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(54) **Title**: PEPTIDES USED IN THE TREATMENT AND/OR CARE OF THE SKIN, MUCOUS MEMBRANES AND/OR HAIR AND ITS USE IN COSMETIC OR PHARMACEUTICAL COMPOSITIONS

$$R_1\text{-}W_n\text{-}X_m\text{-}AA_1\text{-}AA_2\text{-}AA_3\text{-}AA_4\text{-}Y_p\text{-}Z_q\text{-}R_2 \quad (I)$$

(57) **Abstract**: Peptides of general formula (I): R_1-W_n-X_m-AA_1-AA_2-AA_3-AA_4-Y_p-Z_q-R_2 (I) its stereoisomers, mixtures thereof and/or their cosmetically or pharmaceutically acceptable salts, a preparation process, cosmetic or pharmaceutical compositions which contain them and their use in the treatment and/or care of the skin, mucous membranes and/or hair and the treatment and/or care of those conditions, disorders and/or diseases which are improved or prevented by Hsp stimulation.