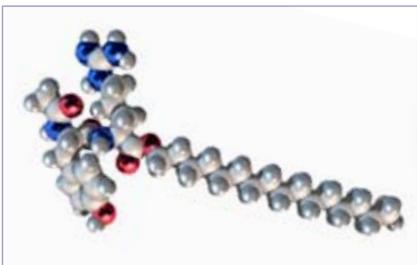




GRAVITY CONTROL

*N-acetyl-Tyrosyl-Arginyl-O-hexadecyl ester***Function:**

Fights against skin sagging and improves resistance to gravity.

Definition:

Idealift™ is composed of 7500 ppm of the lipopeptide N-acetyl-Tyrosyl-Arginyl-O-hexadecyl ester.

Properties:

Idealift™ not only stimulates elastin synthesis but also promotes a correct and functional elastic fibre architecture by inducing the most important elements involved in tissue structure.

Characteristics:

Idealift™ has already demonstrated its effect on the treatment of sensitive skin.

Points of interests:

This peptide sequence is based on the dipeptide Tyr-Arg which is naturally present in the body.

INCI Name:

(Check PCPC on-line dictionary for latest INCI name)

Butylene Glycol – Water – Sorbitan Laurate – hydroxyethylcellulose – Acetyl Dipeptide-1 Cetyl Ester

No preservatives

Applications:

Anti-ageing products.

Formulation:

Water soluble.

Introduction into the water phase between 60°C and 80°C.

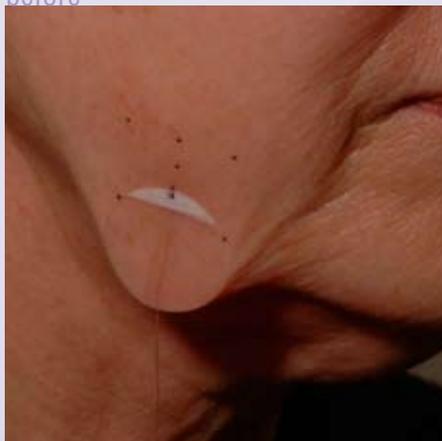
Recommended use level:

4%



Visible face contour lifting

before



after 1 month



In vivo tests

26 women with an average age of 62 years (between 54 and 75 years old) applied twice daily on half-face, a day cream containing 4% IDEALIFT™ versus placebo for 2 months.

● **CUTANEOUS VISCO-ELASTICITY**

Aeroflexmeter®

Variation of the skin visco-elastic properties:

Cohesion

- T1 month -2.9 years, p<0.01
- T2 months -4.4 years, p<0.01

Firmness

- T1 month +6.2%/T0, p<0.01, up to +24%/T0
- T2 months +7.8%/T0, p<0.01, up to +28%/T0

Density

- T1 month +10%/T0, p<0.01, up to +32%/T0
- T2 months +9.2%/T0, p<0.01, up to +34%/T0

● **RESISTANCE TO SAGGING / ANTI-GRAVITY EFFECT**

Image analysis

Variation of skin resistance to sagging:

- T1 month +20.5%/T0, p<0.05
- T2 months +24%/T0, p<0.01

● **JOWL SURFACE**

Image analysis

- T1 month -4.7%/T0, p<0.01, up to -19%/T0
- T2 months -11.3%/T0, p<0.01, up to -21%/T0

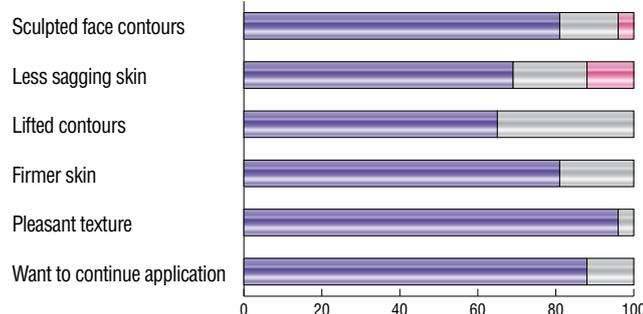
● **JAW LINE SHAPE / CONTOURING EFFECT**
FOITS

Variation of jaw line curvature:

- T1 month +5.3%/T0, p<0.05, up to +35%/T0
- T2 months +7.5%/T0, p<0.01, up to +29%/T0



● **SELF-EVALUATION**



IDEALIFT™ helps ageing skin to fight against cutaneous sagging and decreases the visible effects of gravity on the skin. It promotes a face contour lifting effect perceptible by the consumer after just 1 month.

In vitro tests

Tests performed with 6ppm of Idealift™ peptide.

● **ELASTIN SYNTHESIS**

Elastin/Tropoelastin released :

- Normal human fibroblasts +325%/control, x4.2, p<0.01/control
- Reconstructed skin model +14.6%, p<0.01
- Artificially aged reconstructed skin model +14.8%, p<0.01

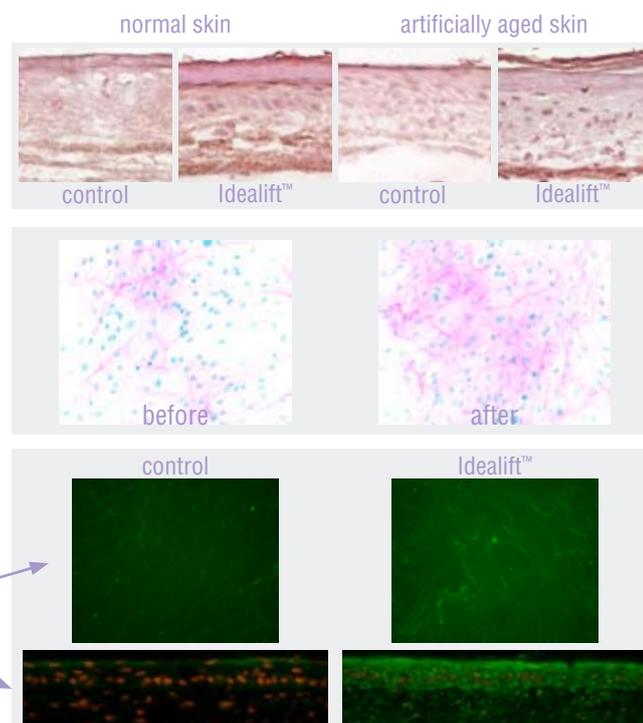
● **ELASTIN SETTLEMENT**

Evaluation of the quantity of elastin/tropoelastin actually settled in the extracellular matrix after release from the fibroblasts: +94%, p<0.01

● **ELASTIC FIBRE ARCHITECTURE**

Evaluation of the synthesis of various molecules necessary for the correct architecture of elastic fibres:

- Fibrillin-1 +747%, p<0.01
- Fibulin-5 +59%, p<0.01
- LOXL-1 +135%, p<0.01
- Transglutaminase +75%, p<0.01
- Decorin +68%, p<0.01



IDEALIFT™ does not only stimulate elastin synthesis but favours a correct and functional elastic fibre architecture by inducing the most important elements involved in tissue structure.