



BOOST

# .519 FIRM & STRETCH



LAUNCH JUNE 2026

**AROSHA**  
AESTHETIC SCIENCE

# .519 FIRM & STRETCH



## ELASTICIZING & REPAIRING CREAM

High-concentration body cream with restructuring active ingredients, formulated to improve skin elasticity and help counteract the appearance of newly formed stretch marks.



### GRAVITY & LAXITY

Tissue sagging caused by the degradation of collagen and elastin, which compromises silhouette definition.



### STRETCH MARKS

Rupture of elastic fibers in the dermis, resulting in the appearance of recently formed atrophic striae that require immediate repair.



### LOSS OF TONE

Deep dehydration and loss of firmness that leave the skin dull, inelastic, and vulnerable.

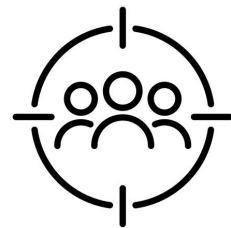
PAIN POINT



# .519 FIRM & STRETCH

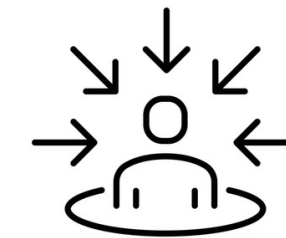


## CUSTOMER PROFILE & RETAIL FOCUS



### TARGET CUSTOMER:

- Age range: all ages
- Women experiencing physiological changes such as growth spurts, post-pregnancy, or significant weight fluctuations.



### RETAIL FOCUS

- Efficacy
- Daily use
- Immediate comfort

# .519 FIRM & STRETCH



## THE FORMULATION STRATEGY

The new .519 Firm & Stretch is the result of research by Arosha's R&D laboratory to integrate next-generation functional active ingredients within formulation architectures with enhanced delivery.

TEXTURE	OBJECTIVE	FORMULATION CHOICE	EVOLUTION
	Stimulate absorption	Lamellar Emulsion	PEG-Free & Barrier effect
	Provide an emollient effect	Eudermic Oils and Squalane	Bio-mimetic alternative to mineral oils
	Ensure nourishment	Shea Butter	Evolution from beeswax

ACTIVE	OBJECTIVE	FORMULATION CHOICE	EVOLUTION
	Provide Structure	Architekt Define Technology	Active ingredients framework
	Stimulate Elasticity	LiftyLOX® CROP-G	Alternative to Centella Asiatica
	Soothe and Protect	Tasmanol®	New Tolerability Standard (Anti-Irritation)



A grayscale microscopic image of neurons, showing their cell bodies and extensive branching processes. The text "A texture designed for maximum comfort" is overlaid in the center in a white serif font.

A texture designed for maximum comfort

# PEG-FREE LAMELLAR EMULSION



## BIO-CEMENTATION & ACCELERATED DELIVERY

On a daily basis, the hydrolipidic film suffers micro-cracks that lead to dehydration and loss of elasticity, leaving the skin vulnerable to stretch marks and laxity.

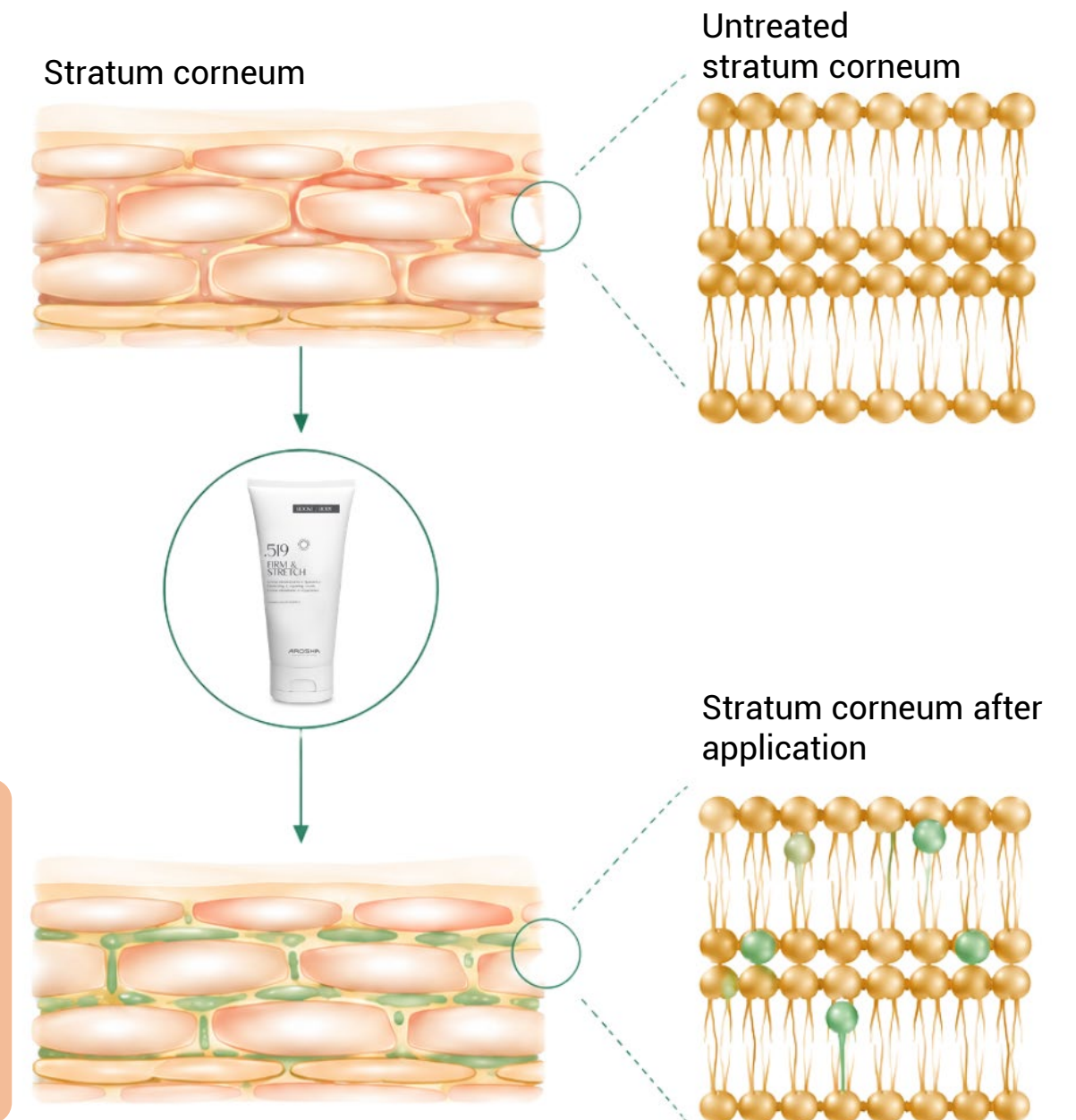
The lamellar structure acts as a **"bio-active cement"**: it integrates perfectly into the gaps of the skin barrier, instantly sealing and strengthening it.

This architecture also functions as a **high-speed transport system**, drastically accelerating the delivery rate of active ingredients into the deep layers of the dermis.



By eliminating PEGs and adopting a liquid-crystal lamellar architecture, the cream no longer needs to be "forced" into the skin.

Since it is structurally identical to skin lipids, the skin **recognizes it instantly**, "drinks" it, and integrates it into its deep layers within seconds.



# SHEA BUTTER



## A CHOICE FOR SUSTAINABLE EVOLUTION

Rich in vitamins (A, E, F) and unsaponifiable fractions, this plant-based butter does not merely coat the surface; it works actively to restore elasticity and softness to skin subjected to severe mechanical stress.

In Arosha's formulation, plant-derived Shea Butter takes on a strategic role: providing deep nourishment and superior eudermic protection without the ethical and manufacturing constraints of beeswax.

It permanently replaces beeswax to ensure a **100% Vegan-Friendly** product.

Shea Butter offers a more intense **soothing and repairing action**, which is essential when treating stretch marks and stressed skin.



The efficacy of .519 Firm & Stretch against laxity and stretch marks depends on the skin's ability to "yield" without rupturing. Shea Butter acts as the guardian of **epidermal flexibility**.



# SQUALANE



## NATURALLY SOURCED SILKY TOUCH

Squalene is one of the main components of human sebum and the natural hydrolipidic film (accounting for approximately 13%). Over time and with tissue stretching, its production drops drastically, exposing the skin to dehydration and loss of elasticity.

**Squalane** behaves as a bio-mimetic ingredient: the skin recognizes it instantly and absorbs it in areas where the barrier is damaged.

It replaces old volatile silicones (such as Cyclomethicone and Cyclopentasiloxane).

Where silicone simulated a fake smoothness before evaporating into the air, Squalane actively **penetrates and nourishes without weighing the skin down**, leaving it protected and silky for longer.



By creating a non-occlusive, breathable protective film, it reduces trans-epidermal water loss (TEWL). **It maintains the surface elasticity** needed to prevent the tissue cracking that originates stretch marks.



A grayscale microscopic image of neurons, showing their cell bodies and extensive branching processes. The text "Technological & Functional Actives" is overlaid in white, centered horizontally.

# Technological & Functional Actives



## THE SKIN'S ARCHITECT

**Architekt Define Technology** goes beyond the efficacy of a single active ingredient; it is a coordinated framework of action.

It acts as an "intelligent construction site" where three active ingredients work simultaneously on three critical levels for body firmness.

### **HYDROXYPROSILANE**

Combines organic silicon and hydroxyproline to reorganize dermal tissue and **optimize collagen synthesis.**

### **HYDAGEN® AQUAPORIN**

Activates cellular water channels (Aquaporins) for **deep, long-lasting hydration.**

### **ACTYGIM®**

A marine active ingredient that mimics the effect of endurance exercise, **toning contours and redefining the silhouette.**



While ordinary products only hydrate the surface, this technology penetrates to **fortify the structural framework of the skin**, granting it a renewed ability to counteract gravity.



## BEYOND NATURAL EXTRACTS

Produced in the Italian laboratories of Aethera Biotech, **LiftyLOX CROP®-G** is a purified phytocomplex obtained through in vitro cell cultures. This technology isolates the plant's meristematic stem cells and cultivates them in sterile, controlled bioreactors, guaranteeing extraordinary purity and potency.

### HYPER-CONCENTRATION

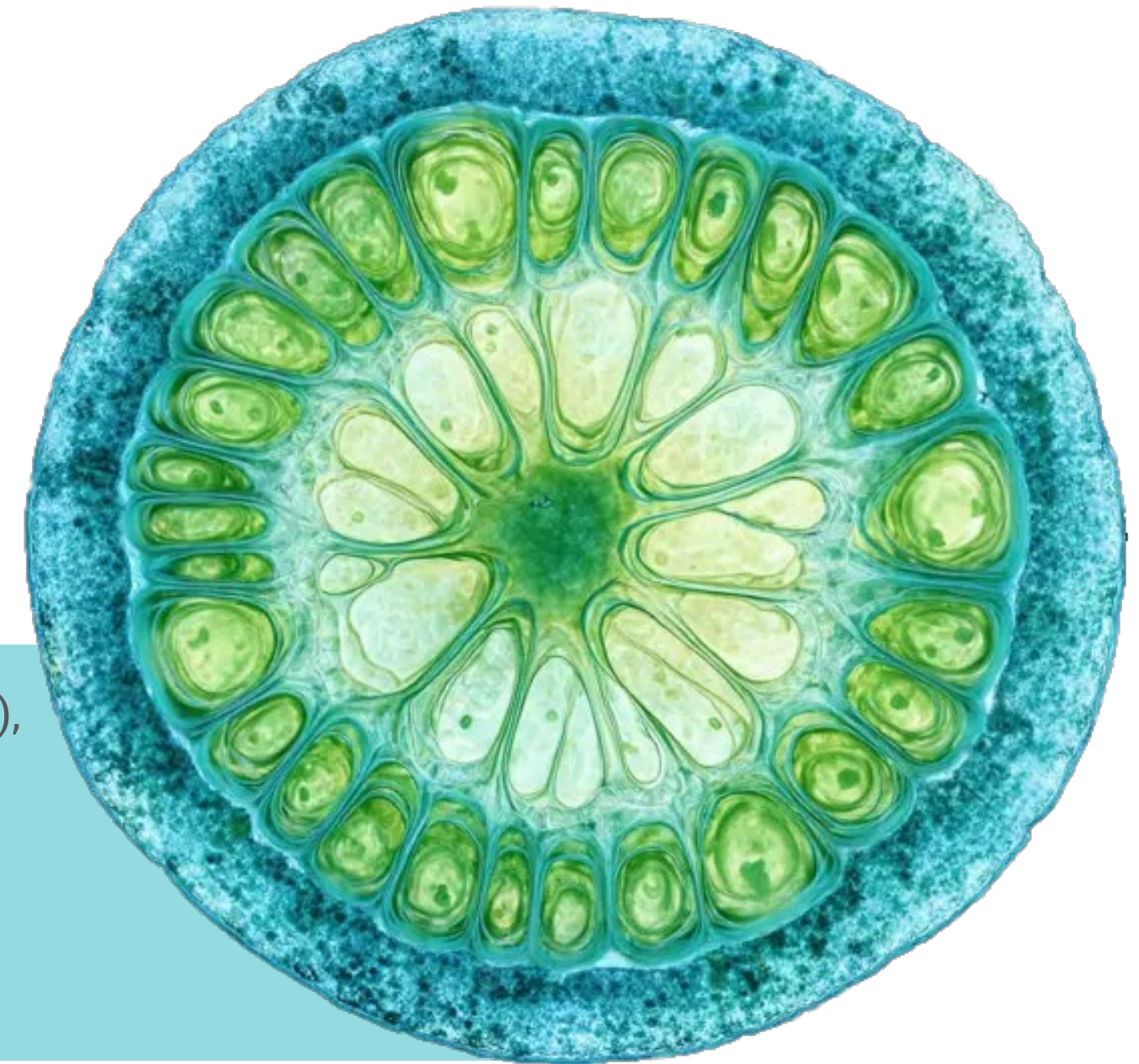
Active ingredient concentration equivalent to what a plant would naturally accumulate over 50 years of life.

### STANDARDIZATION

Identical efficacy guaranteed in every single production batch.

### SUSTAINABILITY

Zero agricultural land or water consumption; 100% safe and ethical.



When the skin undergoes severe stretching (weight variations, gravity, pregnancy), "killer" enzymes called Metalloproteinases (MMPs) are activated, destroying collagen and elastin, which leads to stretch marks and tissue sagging.

LiftyLOX® acts as a **selective biological shield**: it deactivates MMPs before they can damage the deep structural framework of the skin.



## INFLAMMATORY SHIELD & MODULATOR

An avant-garde botanical extract derived from *Tasmania lanceolata*. Tasmanol® is a bio-active skin conditioning agent, highly rich in phenolic compounds and **Sesquiterpenes**, a family of natural aromatic substances produced by plants to protect themselves from environmental stress, insects, and microorganisms.



### HYPER-CONCENTRATION

Thanks to an advanced extraction method, it contains an incredibly higher and more potent amount of active molecules compared to ordinary natural extracts.

### SOOTHING EFFECT

It acts as a "switch" that instantly blocks the sensation of heat, discomfort, and that annoying itching typical of areas where the skin is stretching or about to rupture.

### MAXIMUM TOLERABILITY

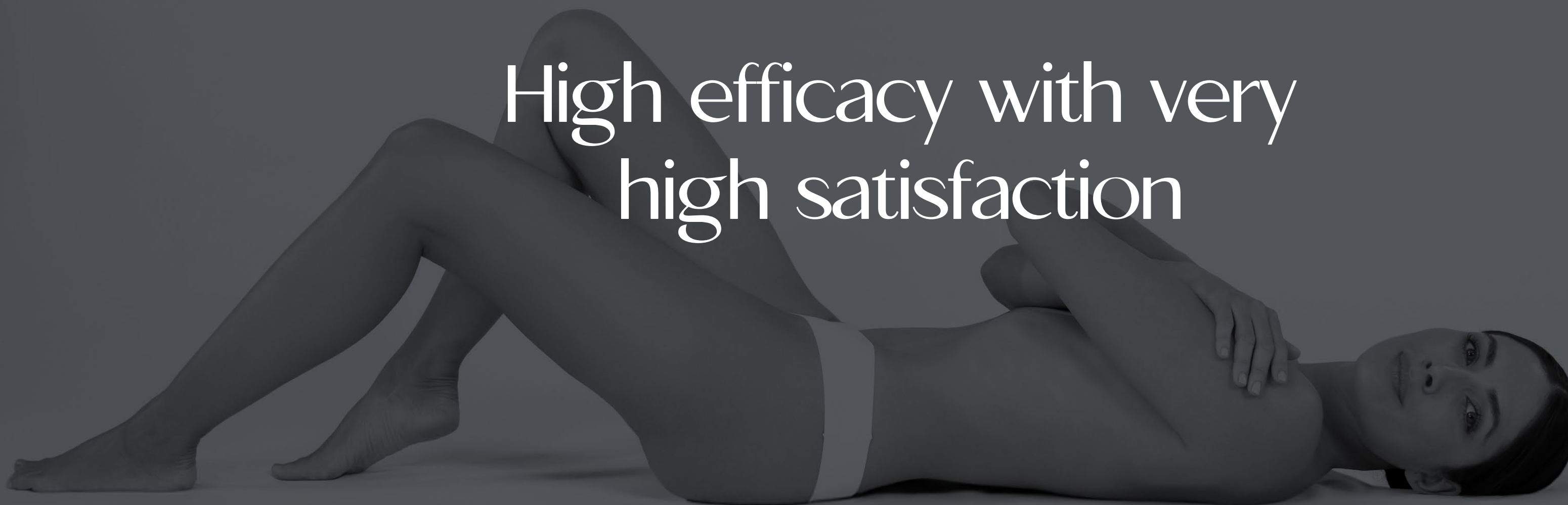
Being an ingredient that is completely skin-compatible and "skin-friendly", it is perfectly assimilated without any risk of irritation.

When stretch marks form or severe sagging occurs, the skin transmits signals of itching, heat, and surface tension due to vasodilation.



Tasmanol® acts precisely at this "sensory" and epidermal level, instantly deactivating skin reactivity signals and **providing immediate, long-lasting relief.**

High efficacy with very  
high satisfaction





## AROSHA SENSORY PERFORMANCE INDEX

### What is the ASPI Index?

**L'Arosha Sensory Performance Index** is the bridge between biochemistry and perception. It translates sensory experience into objective data by analyzing three key areas:



### **Texture**

Pleasantness, fragrance, and spreadability.

### **Comfort**

Absorption speed and post-application feel.

### **Purchase**

Real purchase intent toward the product.



## AROSHA SENSORY PERFORMANCE INDEX

### Processing and Value

A double-blind test was conducted on a selected panel of subjects to measure satisfaction with the new **.519 firm & stretch**.

The results are not simple averages, but weighted values to ensure maximum reliability:



### Weighted Average

Greater weight is given to the factors that determine long-term consumer satisfaction.

### Centesimal Conversion

Scores (1-5) are transformed into a 0-100 scale for immediate readability.



### Result

Ensures that biochemical innovation directly correlates with an enhanced user experience.



## AROSHA SENSORY PERFORMANCE INDEX

Consumer tests indicate a strong preference for a **practical and highly effective** product: the **.519 firm&stretch** perfectly answers the demand for high performance combined with ease of daily use.



.511 STRETCH MARKS

71/100



.519 FIRM & STRETCH

89/100

# WHY CHOOSE .519 FIRM & STRETCH



## A FORMULATION DESIGNED FOR THE CONTEMPORARY LIFESTYLE

1

### **Elasticizing Action**

Newly formed striae and stretch marks are visibly minimized.

2

### **More Defined Tone**

Skin appears "lifted" with a noticeable firmness from the very first applications.

3

### **Deep Hydration**

Skin instantly loses the rigidity caused by dehydration, regaining extraordinary elasticity.

4

### **Satin Skin Effect**

An immediate sensation of smooth, soft, and incredibly satin-like skin.

5

### **Fast Absorption**

Leaves the skin soft and dry, with no residue or greasy feeling.

6

### **Outstanding Satisfaction**

Tested and approved by a double-blind panel (ASPI Index: 89/100).



# .519 FIRM & STRETCH



## ELASTICIZING & REPAIRING CREAM

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Our challenge was to create not just a simple product, but an effective system capable of communicating with the skin every single day.

Technical Director, Arosha R&D Department



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