



LADIÈRE

LADIÈRE®

CELLULAR SCIENCE

Company Profile

LADIÈRE is a Franco-Swiss brand that is revolutionising the world of cosmetics thanks to its solutions to improve health and longevity of the skin. Founded in 2019, LADIÈRE specialises in biotechnology and cellular research solutions linked to age-related skin problems. In collaboration with the Buck Institute for Research on Aging and Seneque Laboratories, LADIÈRE has developed its first skincare treatment “RENAISSANCE”, with a focus on the aging skin process. LADIÈRE believes cellular research and nature, are, together, the best and most efficient solution for skin-related problematics. Thanks to a seven-year research partnership with the Buck Institute for Research on Aging and the Sénèque laboratory, LADIÈRE can integrate cutting-edge technologies in cell science and longevity research into its formulations.

Stress, pollution and UV exposure are just a few examples of the aggressions suffered by the skin and the cause of its premature aging. As it is often difficult to find truly effective antiaging products, LADIÈRE has developed a unique ritual of 3 premium age defying treatments to improve skin firmness and maintain its health. The 3 products are the most advanced longevity skincare solutions the ritual name “RENAISSANCE” and include:

- A face serum
- An eyes serum
- A face and neck cream



The products contain a signature active ingredient, NMN which is an essential molecule for cell longevity. With this unique ingredient combined to glacier water from the Titlis known for their rich minerality and purity, LADIÈRE has patented a unique patented proprietary formulation called the NADO +COMPLEX®. This revolutionary NADO+ COMPLEX® not only enhances complexion, but deeply revitalises and regenerates the skin cells, ensuring visible results within 32 days of application and are reinforced in the long term.

LADIÈRE is the world first and only cosmetic skincare brand to include this novel longevity molecule in a skin formulation. It also meets the most stringent European standards for approval and quality testing for a NAD+ booster in skincare. The product is over 92% natural, and all formulas are guaranteed to be free of endocrine disruptors, nanoparticles, parabens, mineral oils, silicones, sulfates, aluminum salts and dyes.

On products scan apps, products obtained an excellent score.



Flagship Product Deep Dive: LADIÈRE RENAISSANCE

LADIÈRE RENAISSANCE

The LADIÈRE Renaissance ritual is a set of 3 complementary skincare products designed to treat the visible signs of aging on the face and décolleté. The 3 products consist of:

- A Face Serum
- An Eye Contour
- A Face Cream





Premium and highly effective, the LADIÈRE Renaissance ritual combines the most advanced research on cell longevity with the best of Swiss nature.

The combination of these 3 treatments reduces the appearance of all types of wrinkles (age, expression, dehydration) as well as dark circles and puffiness.

NADO+COMPLEX®

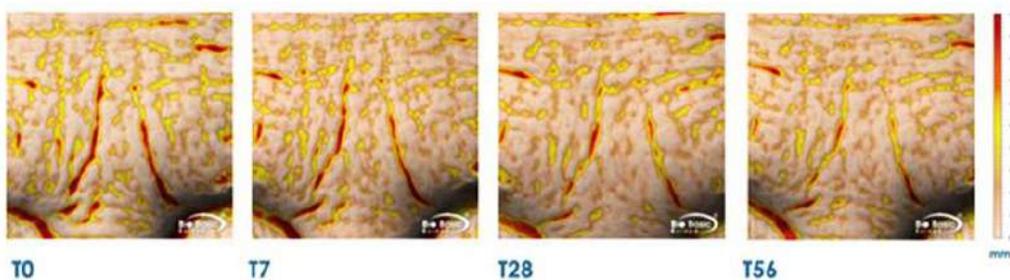
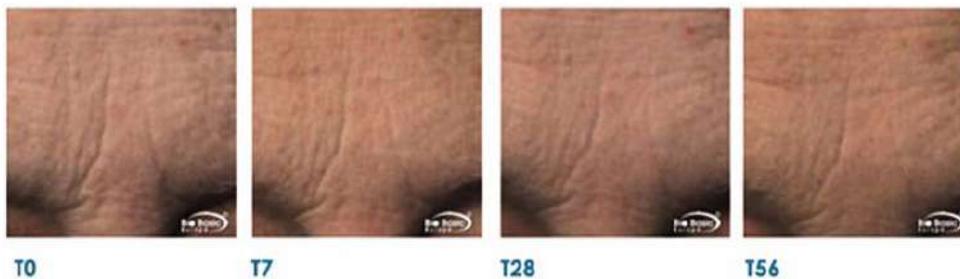
The NADO+COMPLEX®, is a world-exclusive technological innovation and the star ingredient of the LADIÈRE Renaissance range

It combines the natural molecule – NMN – a derivative of vitamin B3 and trace elements from Swiss Titlis glacier water.

Together, they fight the visible signs of aging by:

Thanks to these formulas, LADIÈRE products can prevent skin aging and revitalise aged skin. With regular use, the results of NADO+ Complex® are increasingly visible:

- The degenerating senescent cells disappear.
- The stem cells, responsible for the daily regeneration of the layers of the epidermis are boosted.
- Aging is delayed and the skin regains its original health.





NMN

NMN is short for nicotinamide mononucleotide, a form of vitamin B3 found naturally in all living organisms. Every day, the body uses NMN to produce the NAD+ that every organism needs to survive.

The epidermis is completely renewed every 28 to 31 days, which is why it is important to fuel its metabolism. NAD+, a molecule naturally present in all living cells, allows this stimulation.

Unfortunately, past 25 years of age, the availability of NAD + start to decrease and the skin gradually loses its ability to regenerate in depth. Its elasticity, texture and firmness weaken over time. By introducing a NAD+ precursor – NMN – into products, this accelerated aging phenomenon can be interrupted. NADO+COMPLEX® is the most effective innovation to date to stimulate natural skin rejuvenation.

Seneque has developed the purest form of NMN, called NMN-C that has been elaborated thanks to a proprietary process of production that is the only GMP (pharmaceutical grade) form available on the market (worldwide).

Water from the Titlis glaciers

Water from the Titlis glaciers is a concentrate of trace elements, antioxidants and anti-inflammatories. Combined with NMN, this combination becomes an exceptional antiaging active ingredient, concentrated in hydration and protection.

A Sensory Experience

Beyond its benefits on skin health, the LADIÈRE Renaissance ritual has been designed and formulated as a sensory experience, both soothing and invigorating, where efficiency and pleasure are one.

The choice of natural olfactory components provides a fragrance with a relaxing virtue. The fresh, soft and light textures provide an invigorating sensation.

Taking care of your skin with the LADIÈRE Renaissance ritual, with daily application, morning and evening, becomes a pure moment of well-being, like that experienced in a high-end institute or spa.

These benefits are confirmed by our users (1):

95% appreciated the smell of the range

90% attested to the rapid absorption of the care products

90% approved the texture of the range

(1) User test panel, self-assessment, % satisfaction

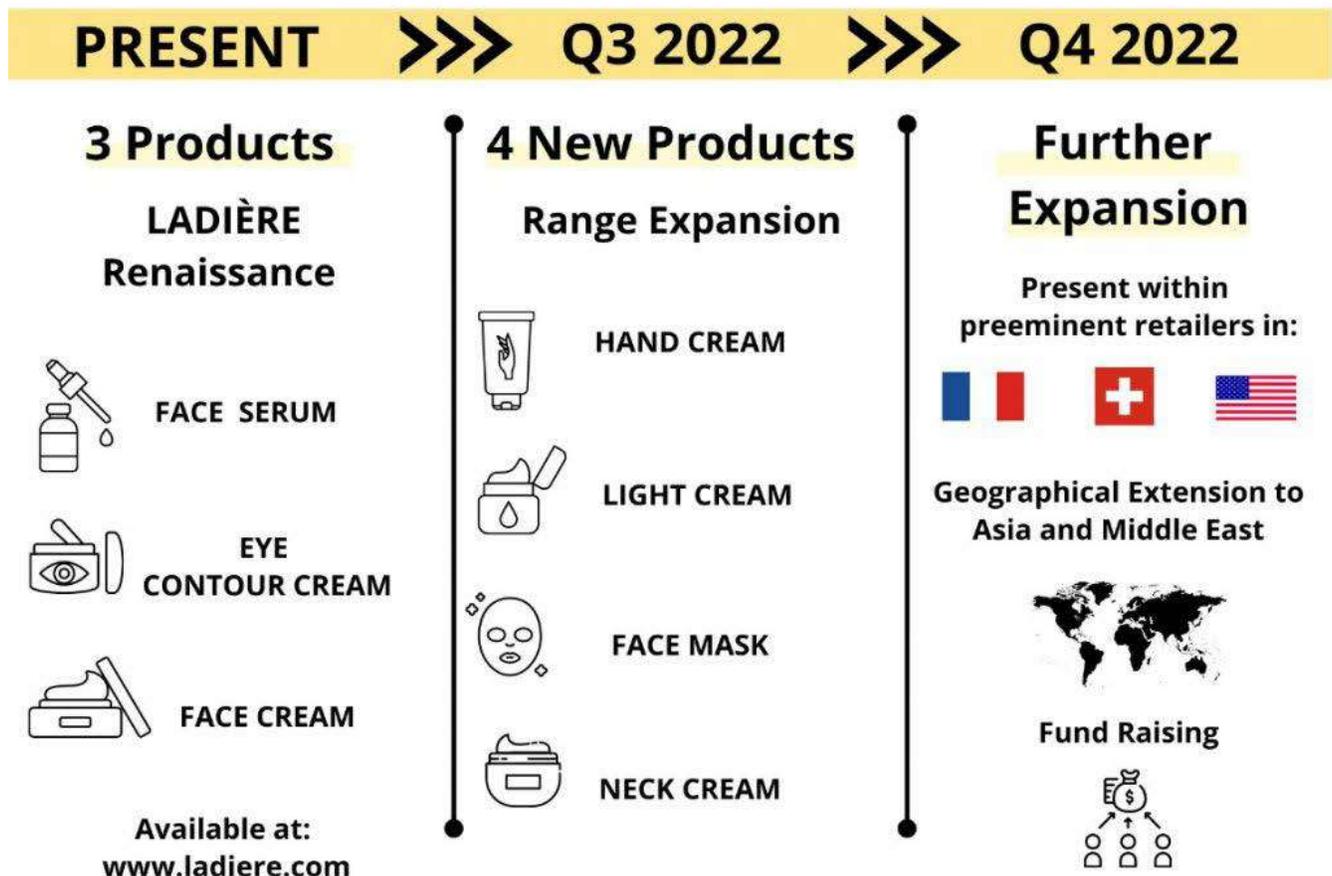


Evidence of safety and efficacy

LADIÈRE has done 11 clinical trials to date double blind versus placebo in Europe, China and the United States. These clinical trials were carried out on more than 50 volunteers of all skin types and all skin tones. The studies highlighted the benefits of the exclusive LADIÈRE Renaissance formulations on the health of the skin from 7 to 56 days of use.

LADIÈRE products respect the most stringent European standards for approval and quality testing for a NAD+ booster in skincare (EC No. 1223/2009 and ISO 22716:2007).

Future development





Target market

LADIÈRE is targeted for 35-65 years old women and men. Age related skin problems impact everyone after 25 years old, this equated to >50 million people.

Channels to market

LADIÈRE mainly focuses on a direct to consumer (D to C) approach through their E-shop www.ladiere.com, as well as through:

- High-end retailers in France, Switzerland and US
- High-end specialised e-shops
- Retail trials in high-end cosmetic drugstores in France
- Retail trials in boutique hotels and 5-star hotels in France
- Support of relevant influencers

Success Factors

Team and Reputation

Key Team Members:

ERIC VERDIN, MD Chair, Seneque Scientific Advisory Board President, Buck Institute for Research on Aging

DR ALESSIA GROZIO Chief Scientist, Seneque Scientific Advisory Board Biochemist, Buck Institute for Research on

DR ALEJANDRO OCAMPO Advisor, Seneque Scientific Advisory Board and Assistant Professor at the University of Lausanne.

LADIÈRE also have a marketing and sales team of 7 specialists.



Unique Approach

LADIÈRE has a Dedicated educational content strategy to promote understanding and knowledge of the product.

There are four main pillar that make LADIÈRE unique:

- Scientific partner with the Buck Institute for Research on Aging
- 11 Clinical trials performed by a state-of-the-art CRO in France with outstanding results
- Over 90% of natural ingredients
- World first and only cosmetic skincare brand to include a novel longevity molecule to skincare products – NMN

Funding

Currently, LADIÈRE (supported by Seneque Laboratories) has received a commitment of US\$ 50 million.