



Wideopen

#03 - January 2022

“The city is
the only living
thing that can
truly rejuvenate.”

Jacques Attali

| *A word from Sonia,*

If you think about it, the city is like our skin. A living surface, an expanse, which separates an invisible, subterranean world of water tables and networks of conduits, or even a second city as exists in Canada, from the air. A complex system that oscillates from the infinitely large to the infinitely small. An interface of circulation and exchange, an eco-system in balance. A network that transports the inhabitants, just as the skin transports bacteria and molecules. In both cases, we talk about biodiversity, ecology, food, flows, culture (beauty rituals, like the habits of city dwellers, differ from country to country) and architecture (as in the skin barrier's "bricks and mortar" construction). Effectively a concrete shell, the city is at the mercy of the climate, it can overheat, and appreciates protection such as plant cover. And the environmentally-friendly forms of transport we are encouraged to adopt might be compared to gentler, purer skin treatments.

In this issue of WIDE OPEN we look at how we can make our cities healthier, in the same way that NAOLYS looks at how we can make our skin healthier!

This third issue of WIDE OPEN is structured around three sections:

#Look: *The paradox of the city*

#Explain: *Sweetheart, let's see if the rose...*

#Respect: *Possibilities for cities*

Happy reading, keep your eyes wide open!

Sonia GUILLAUME LEGLISE, MARKETING & SALES



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The paradox of the city

Even though 12,000 people leave Paris each year - an exodus that France's Institute of Statistics and Economic Studies says will continue until 2025 - and many city dwellers are fleeing large cities (the desire to move having been accentuated by the pandemic), by 2050, two thirds of the world's inhabitants are likely to live in cities, compared to 40% in 1980.

Living in a city thus seems paradoxical: the higher cost of living and property, the lack of nature, high pollution, but then the benefit of infrastructure, multiple practical services, access to leisure and culture, modernism and a form of aestheticism, even poetry...



Urban pollution

Pollution is the destruction or damaging of ecosystems by human activity that impacts their function. It is undeniable that pollution results from the expansion of urban areas on the planet. In cities, this pollution takes many forms, such as light pollution (*artificial light that illuminates the sky at night, affects the orientation of animals or disturbs human sleep*), noise pollution (*the second most damaging after air pollution, both from a health and economic point of view*), chemical pollution, electromagnetic pollution, and visual pollution (*billboards, etc.*). Air pollution is recognized as representing a major threat to human health in the 21st century. **In its 2016 report, the OECD cites the WHO's estimate that only 1/10 of the world's population lives in areas where air pollution is below recommended levels. It is responsible for 7 million deaths a year, or one in eight deaths worldwide, and is outstripping all other major preventable causes of death (tobacco, alcohol, road accidents and communicable diseases) and is increasing at an alarming rate worldwide.**

“A city
ends up being
a person.”

Victor Hugo

City-dweller skin

Fine particles (*known as PM 2.5 because their diameter is less than 2.5 μm and also used by the WHO as an indicator of general exposure to air pollution*), heavy metals, ozone, carbon monoxide and volatile organic compounds including benzopyrene (*from the combustion of CO_2*) are hidden in the air at concentrations that regularly exceed the ceilings recommended

by the WHO. And since **some particles are 20 times smaller than the pores of the skin**, as well as affecting the respiratory tract, research has shown that they have an impact on the epidermis, contributing to the phenomenon known as “**polluaging**”. Exposure to fine particles and UV radiation has numerous harmful effects on

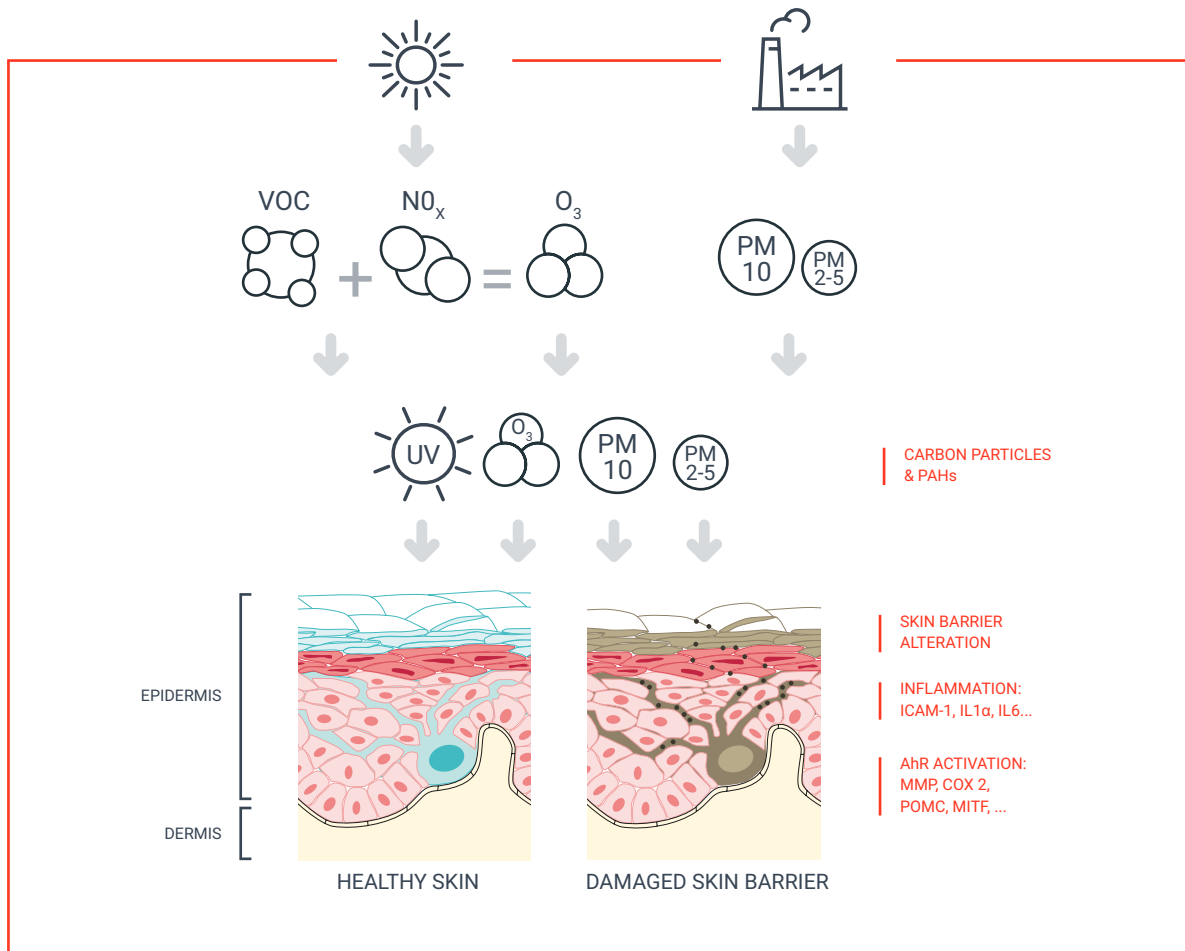
the skin. With the deterioration of the hydrolipidic film, oxidative stress, inflammation, acidification, etc., pigmentation spots appear, the skin becomes more sensitive, reactive (*redness, dehydration, eczema*) and oily; the complexion appears duller, and puffiness and dark circles develop around the eyes. In a polluted urban environment, the skin ages more rapidly.

In addition to health, air pollution also greatly affects economic activity. An increase of $1\mu\text{g}/\text{m}^3$ in the concentration of fine particles leads to a 0.8% reduction in real GDP per capita in the same year.

Inspiring city

Again presenting a contradictory nature, the creative impetus generated by cities is sometimes based just as much on their defects as on their charms. By way of example, beauty brands are responding to consumers who, regardless of their age, consider pollution to be the most significant environmental factor having a direct negative impact on their skin and accelerating its ageing. The skin disorders observed in

city-dwellers' skin have led to the emergence of **"urban skincare" concepts**. From Sampar to Purally via Noxi Doxi, there are proven active ingredients (such as *Urban Advance*, "a powerful anti-pollution shield that protects, revitalises and soothes the skin") or evocative names such as *City of light*, *City block purifying*, *Urban shield*, *City defence*, *Urban environment cream*, etc.



Pollution and skin: from epidemiological and mechanistic studies to clinical implications, Krutmann & al., Journal of Dermatological Science, 2014, 76, 163-168

But the city can also, through its architecture, design and the lifestyle it instils, particularly in Paris, confer style and elegance on products bearing its name. For example, a brand that presents itself as **"The Paris House of Organic Cosmetics"**.

Indeed, some cities are so rich in lifestyle associations that they inspire perfumery products offering an escape to urban destinations: **Venice** as a romantic city on the water, **Miami** as a mixture of contemporary art, urban culture and Art Deco sensibility, **Biarritz** as a holiday destination, **Monaco**, and also **Beverly Hills**, **London**, **Berlin**, **Tokyo** or **Paris**, with its evocative districts (Pigalle, the Marais, Montorgueil, etc.).

And no doubt because Paris represents a dream far beyond the world of beauty, it will soon become a media brand. With the 2024 Olympic Games approaching, the "Joue la comme Paris" ("Play it like Paris") slogan highlights the capital's identity and aims to unite Parisians for the event.

"The city,
for someone who
cannot read, is primarily
a trail of smells,
background noise,
and flashing,
shimmering light."

Jacques Meunier



Sweetheart, let's see if the rose...



This poem by Ronsard
evokes youth passing like
the flowering of a rose:
a recurring theme
in literature as it is
in cosmetics.

*A touch of poetry and natural light
in the bustle of the metropolis.*

Throughout the year, many city-dwellers complain of a dull, grey, complexion, lacking in radiance. This is because in the city, the skin is exposed to pollutants, as well as UVB. According to recent studies, these can increase cellular oxidation and weaken the skin barrier. This daily exposure has negative consequences for our skin's health; it also increases chronological ageing, which destabilizes and slows normal cell function.

But the cause can also be associated with skin type. In Asia, in addition to a tendency to pigment imbalance, women have more reactive skin that can quickly dehydrate and become dull. Such changes make it hard to maintain the uniform, pale, "glowy" complexion that is considered desirable.

So from East to West, there is a shared desire to restore the skin's radiance, an undeniable sign of good health and youth.



Smooth Lightening White Rose™ protects and strengthens cellular activity in the skin to restore natural radiance.

While the rose symbolises purity, femininity and delicacy, the white rose (*Rosa alba* L.) has been specially selected by NAOLYS for its resilience. This ancient hybrid rose has stood the test of time since antiquity thanks to its remarkable strength. It is frost resistant and can grow with very little light. The white rose cells developed by NAOLYS can thus be said to represent the secret of youth thanks their protective, brightening double action. They provide an invaluable, elegant plant shield against daily external stress, particularly

in urban environments. **Smooth Lightening White Rose™** is a brightening, oxygenating anti-oxidant that slows down the production of free radicals caused by pollution. Regenerating, this active ingredient soothes the skin and gives it renewed suppleness. It is a refined anti-ageing active for all skin types, for the face and body, to be placed at the core of any cosmetic care or make-up product intended to improve the luminosity of the skin and protect it from external damage.

For example, **Even Radiance Tinted Cream** Specially designed for everyday use in urban environments, this cream restores a uniform complexion, with a radiance revealing that the inner balance compromised by city air has been regained.

Made from 96% natural or naturally derived ingredients, the formula contains 0.5% **Smooth Lightening White Rose™**. Its texture remains light under the fingers and easy to apply, despite a rich lipophilic blend that ensures effective hydration.

Here are some beauty ideas to brighten city dwellers' complexions:

- Public transport protection serum
- Protection of the skin against everyday pollutants
- Hair mask / city face cream
- Urban impact soothing lotion
- Smoker's skin rescue care
- Self-defence for the eye area
- Sunny megacity protective gel + SPF
- Urban detox cleansing, purifying and anti-imperfection facial care
- City smog cleanser
- Make-up remover and anti-urban dust cream
- Urban spray companion
- Anti-pollution hair mist
- Self-defence primer, foundation, concealer, etc.

INCORPORATE THIS ACTIVE INGREDIENT TRANSVERSALLY IN AN "ANTI-POLLUTION" RANGE FOR MEN OR AS A COMPLEMENTARY INGREDIENT IN A SPECIFIC SUN CARE PRODUCT

Smooth Lightening White Rose™
recommended at 0.5% (liquid form - 20% cells),
test results on request:



RADIANCE

revives the complexion's radiance, making it brighter and more uniform; reduces pigmentation defects



REGENERATING

increases cell regeneration in the epidermis and strengthens the skin barrier



**OXYGENATING,
DETOXIFYING**

enhances cellular metabolism, increases the supply of oxygen to cells in the epidermis, stimulates the elimination of toxins



**ANTIOXIDANT,
ANTI-POLLUTION**

reduces the creation of free radicals due to pollution

CLINICAL TESTING RESULTS

An overall improvement
in facial radiance after 56 days

90%

of women reported that
their skin was radiant

95%

of women reported that
their skin was bright

90%

of women reported that their complexion
was homogeneous and uniform

At a concentration of 0.5%

For more about **Smooth Lightening White rose™**:
[click here](#)



So, if you believe me, my sweetheart,
While time still flowers for you
In its freshest novelty,
Do take advantage of your youthful bloom:
As it did to this flower, the doom
Of age will blight your beauty.
As it did to this flower, the doom
Of age will blight your beauty.

Pierre de Ronsard

Possibilities in cities

Initiatives to make the cities
more breathable, more
sustainable, and more liveable,
are multiplying.

*Here is a non-exhaustive overview of ways
to make cities more beautiful...*

Planting

Noocity is a **Portuguese start-up** that proposes to reintroduce nature into the city; it works with urban communities, helping companies and private individuals install balcony vegetable gardens and running collaborative workshops. "This can serve as team-building exercise for employees in participating companies as they learn about gardening and agriculture in the city on a local, environmentally-friendly basis. The greening of urban areas (roofs, façades, public spaces) also helps to reduce noise and air pollution.

Purifying

Noise pollution in cities is a serious health and economic issue, mainly due to transport. Today, there are effective, affordable solutions available. Experiments in **Lyon, Grenoble and Toulouse** have shown that reducing the speed limit by 10km/h on fast roads in built-up areas significantly reduces noise and improves air quality. More simply, work is being done to improve the acoustic quality of school buildings, particularly the replacement of windows. Or the installation of "clean work sites" that reduce environmental damage by limiting intense noise and particle emissions.

Decarbonising

Oslo is also working to reduce pollution from the construction industry by subsidising construction projects that use sustainable materials and equipment that does not use fossil fuels. In addition, forests are being planted on the outskirts of the city to capture carbon and reduce the effects of climate change. While the less populated **Scandinavian countries** rely on renewable energies (wind, photovoltaic, hydraulic, etc.), **French cities** can turn to nuclear (and hydraulic power), a compromise between decarbonization and the management of nuclear waste and health risks. Another initiative, in **Lahti, Finland**, elected European Green Capital in 2021, proposes a real "laboratory for positive territorial economy", with eco-citizens being rewarded for their CO₂ savings. These are calculated with the help of an app that converts the saved CO₂ (associated with travel) into virtual euros, which can then be exchanged with partner companies for e.g. cinema or bus tickets.



Foot power

Avoid motorised travel or use transport that is sustainable and green. These closely linked ideas contribute to a virtuous circle: reducing pollution, promoting physical activity and therefore better health, increasing the quality of life and transport conditions, etc.

For example, pollution from road traffic can be reduced by relatively simple methods such as walking, cycling, electric vehicles, and car-sharing, but also by centralised management of traffic lights and the diversion of transit and freight traffic. Lighter vehicles such as cargo bikes can be used for deliveries in the city centre. In **Switzerland**, the Myclimate foundation supports companies that opt for transporting merchandise by electric cargo bikes or tricycles, thereby renouncing fossil fuels, and even reducing delivery times.

Many cities are trying to reduce car use with varying degrees of success, from **Jakarta to London to Oslo**, where use fell by 28% in 2019. In parallel, Oslo's bus and ferry services that are becoming electric so that by 2028, public transport will not produce any greenhouse gases. Moreover, Oslo's port aims to become the first major zero-emissions port in the world with an all-electric system. In February 2020, in an unprecedented step forward on a national scale, **Luxembourg** became the first country in the world to offer free public transport, while in the capital, 75% of children walk to school. Then there is **Amsterdam** where, since installing solar panels on roofs in the historic centre is not allowed, a competition awarded a prize to an innovation that allows electricity to be produced in a sustainable way: a bicycle rack that stores and distributes the electricity produced by cyclists. 30 parked bikes can light an entire street! Another ingenious initiative is urban cable

transport (i.e. cable cars, gondolas, metro-cables, aerial tramways, etc.), an inexpensive infrastructure that has the advantage of following naturally occurring changes in altitude while also respecting the environment (100% electric, low land artificialization, low noise). From **Medellín to New York** via **Barcelona** and **Budapest**, metropolises all over the world have already installed them, thereby improving their inhabitants' quality of life and, as a bonus, creating a tourist attraction.

Housing

By 2050, the United Nations predicts that urban populations will increase by half from the current level of about 4.5 billion people. UN Secretary General Antonio Guterres has pointed out that three quarters of the necessary infrastructure will have to be built over the next thirty years. As the world recovers from the crisis caused by the pandemic, Mr Guterres believes that economic recovery plans "offer an opportunity to put climate action, renewable energy and sustainable development at the heart of cities' strategies and policies".

The first Monday of October each year has been declared "World Habitat Day" to reflect on the state of habitats and the fundamental right of everyone to housing. With this celebration, the United Nations aims to remind the world that everyone is responsible for the future of the human species' habitat.



Noteworthy “green architecture” initiatives have been launched, which encourage sustainable development and are more environmentally friendly than traditional architecture. For example, some green buildings use rainwater for their toilets. Others use geothermal energy for heating and cooling. This renewable energy comes from the heat of the earth’s core, which can be at the surface or deep underground. The former recovers heat in the winter and cooling in summer from the layer close to the earth’s surface. The second captures heat from the earth’s crust to produce heat and even electricity. Wood or steel can also be recycled for construction. Architects are working with botanists to create green roofs with lawns, vegetable gardens, trees and beehives on tops of buildings. And the benefits are numerous: better air quality, use of rainwater, and the reduction of greenhouse gases.

In general, governments are increasingly encouraging green construction.

Green architecture may require 5% to 10% more time and money, but the costs for heating or lighting green buildings are about 15% lower than for traditional buildings. In addition, studies have shown that it is more pleasant to live or work in these environments for several reasons, such as the lighting and the organization of the space.

“

Natural greenhouse gases, i.e. water vapour, carbon dioxide (CO₂), methane, nitrous oxide and ozone trap the heat in the Earth’s atmosphere that the Earth returns to space after being heated by the sun. These gases help to maintain the average temperatures that support life on our planet.

But some human activities (*industry, transport, electricity, waste, agriculture, heating of buildings, etc.*) also send such gases into the atmosphere, along with chemical products that do not occur naturally. By increasing the quantity of greenhouse gases in the atmosphere, human activity can cause climate change.

”

Extrapolation

The greatest potential for CO₂ savings is undoubtedly in industry, since a company can establish the quantities that it is emitting and find ways of reducing them.

Proposals have been made for “dematerialized” forms of transport. Products are sent as digital data and then manufactured on site, for example by 3D printer. This would be of great benefit to the climate and avoid bottlenecks such as the one in the Suez Canal in the spring of 2021. In this respect, the cosmetics industry is already putting in place means to “safeguard the city” such as buying from local producers to avoid an overly global supply chain. For example, a young cosmetics start-up whose products combat the harmful effects of pollution, offering skills sponsorship (*it donates the working hours of its employees to an association of their choice*), has just been certified B Corp (*an independent certification granted to commercial companies that meet requirements relating to societal and environmental issues, governance, and transparency towards the public*), and is a member of the 1% For the Planet collective, donating their one percent to supporting re-planting in urban environments.

We are at the beginning of a movement that seeks to give new value to the urban environment, without forgetting the link between its inhabitants and businesses. Like the mayor of Dakar, who has committed to training and supporting young people and women by launching a training and funding programme on the theme of “female entrepreneurship, introduction to financial education and the social and solidarity economy”. This is the kind of vision we need for our cities!

The health of Europeans

Fine particle pollution caused 307,000 premature deaths in the European Union in 2019, a figure that remains alarming but has fallen by more than 10% in one year. In the early 1990s, fine particles, which penetrate deep into the lungs, caused almost a million premature deaths in the 27 EU countries, according to the report cited below. This figure had already fallen to around 450,000 in 2005.

The sharp decline in 2019 is partly due to favourable weather conditions but mainly due to the continued gradual improvement in air quality in Europe.

Ageing and urbanisation

“An older population is more sensitive to air pollution and greater urbanisation generally means that more people are exposed to concentrations of fine particles, which tend to be higher in cities”.

European Environment Agency report published on 15/11/21.

Figures

Noise pollution

According to ADEME, the social cost of noise pollution in France amounts to 156 billion euros per year. This astronomical figure arises from the impact of transport, neighbourhoods and the workplace on human health, productivity, and property values.

Of the 156 billion euros, almost 106 billion correspond to transport noise (51.8% for road transport alone, 9.4% for air transport, 7.2% for rail transport), 26 billion is related to neighbourhood noise (mainly private individuals) and 21 billion to the workplace.

<https://presse.ademe.fr/2021/07/156-milliards-deuros-cest-le-cout-social-du-bruit-en-france-par-an.html>

20%
of the European
population

(over 100 million people) is chronically exposed to noise levels that are harmful to human health.

<https://www.thegood.fr/pollution-sonore/>

Air pollution

40 000
deaths per year.

This is the impact of chronic exposure to particulate matter (PM2.5) on mortality in mainland France.

- **Metropolises** now account for **70%** of global CO₂ emissions.
- In **Jakarta**, where there are **18.2 million registered vehicles**, every car-free Sunday means **65% fewer dust particles**.
- According to António Guterres by mid-century, **“more than 1.6 billion urban residents may have to survive with temperatures averaging 35°C over the summer”**.

<https://news.un.org/fr/story/2021/10/1105432>

Further reading

On the web

- <https://www.carbone4.com/rapport-giec-points-cles>
- [https://www.oecd.org/officialdocuments/publicdisplaydocumentpdf/?cote=ECO/WK-P\(2019\)54&docLanguage=En](https://www.oecd.org/officialdocuments/publicdisplaydocumentpdf/?cote=ECO/WK-P(2019)54&docLanguage=En)
- https://www.industries-cosmetiques.fr/etude-les-meilleures-et-les-pires-villes-pour-la-peau/?utm_source=newsletter&utm_medium=email&utm_campaign=un_croissant_une_info_etude_les_meilleures_et_les_pires_villes_pour_la_peau&utm_term=2021-11-02

To do more, sign the petition:

- https://secure.avaaz.org/campaign/en/save_bees_and_farmers_global_loc/