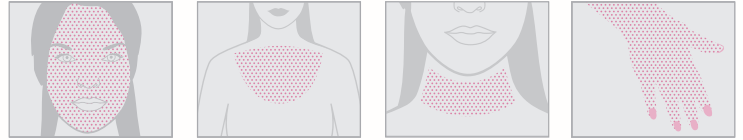


MEDIA BACKGROUNDER

HYALURONIC ACID



WHAT IS HYALURONIC ACID?

Hyaluronic acid (HA) is a naturally occurring glycosaminoglycan (type of sugar) that exists in all living organisms.

With its gel-like consistency, HA acts as a binding, lubricating and protective agent, and is found in greatest concentrations around the joints, in the fluid of the eye and most abundantly, in the skin.

WHAT IS THE ROLE OF HYALURONIC ACID IN THE SKIN?

The HA located in the skin, which is around half of the total 12 grams¹ within the body, helps to maintain volume and elasticity by:

- Retaining water in the dermis - one gram of HA will bind one litre of water
- Protecting and lubricating the collagen fibres in the dermis¹
- Aiding cell movement through the dermis - this is important for wound healing as it allows the cells to move to sites of injury^{1,2}
- Forming a protective barrier in the epidermis^{1,3}

Natural HA is broken down by the body in one or two days so it is constantly replaced. As we age, however, this replacement mechanism diminishes so the moisturising and plumping effects of HA decrease. For this reason HA is used in certain aesthetic treatments to help restore lost hydration and improve the skin's volume and texture.

References

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