

PRESS RELEASE

Together,  
we can help  
research.

Join us in the fight against  
rheumatic diseases.

With each purchase of Tonic Body Treatment Oil\*,  
Clarins will make a donation to the MIRIAD\*\* research  
programme that is studying the influence diet and  
the environment might have on inflammation linked  
to rheumatic disease.

\*This oil is a cosmetic product. It does not have any therapeutic action nor is it a treatment for arthritis.

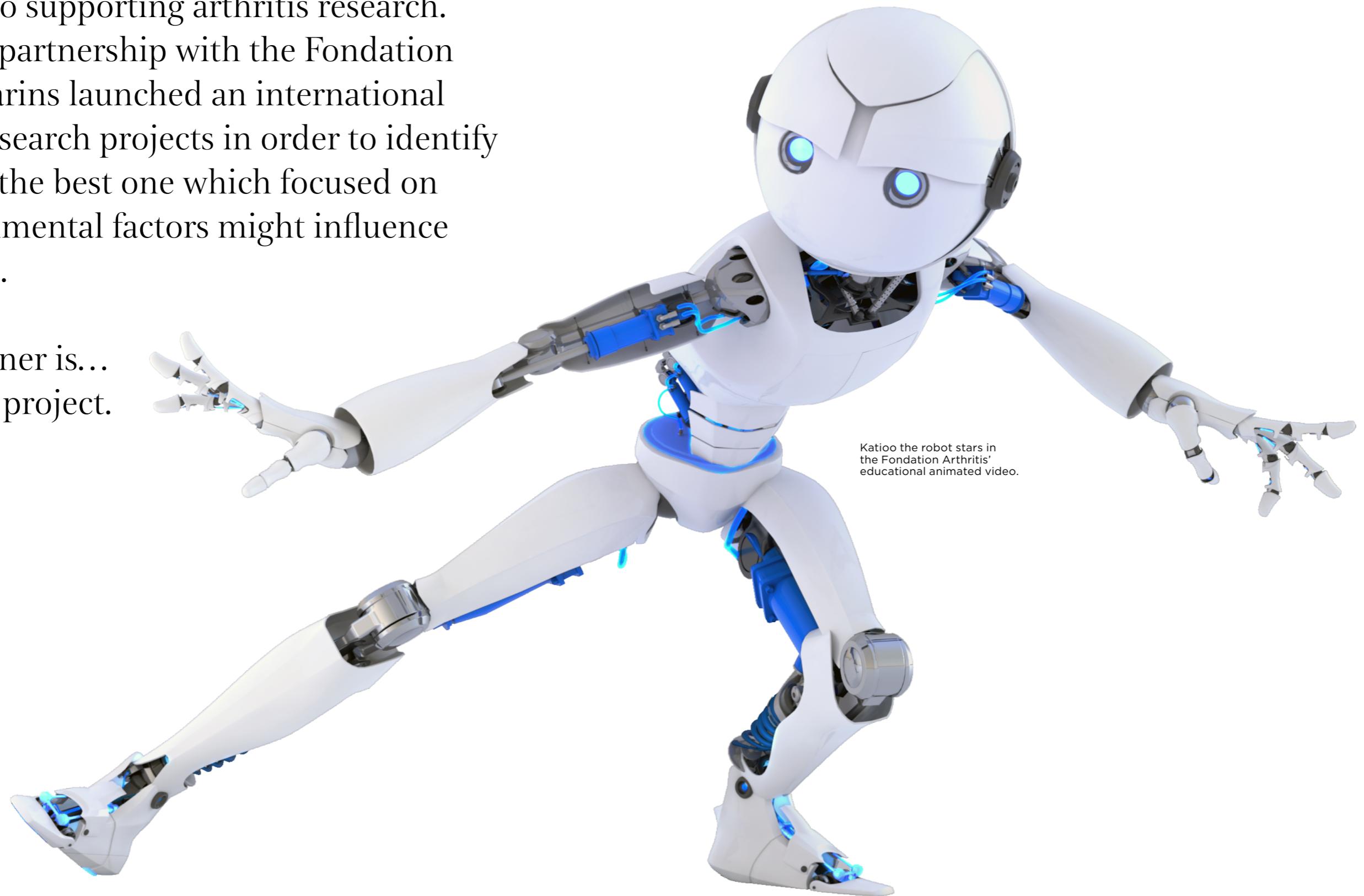
\*\*Microbiome Research Initiative on spondyloArthritis and Disbyosis.



CLARINS

For more than 25 years, Clarins has been committed to supporting arthritis research. Last year, in partnership with the Fondation Arthritis, Clarins launched an international search for research projects in order to identify and finance the best one which focused on how environmental factors might influence joint disease.

And the winner is...  
the MIRIAD project.



Katioo the robot stars in the Fondation Arthritis' educational animated video.

# MIRIAD, a new adventure for Clarins and the Fondation Arthritis

MIRIAD stands for MIcrobiome Research Initiative on spondyloArthritis and Disbyosis.

June 2016 – A jury, presided by Prof. Jean-Michel Dayer (the iconic Swiss researcher known for discovering revolutionary biotherapies) along with members of the Foundation's Board of Directors, Heads of Marketing from the Clarins Group, the CEO of Arthritis Research UK and Clarins' Scientific Research Manager selected the MIRIAD project from a long list of contenders.



## What does the project focus on?

Led by Prof. Maxime Bréban from Ambroise-Paré Hospital in Paris (France) along with the National Institute for Agricultural Research (INRA) and the Institute of Biotechnology in Flanders (Belgium), the MIRIAD project will study the influence diet and the environment might have on inflammatory rheumatic diseases via intestinal flora.

Microflora? This term refers to all of the micro-organisms found in the intestines that help ensure essential functions such as digestion while protecting against “bad” bacteria.

When we are ill, is it because our intestinal microflora is unbalanced? Can this be the cause of auto-immune disease? Can we identify the responsible bacteria? If so, and if we are able to restore a healthier balance, can we hope to cure these diseases? If we often hear “you are what you eat”, is there a link between microflora and food? If so, what is that link? And what if, by adapting our diet, we can also help relieve a disease’s symptoms?

In an attempt to answer these questions and to understand the influence diet and the environment might have on inflammatory joint diseases, the MIRIAD project aims to:

1. Identify a diagnostic marker of these diseases.
2. Identify influential dietary habits.
3. Test a new therapeutic strategy that includes re-balancing intestinal flora for patients who have been diagnosed with rheumatoid polyarthritis or spondyloarthritis.

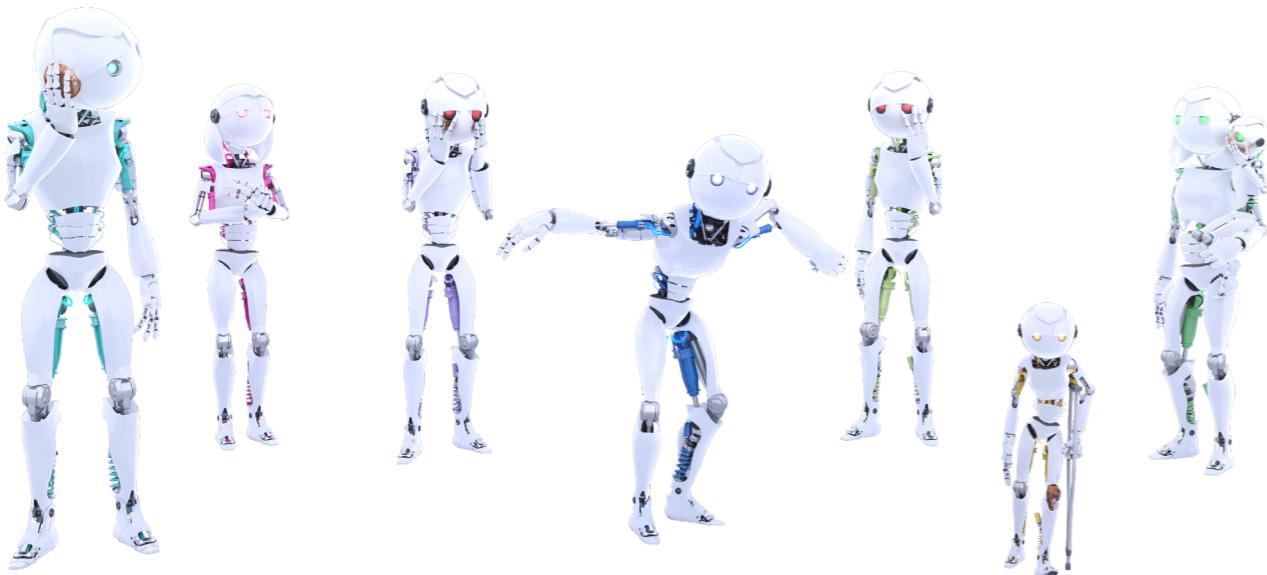
# Together we can help research!

## An ambitious 3-year project that aims to create future innovations

The project was started in the fall of 2016 when researchers secured a budget of almost 700,000€. The Fondation Arthritis then donated 800,000€ for a total budget of 1.5 million euros.

### Many are affected by joint disease.

93% of people in France say they suffer from painful joints\* and 1 out of 2\* people say they suffer from pain so strongly that it impacts their daily life. All too often associated with old age, arthritis can also affect young adults ( $\frac{1}{3}$  of young adults- aged 18-24- suffer from rheumatic disease in France) but also teens and children (4000 in France), even newborns. Sadly, there are not many effective treatments available which is why the Fondation Arthritis has supported this kind of research for the past 27 years and hopes to be able to offer real therapies for these sometimes fatal diseases.



\*Source: IFOP survey "French people and rheumatic disease" carried out by INSERM and "Together against rheumatic disease", 2016



### Clarins & the Fondation Arthritis: a very special bond

Due to the lack of effective treatments to help relieve his wife's suffering, Jacques Courtin-Clarins, founder of the Clarins brand, created the ARP in 1989 (Association for Polyarthritis Research). He partnered with Denis Bloch, another successful businessman who was also personally affected by arthritis: his then ten-year-old son suffered from a serious form of Juvenile Rheumatoid Arthritis.

In 2006, based on an initiative of the Courtin-Clarins family, the ARP became the Fondation Arthritis, now the leading private fund-raising initiative for arthritis research in France. Presided by Dr. Olivier Courtin-Clarins, it supports arthritis research and helps find innovative treatments. It also works to educate the public, promote prevention as well as improve patients' quality of life through regular communication campaigns and training sessions.

Clarins, cutting-edge research committed to understanding the effects of the environment



The environment is a topic dear to Clarins and how it might impact the human body has been studied for a long time. This is what led to the development of Clarins' exclusive anti-pollution complex and the desire to incorporate it in all daytime formulas to protect the skin from pollution and free radicals' potentially harmful effects. It is a very natural course of action therefore, that Clarins continues to support the Fondation Arthritis and the MIRIAD research project.

## FONDATION ARTHRITIS – KEY NUMBERS

100%

of the donations received goes to research since Clarins assumes all overhead costs for the foundation

300

researchers have received funding over the past 27 years

100

million people are impacted by joint disease in Europe

300

scientific publications have helped advance worldwide research

10

million euros have been raised for medical research over the last 27 years

2

major advances have been made: early diagnosis tools and new therapeutic pathways

550

projects have been financed

Financing this unique project will come from sales of Clarins iconic Tonic Body Treatment Oil\*

At the heart of the oil's 100% pure plant extract formula, field mint essential oil helps tone the skin by promoting an immediate feeling of freshness. The toning effect it has on the body and mind symbolizes Clarins' desire to give arthritis research a little "boost".

With each purchase of Tonic Body Treatment Oil, Clarins will make a donation to the MIRIAD research programme.

Our goal is to raise 250,000€ in 2017.

We're counting on you!



Tonic Body Treatment Oil\*, a truly iconic Clarins product

Tonic Body Treatment Oil was one of the first products Clarins developed. Timeless and based on 100% pure plant extracts, it incarnates all of Clarins expertise. It's every woman's BFF, especially during pregnancy or a weight-loss programme.

[www.clarins.com](http://www.clarins.com)  
[www.fondation-arthritis.org](http://www.fondation-arthritis.org)



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