# X50 CellEssence®

*Where science meets timeless beauty*

Targeting and revitalizing the essence of cellular life: powerful mitochondria, radiant longevity.

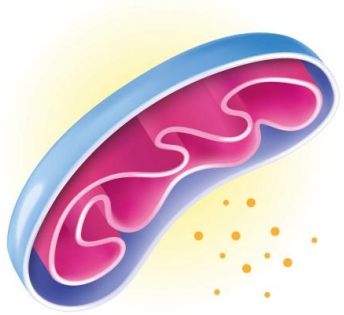
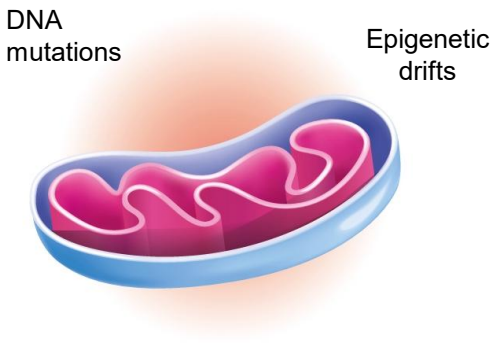
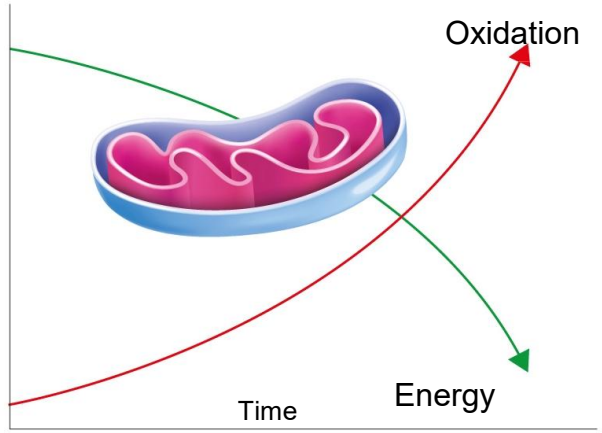
April 2026 | Product Storytelling



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# Mitochondria fuel the energy our skin needs to function optimally

## Bioenergetics is a central driver that influences many other aging mechanism

| Cells are life | Mitochondria are our cell powerhouse | Stressors may collapse mitochondrial functions | and cause bioenergetic failure and cell damage accumulation |
|---|---|---|---|
|  |  Energy - ATP |   Deregulated nutrients |   |
| We are a unique collection of **37 trillion** cells. Floating inside our cells are thousands of mitochondria | Mitochondria are responsible for producing **over 90% of our body's energy. Skin is a high-energy demanding organ** | Every day, our cells are exposed to stressors that damage mitochondria (among other structures) | **Mitochondria lose functionality,** cell lose power and accumulate damage |



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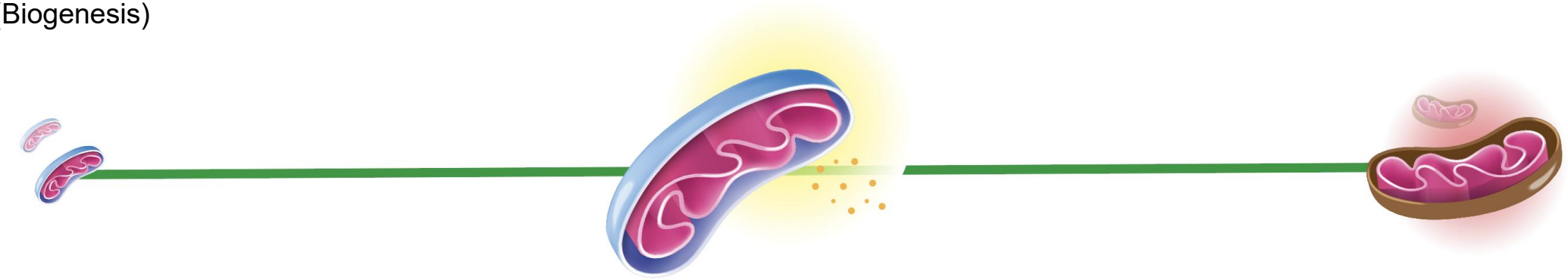
# Keeping Mitochondrial Balance: The Key to Sustained Energy

## X50 CellEssence® keeps balance to power cell life

Efficient ATP production depends on balanced mitocondrial pool

The balance between **mitochondrial biogenesis**, **homeostasis (dynamics and maintenance)** and **mitophagy** is crucial because it determines the **quantity, functionality and quantity** of mitochondria within the cell.

| Quantity | Functionality | Quality |
|---|---|---|
| **Creating new mitochondria** (Biogenesis) | **Keeping them healthy (**Homeostasis) | **Removing damaged mitochondria** (Mitophagy) |



**When this balance is disrupted, cellular dysfunction arises and contributes to aging.**



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# Keeping Mitochondrial Balance like it were an engine inside cells

## Tracking 7 biomarkers for each process

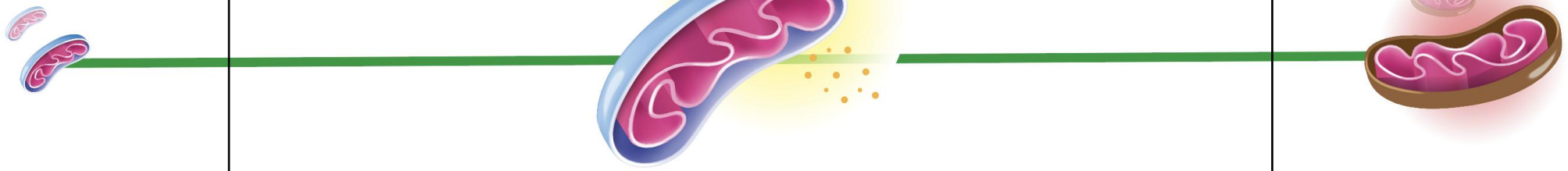
Main goal: keeping energy levels stable

Biomarkers are essential because they let us **measure what you otherwise cannot see directly:** the state of mitochondrial health and balance inside cells.

**Creating new mitochondria** (Biogenesis)

**Keeping them healthy** (Homeostasis)

**Removing damaged mitochondria** (Mitophagy)



| PCG1a | NAD+/NADH | Citrase synthase | APT | ROS | PINK | PARKIN |
|---|---|---|---|---|---|---|
| ***"The builder"*** | ***"The fuel shuttle"*** | ***"The engine marker"*** | ***"The energy unit"*** | ***"The smoke"*** | ***"The detector"*** | ***"The cleaner"*** |
| A master regulator protein. Tells the cell to make new mitochondria | Electron carriers (metabolic cofactors). Transfer electrons to produce ATP | Key enzyme of the Krebs cycle. Indicates how many mitochondria we have and how active they are | The final product mitochondria make. Powers all cellular processes | A sign mitochondria are working, but too much means trouble | A sensor protein Detects damaged mitochondria that need to be removed | A protein that tags damaged mitochondria and initiates mitophagy |



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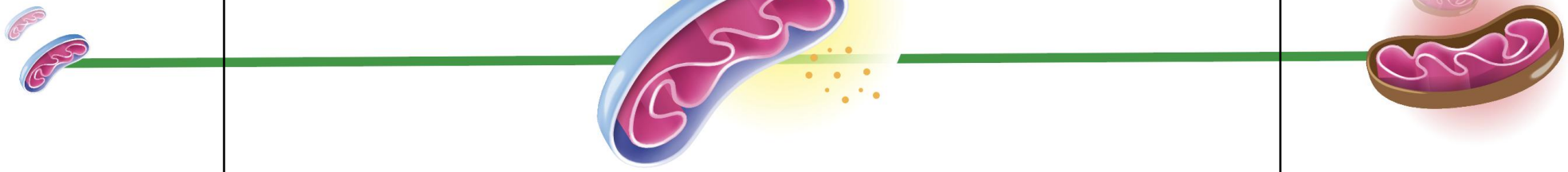
X50 CellEssence® vs Free Q10 (same %)

Biomarkers are essential because they let us **measure what you otherwise cannot see directly:** the state of mitochondrial health and balance inside cells.

**Creating new mitochondria** (Biogenesis)

**Keeping them healthy** (Homeostasis)

**Removing damaged mitochondria** (Mitophagy)



### PCG1a

***"Higher protection and recovery. Biogenesis not affected after stress"***

**X50 CellEssence® achieves 100% recovery**, while free CoQ10 reaches only 65%

### NAD+/NADH

***"Higher, healthier ratio to fuel ATP production"***

**+108% for X50 CellEssence®** vs +37 for free CoQ0

### Citrase synthase

***"Maintaining activity even under stress"***

After stress-induced reduction, **X50 CellEssence® increases levels by +91%**, while free CoQ10 increases them by +57%

### APT

***"More energy and capacity restored"***

**+ 35% ATP (more energy)**
**+91% ATP rescue** after stress

### ROS

***"Lesser damage under stress – extra energy demand"***

**-10% ROS** levels under stress in aged cells

### PINK1

***"Superior ability to detect damage"***

After stress, **X50 CellEssenc® increases levels by +25%** vs +19% for free CoQ10

### PARKIN

***"Stronger activation of mitophagy"***

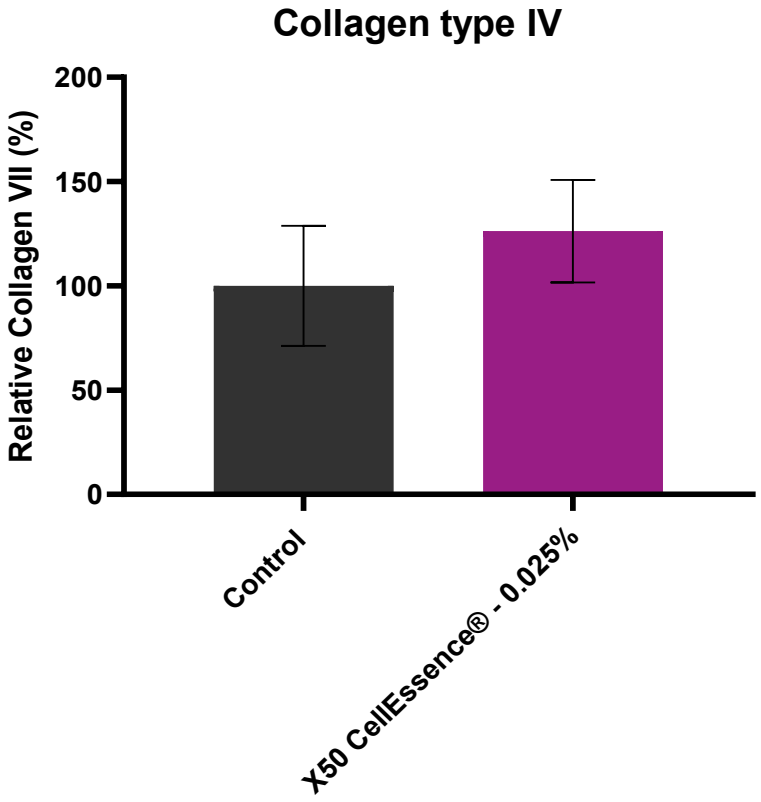
After stress, **X50 CellEssence® increases levels by +58%** vs +40% for free CoQ10



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# Stable and balanced energy is used for enhanced cell activity

## Protein levels: Collagen type IV and VII

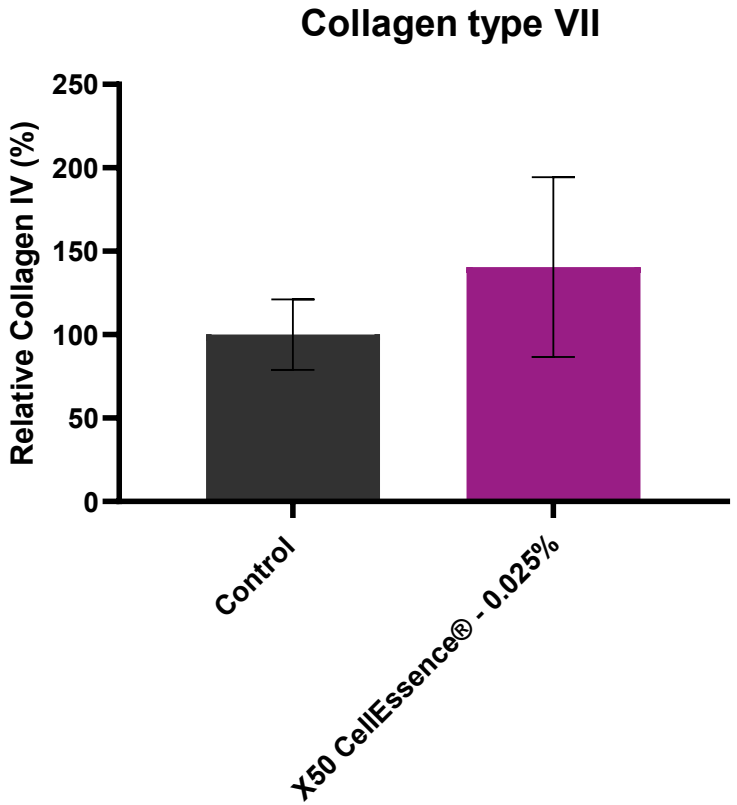



**New balanced, stable mitochondria activity in aged cells. Back to normal synthesis due to functional ATP levels and mitochondrial adapatative response to stress**

**+ 40% Collagen type IV**

**+ 26% Collagen type VII**

**These two collagens are characteristic of the epidermis-dermis junction and confer structural stability and strength to skin.**



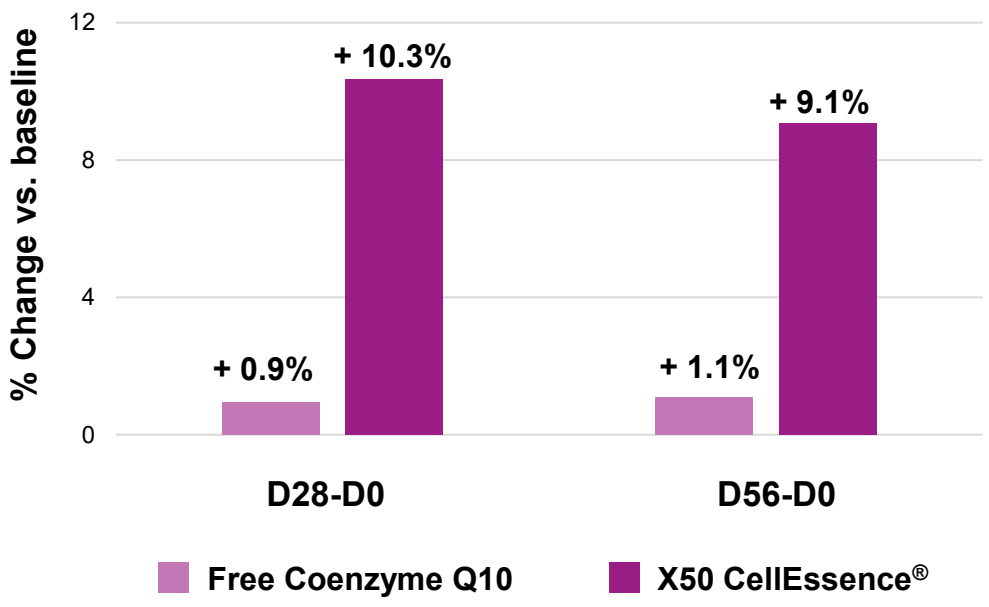



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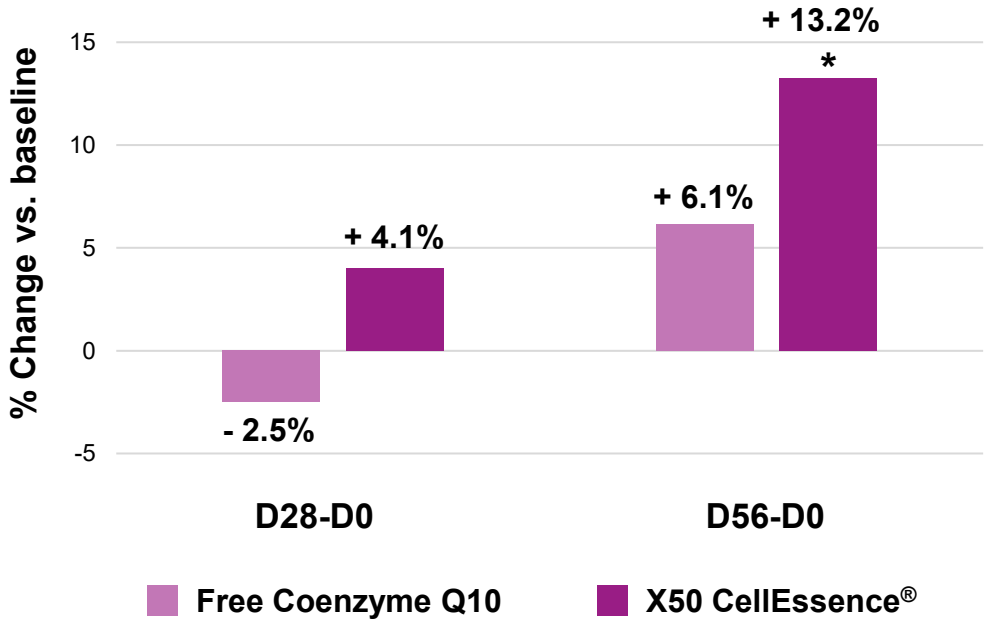
# Mitochondrial restored functions turn out energy into youthful skin appearance

Stable energy output translated into proper cell functioning

## + 10% Skin Firmness




## + 13.2% Skin Elasticity




Statistically significant of Paired Test shown in the graph with the p-value in brackets. p-value < 0.05 (*)



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