

TOCYEN BEAUTY CREAM

Skin care for men and women who are on the go



The Only Cream You'll Ever Need

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THE CONCEPT

- To develop a single face cream that can be used both day and night,
- It should be safe enough for babies as well as for adults
- It should be able to work as an antiageing cream, remove pigmentation, treat acne and acne scars.
- It should be effective in both oily and dry skin types at the same time
- It should also help remove the itch of keloids and scars
- Reduce varicose veins or spider veins
- Treat corns and hyperkeratinized skin such as in atopic dermatitis

We developed the cream using over 16 natural and active ingredients such as resveratrol, saffron, turmeric, sandalwood oil, gotu kola, aloe vera etc which increase keratinocyte turnover and also improve collagen and elastin levels while reducing fine lines and wrinkles



Our Natural
Ecocertified
ingredients

Hydroxyresveratrol
Hydroxyapatite
Aloe Vera extract
Sansevieria Leaf Extract
Shea butter
Rose water
Almond oil
Turmeric root oil
Bellis flower extract
and many more.....

- In babies and children it can be used to remove post insect bite hyperpigmentation
- In geriatric patients it treats their dry skin
- In adolescents it resolves their acne and acne scars.
- In adult acne it treats the “U” zone acne without requiring any birth control pills or spironolactone or topical tretinoins



Tocyen Cream

**Multiple Beneficial Effects
through
documented Lab Evidence**

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What makes it so special as an antiageing product ?

- TOCYEN increases collagen and elastin levels by 13% and 8% respectively with every application while simultaneously blocking MMP-1 gene expression.
- It also increases aquaporin 3 expression by 20% per application; since it hydrates the skin and reduces matrix breakdown it improves fine lines and wrinkles.
- Due to its resveratrol content it actually increases sirtuin expression in the basal cell which actually makes the skin young. Agents like retinol or glycolic acid are skin peels and don't actually make skin young. TOCYEN does not thin out the skin and rather gives a glow and radiance to the skin.

Evaluation of effect of TOCYEN on Collagen gene expression modulation in Human Dermal Fibroblast (HDF) cell line

Test Sample	Regulation in Terms of Folds- Collagen
Cell Control (Untreated)	1.00
Tocyen cream 500µg/mL	1.11
Tocyen cream 1000µg/mL	1.13

- In the gene expression study, the Tocyen cream at tested concentrations **showed moderate increase in the level of Collagen gene expression** as compared to the untreated control in the semi-quantitative RT-PCR procedure.
- The results indicate that Tocyen cream has the **potency to increasing the Collagen levels** in Human Dermal Fibroblast (HDF) cell line.
- The Tocyen cream exhibited a CTC50 value of above 1000 µg/mL on the Human Dermal Fibroblast (HDF) cell line. (Safety)

CTC 50 (cytotoxic concentration at which 50 % of the cells are dead after **drug** exposure)

Evaluation of effect of TOCYEN on Elastin gene expression modulation in Human Dermal Fibroblast (HDF) cell line

Test Sample	Regulation in Terms of Folds- Elastin
Cell Control (Untreated)	1.00
Tocyen cream 500µg/mL	1.02
Tocyen cream 1000µg/mL	1.08

- In the gene expression study, the Tocyen cream at tested concentrations **showed moderate increase in the level of Elastin gene expression** as compared to the untreated control in the semi-quantitative RT-PCR procedure.
- The results indicate that Tocyen cream has the **potency of increasing the Elastin levels** in Human Dermal Fibroblast (HDF) cell line.
- The Tocyen cream exhibited a CTC50 value of above 1000 µg/mL on the Human Dermal Fibroblast (HDF) cell line. (Safety)

CTC 50 (cytotoxic concentration at which 50 % of the cells are dead after **drug** exposure)

Evaluation of effect of TOCYEN on MMP-1 gene expression modulation in Human Dermal Fibroblast (HDF) cell line

Test Sample	Regulation in Terms of Folds MMP-1
Cell Control (Untreated)	1.00
Tocyen cream 500µg/mL	0.97
Tocyen cream 1000µg/mL	0.96

- In the gene expression study, the Tocyen cream at tested concentrations **showed moderate decrease in the level of MMP-1 gene expression** as compared to the untreated control in the semi-quantitative RT-PCR procedure.
- The results indicate that Tocyen cream has the **potency of decreasing the MMP-1 levels** in Human Dermal Fibroblast (HDF) cell line.
- The Tocyen cream exhibited a CTC50 value of above 1000 µg/mL on the Human Dermal Fibroblast (HDF) cell line. (Safety)

CTC 50 (cytotoxic concentration at which 50 % of the cells are dead after **drug** exposure)



**Antioxidant
benefit**

Determination of *in vitro* antioxidant potential of TOCYEN against hydrogen peroxide induced oxidative stress in Human Keratinocytes (HaCaT) cell line

Tocyen Cream (Concentration Tested)	% Protection
500µg/mL	74.37 ± 0.03
1000µg/mL	125.79 ± 0.02

- In the antioxidant study, the Tocyen cream at tested concentrations (1000µg/mL and 500µg/mL) showed good cytoprotective activity against oxidative stress induced by Hydrogen peroxide.

Determination of Antioxidant Activity of the TOCYEN by GSH measurement in human keratinocytes (HaCaT) cell line

Tocyen Cream Concentration tested	% Increase in GSH level over H2O2 control
500µg/mL	66.87 ± 0.225
1000µg/mL	78.06 ± 0.116

- The Tocyen Cream at 500µg/mL showed 66.87 and 1000µg/mL showed 78.06 a **remarkable increase in the levels of GSH** compared to the standard tested, indicating **promising antioxidant effect**.
- The Tocyen Cream was found to be safe in Huma Keratinocytes (HaCaT) cell line even at the highest concentration tested (1000µg/mL). (Safety)

CTC 50 (cytotoxic concentration at which 50 % of the cells are dead after drug exposure)

A grayscale microscopic image of a neuron, showing a central cell body with multiple branching processes extending outwards. The image is used as a background for the title.

Cytoprotection

Evaluation of In vitro Cytoprotective effect of TOCYEN against UV induced cell damage in Human Keratinocytes (HaCaT) cell line

Tocyen Cream Concentration tested	% Protection
500µg/mL	32.45 ± 0.08
1000µg/mL	67.47 ± 0.09

- In the in vitro cytoprotective study, Tocyen cream at tested concentrations (1000µg/mL and 500µg/mL) showed cytoprotective activity 67.47 % and 32.45 % respectively against UV induced damage.**

Moisturization Effect

Evaluation of moisturizing effect of TOCYEN by AQP-3 gene expression modulation in Human Keratinocytes

Test Sample	Regulation in Terms of Folds AQP-3
Cell Control (Untreated)	1.00
Tocyen cream 500µg/mL	1.13
Tocyen cream 1000µg/mL	1.20

- In the gene expression study, RT-PCR analysis revealed that **AQP-3 mRNA was increased moderately in a dose dependent manner** in Tocyen over the control value.
- The results indicate that Tocyen cream have the **potency of moisturizing** by increasing the AQP-3 levels in Human Keratinocytes (HaCaT) cell line when treated at non-toxic concentration.
- The Tocyen cream exhibited a CTC50 value of above 1000 µg/mL on the Human Keratinocytes respectively. (Safety)

Dermal AQP3 gene expression was increased to maintain water homeostasis in response to dehydration, CTC 50 (cytotoxic concentration at which 50 % of the cells are dead after **drug** exposure)



Melanin Inhibition

What makes it so special in pigmentation ?

- Pigmentation can be due to
- **Intrinsic factors** such as ageing (oxidative stress), low B12 (increases melanin formation), toxic metal exposure (eg mercury), diabetes, hormonal changes like in melasma
- **Extrinsic factors** such as UV and pollution damage or even damage caused due to other agents such as hydroquinone which can cause Ochronosis.
- Tocyen reduces melanin formation by 90%, it reduces pollution induced skin damage by upto 47%, its total antioxidant potential is at 125% which is more than any product including vitamin C itself.
- It does not block tyrosine kinase though unlike the other antipigmentation products which makes it safe since if a product blocks tyrosine kinase it will cause an increase in skin inflammation via th17. This is why most anti pigmentation products can inflame skin.

Evaluation of in vitro anti-pigmentation activity of TOCYEN in Mouse Skin Melanoma (B16-F10) cell line

Tocyen Cream Concentration tested	% Melanin Inhibition
500µg/mL	53.85 ± 0.014
1000µg/mL	90.11 ± 0.003

- The Tocyen cream showed **melanin inhibitory properties** and % of Forskolin induced-Melanin inhibition is 90.11 and 53.85 with Tocyen cream at concentration tested.
- The Tocyen cream has exhibited a CTC50 value which is greater than 1000µg/mL on Mouse Skin Melanoma (B16-F10) cell line. (Safety)

CTC 50 (cytotoxic concentration at which 50 % of the cells are dead after **drug** exposure)

Evaluation of Melanin Inhibitory properties of TOCYEN against ERM CZ100 induced melanin synthesis or against pollution damage in B16-F10 cell line

Tocyen Cream Concentration tested	% Melanin Inhibition
500µg/mL	42.72 ± 0.0043
1000µg/mL	47.27 ± 0.0028

- The Tocyen cream showed **melanin inhibitory properties** against ERM CZ100 induced in Mouse Skin Melanoma (B16-F10) cell line.
- The test sample Tocyen beauty cream showed 47.27 % and 42.72 % of melanin inhibition at 1000µg/mL and 500µg/mL concentration.
- The Tocyen cream has exhibited a CTC50 value which is greater than 1000µg/mL on Mouse Skin Melanoma (B16-F10) cell line. (Safety)

CTC 50 (cytotoxic concentration at which 50 % of the cells are dead after **drug** exposure)

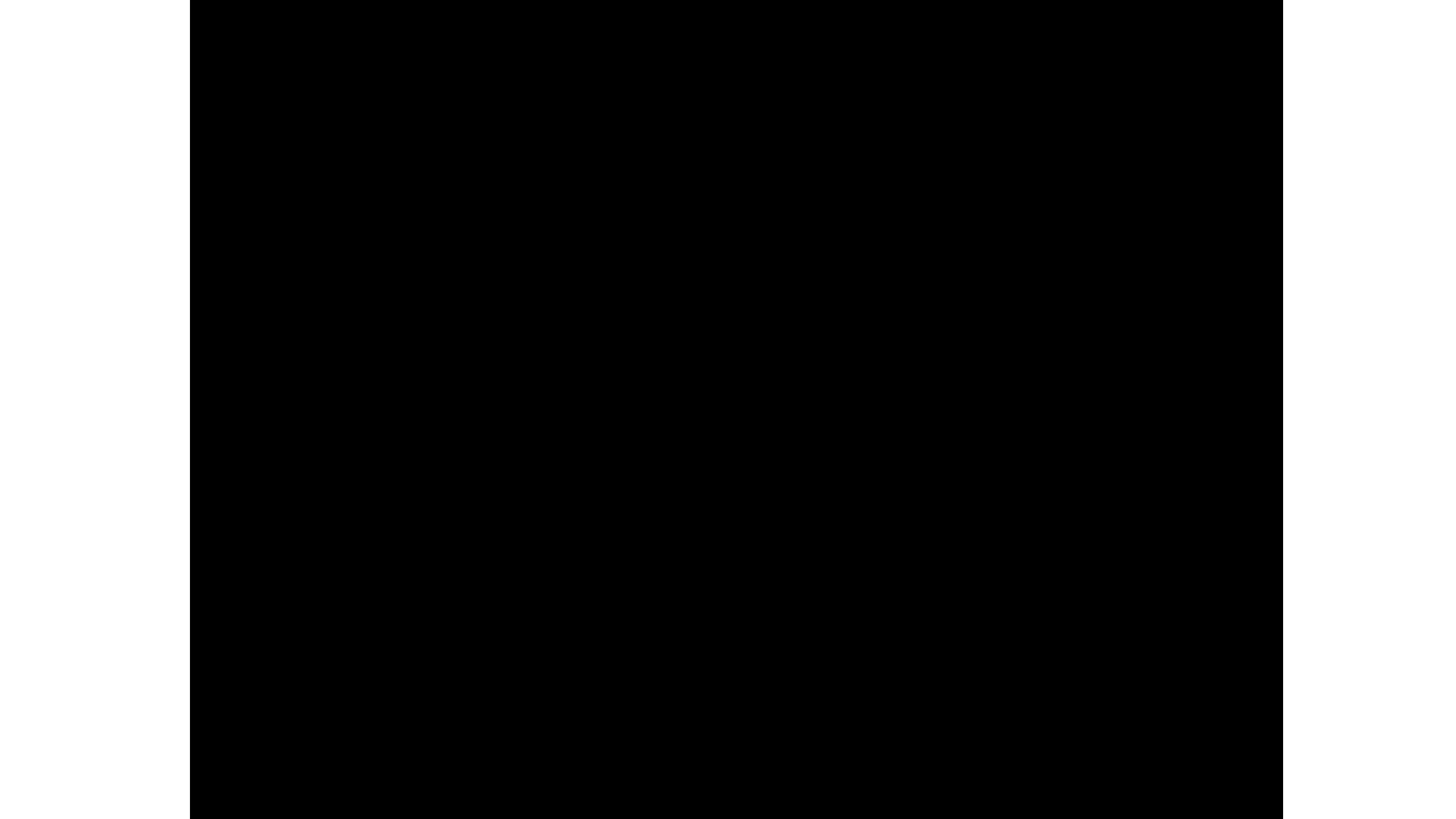
Evaluation of in vitro Cytoprotective effect of TOCYEN against UV induced melanin synthesis in Mouse Skin Melanoma (B16-F10) cell line

Tocyen Cream Concentration tested	% Melanin Inhibition
500µg/mL	4.21 ± 0.0339
1000µg/mL	22.53 ± 0.0333

- The Tocyen cream showed **melanin inhibitory properties** against UV induced in Mouse Skin Melanoma (B16-F10) cell line.
- The % of UV induced Melanin inhibition is 22.53 and 4.21 with Tocyen cream.
- The Tocyen cream has exhibited a CTC50 value which is greater than 1000µg/mL on Mouse Skin Melanoma (B16-F10) cell line. (Safety)

What makes it so special in acne?

- In adolescent acne typically isotretinoin and topical antibiotics are used; the isotretinoin is very useful but cannot be used in those with high cholesterol such as PCOD patients and is teratogenic and hence cannot be used in women who want to get pregnant. If oral antibiotics are used they can cause drug resistance and increased rates of respiratory infections.
- TOCYEN works by removing the keratinocyte hyperkeratinization which removes the trapped sebum, it has no direct actions on the acne bacteria, it reduces the inflammation by reducing the redness and inflammation around the acne, it blocks IGF 1 and hence reduces acne due to metabolic syndrome and also blocks MTOR which further reduces inflammation. It also removes post acne hyperpigmentation by treating the residual inflammation.
- It treats acne at the same speed as normal treatments for acne which is around three months but in a gradual and gentle manner without causing skin irritation or damage to the liver and treats old acne scars as well.



See The Results of Few of Our Cases

Reduction in
fine lines
and wrinkles
on the forehead



After 10 Days!

Reduced hyperpigmentation areas after Tocyen cream



After 20 Days!



After 20 Days!

Reduced scars and hyperpigmentation spots



After Few Weeks!

Reduced scars and hyperpigmentation spots



After Few Weeks!

Reduction in pore size and scars



After Few Weeks!

Reduction in scars



After Few Weeks!



Thank You

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