminium caps, with less than 4% of the Derma range using plastic. In addition, the fully recyclable product boxes are made from recycled cardboard and packaged without cellophane.

To discover the full product range please scan:



For further information contact the myBlend Press Office on  
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