

when art & science
come together.



Via contains a calculated blend of clinically studied active ingredients in state of the art carriers:

Hyaluronic acid

A humectant with potent water-binding capacity.^{1,2,3}

Vitamin E & CoQ10

A combination of dl- α -Tocopheryl Acetate and Ubiquinone. Aids in restoration of the lipid barrier and promotes cell membrane functionality.⁶

Vitamin C

Tetrahexyldecyl Ascorbate, a free radical scavenger with longer lasting anti-oxidant activity than Ascorbic Acid.⁷

Peptides (amino acids)

Support collagen and elastin, aiding tissue hydration and resilience.⁸ The peptides in Via also maximize delivery of other active ingredients.

Jojoba oil

Accelerates wound healing,⁹ promotes hydration, smoother, softer skin, and gives Via its silky texture.

Just one year into menopause, 62-67% of women report vaginal dryness.¹⁰ Eight years after menopause, that number rises to 84%.¹¹ And yet, only 25% seek treatment.¹²



request patient materials

hcp@solvwellness.com | 877.421.7160

- ¹ Junya Chen et al., "Evaluation of the Efficacy and Safety of Hyaluronic Acid Vaginal Gel to Ease Vaginal Dryness: A Multicenter, Randomized, Controlled, Open-Label, Parallel-Group, Clinical Trial," *The Journal of Sexual Medicine*, (2013) Vol. 10, Issue 6, p. 1575-84.
- ² Carlos Campagnaro M. dos Santos et al., "Hyaluronic Acid in Postmenopause Vaginal Atrophy: A Systematic Review," *The Journal of Sexual Medicine* (2021) Vol. 18, Issue 1, p. 156-66.
- ³ G. Buzzaccarini et al., (2021) "Hyaluronic acid in vulvar and vaginal administration: evidence from a literature systematic review," *Climacteric*, Vol. 24:6, p. 560-71.
- ⁴ Muthny, T et al. "Skin aging in the context of sun damage and immune response alterations." *SOFW Journal*, 2013, 2-8.
- ⁵ Muthny et al. "The many faces of hyaluronan." *Househ Personal Care Today*, 2012, p. 26-28.
- ⁶ Marcheggiani F et al., "Anti-ageing effects of ubiquinone and ubiquinol in a senescence model of human dermal fibroblasts." *Free Radic Biol Med*. (Mar. 2021), Vol. 165, p. 282-8.
- ⁷ Stamford NP. Stability, transdermal penetration, and cutaneous effects of ascorbic acid and its derivatives. *J Cosmet Dermatol*. 2012 Dec;11(4):310-7. doi: 10.1111/jocd.12006. PMID: 23174055.
- ⁸ Howard I. Maibach et al. "Role of topical peptides in preventing or treating aged skin." *International Journal of Cosmetic Science* (Aug. 2009), Vol. 31, Is. 5, p. 327-45.
- ⁹ Ranzato E, Martinotti S, Burlando B. "Wound healing properties of jojoba liquid wax: an in vitro study." *J Ethnopharmacol*. (Mar 2011) 24;134(2), p. 443-9.
- ¹⁰ Cagnacci A. et al. "Prevalence and association between objective signs and subjective symptoms of vaginal atrophy: the AGATA study," *Menopause* (Oct 2016), 23(10), p. 1139-45.
- ¹¹ Ayane Cristine Alves Sarmiento et al. "Genitourinary Syndrome of Menopause: Epidemiology, Physiopathology, Clinical Manifestation, and Diagnostic." *Frontiers in Reproductive Health*, Nov 2021), Vol. 3.
- ¹² Sturdee, D. W., Panay, N., & International Menopause Society Writing Group (2010). Recommendations for the management of postmenopausal vaginal atrophy. *Climacteric: The Journal of the International Menopause Society*, 13(6), 509-522.

via™



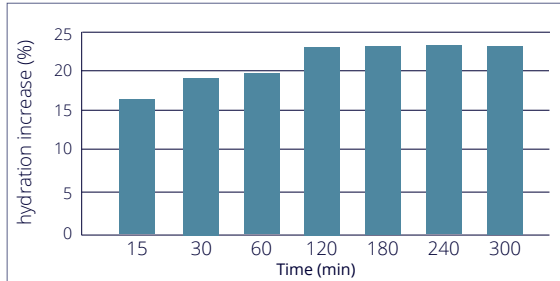
a fresh look at what a non-hormonal vaginal moisturizer should be, based on today's science.

solvwellness®

Hyaluronic acid (HA)

HA, a humectant, is the primary active ingredient in Via. HA has been shown to potentiate significant improvement in clinical symptoms of vaginal dryness in postmenopausal women.^{1,2,3} But there are varying quality grades of HA.

Via contains the highest quality, standardized, well-researched pharmaceutical grade of HA available. The potent water-binding capacity of HA is an essential characteristic influencing its biological effects, and it is a naturally occurring substance. The HA in Via is free of immunogenic activity and is non-toxic and non-irritating.



Method of Measurement: Diffusion cell with human skin.^{4,5}

Vitamin E & CoQ10

Via contains a bioactive combination of dl- α -Tocopheryl Acetate (Vitamin E) & Ubiquinone (coenzyme Q-10).

Vitamin E and CoQ10 have antioxidant and anti-aging properties that aid in restoring the lipid barrier and promote full cell membrane functionality. It also strengthens cell viability by increasing cellular ATP (adenosine triphosphate) production and prevents collagen degradation by inhibiting MMP-1 (Matrix metalloproteinase-1) expression.⁶

a calculated blend
of the highest quality
active ingredients.

Vitamin C

Via contains Tetrahexyldecyl Ascorbate (THD) Vitamin C. THD is a free radical scavenger retained in the epidermis, and to some extent, in the dermis. It is the most stable, non-acidic form of Vitamin C.

THD is an oil-soluble form of Vitamin C that penetrates the lipid bilayer. Unlike Ascorbic Acid, which passes through the epidermis and dermis, THD is retained in the epidermis and dermis, forming a Vitamin C reservoir and increasing antioxidant action to protect from free radicals.⁷

Peptides (amino acids)

Via contains peptides, which support collagen and elastin, aiding tissue hydration and resilience.

These tetrapeptides fight sagging by enhancing key elements to the assembly of elastin and several collagens.⁸



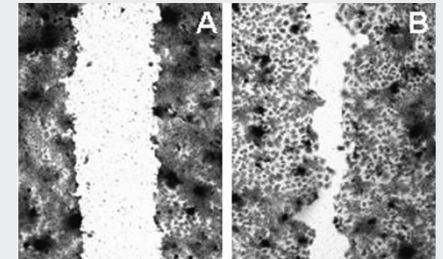
visit hcp.solvwellness.com to request patient materials or refer a patient.

Via Vaginal Moisturizer is a 510(k) medical device, FDA-cleared for safety and efficacy (Reg. # K201922). Via is a water-based moisturizer that can be used safely in the vagina to treat vaginal dryness and lubrication. Compatible with latex and polyisoprene condoms. Not compatible with polyurethane condoms.

Jojoba oil

Via contains a clinically proven premium jojoba oil that accelerates wound healing, promotes hydration, and has emollient properties for smoother and softer skin. It aids in replenishing lipids, sealing in moisture, and restoring the skin's hydrolipidic film.⁹

results of a scratch wound assay after 6 hours. (an in-vitro test that measures wound healing speed)⁹



Jojoba oil stimulates proteins involved in cell migration & wound healing.

Jojoba oil is a humectant that draws water to the skin and helps maximize delivery of other ingredients within Via. Jojoba's esters have a molecular structure made of long-chain Omega-9 fatty acids and fatty alcohols. This unique structure gives jojoba oil a smooth, non-greasy texture and better performance, absorption, stability, and slip properties.⁹

results of a Western Blot analysis that helps identify a product's mechanism of action (in-vitro)⁹

