

# Dior

PRESENTS

# DIOR SKINCARE SCIENTIFIC SUMMIT TOKYO

TOKYO – NOVEMBER 1<sup>ST</sup>, 2019  
THE FUTURE OF SKIN BEAUTY

*FOR THE "DIOR SKINCARE SCIENTIFIC SUMMIT," INTERNATIONALLY RENOWNED SCIENTISTS AND DIOR SKINCARE SPECIALISTS HAVE COME TOGETHER TO HIGHLIGHT THE MOST REVOLUTIONARY SCIENTIFIC ADVANCES, AS WELL AS DIOR SCIENCE'S DECISIVE INNOVATIONS IN THE COSMETICS DOMAIN.*

*THIS CONVERSATION BRIDGING SCIENCE AND BEAUTY, AND FOCUSING ON THE FUTURE AND PROGRESS, IS EMBODIED BY **THE NEW CAPTURE TOTALE SERUM**, THE LATEST ARRIVAL IN THE PIONEERING DIOR SKINCARE LINE.*

THE CONFERENCE BEGAN WITH TALKS BY SEVERAL INTERNATIONAL SCIENTISTS WHO HAVE COME TO SHARE THEIR RESPECTIVE VIEWPOINTS FROM SCIENTIFIC DISCIPLINES, EACH OF WHICH OPENS FIELDS OF POSSIBILITIES IN THE DOMAINS OF BOTH HEALTH AND BEAUTY.

TO START WITH, DR JOSE FABIAN OCEGUERA-YANEZ, POSTDOCTORAL RESEARCH FELLOW AT THE CiRA IN KYOTO, DESCRIBED THE REVOLUTIONARY DISCOVERIES OF PROFESSOR YAMANAKA, NOBEL PRIZE WINNER FOR MEDICINE AND PHYSIOLOGY, IN THE FIELD OF STEM CELLS. HE DETAILED THE CURRENT THERAPEUTIC MEDICAL ADVANCES OF THESE DISCOVERIES AND EVOKED ALL FIELDS OF APPLICATION LINKED TO THIS STEM CELL RESEARCH.

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PR KO NOGUCHI FROM THE UNIVERSITY OF PHARMACY AND LIFE SCIENCES IN TOKYO, SHED LIGHT ON THE RESPIRATORY FUNCTIONING OF PLANTS, PARTICULARLY ON THE CLOSE LINKS OBSERVED BETWEEN PHOTOSYNTHESIS AND MITOCHONDRIAL RESPIRATION, WHICH MAKE IT A SUBJECT OF INVESTIGATION FOR COSMETICS.

NEXT, DR IAN STEPHEN, DOCTOR OF NEUROSCIENCE FROM THE PSYCHOLOGY DEPARTMENT OF MACQUARIE UNIVERSITY (SYDNEY), DESCRIBED HIS RESEARCH INTO HOW THE SKIN'S HEALTH REFLECTS THE PHYSICAL APPEARANCE AND THEREBY MODULATES PERCEPTION, AND INFLUENCES THE WAY IN WHICH WE ARE PERCEIVED BY OTHERS.

THE MORNING CONTINUED WITH THE PRESENTATION OF THE MAJOR SCIENTIFIC INNOVATIONS PRESENT WITHIN **THE BRAND-NEW CAPTURE TOTALE SERUM**. THIS IS THE OPPORTUNITY TO EVOKE, ON A WIDER SCALE, THE FUNDAMENTAL VALUES OF DIOR SKINCARE, NOW RESOLUTELY AIMING TO ESTABLISH THE NOTION OF CONSCIOUS BEAUTY. THIS NEW ERA IS NOURISHED BY THE PIONEERING ADVANCES OF LVMH SCIENCE AS WELL AS BY A CONSTANT SEARCH FOR NATURALITY AND RESPONSIBILITY.

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