

ACTIVE
INGREDIENTS

β-WHITE™

WHITENING PEPTIDE

TGF-β biomimetic
encapsulated peptide

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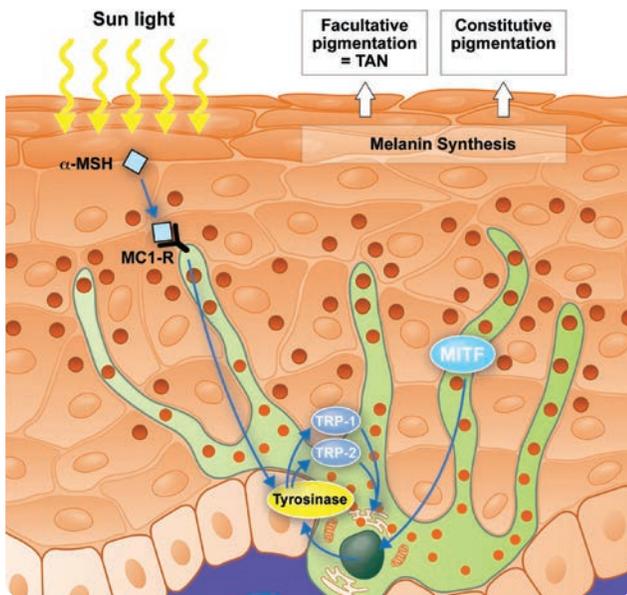
Inhibitory action
on MITF to decrease
skin pigmentation



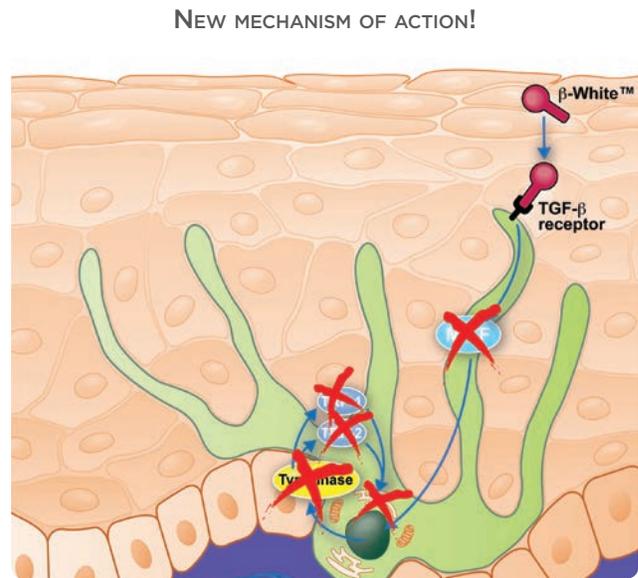
β -WHITE™ AN TGF- β BIOMIMETIC PEPTIDE ACTING ON MITF TO DECREASE PIGMENTATION ALLOWING MAXIMAL WHITENING AND LIGHTENING EFFECT.

PIGMENTATION REGULATION

Skin color is an important attribute of beauty and is also of endless concern. Asian cultures associate lighter and even complexion with higher social status compared to Western cultures for whom a tanned complexion is associated with a healthy glow. Today's demand for skin lightening products are on the rise to achieve fairer and lighter complexion, but they are also an excellent tool to fight age-related hyperpigmentation (age spot).



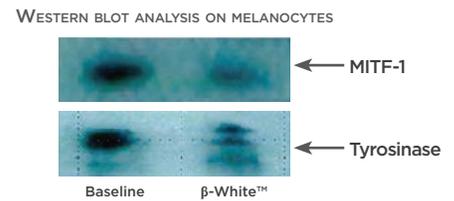
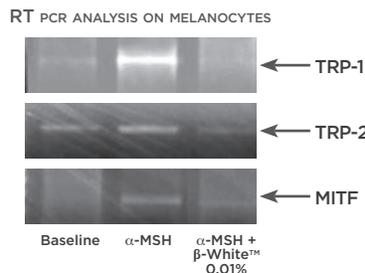
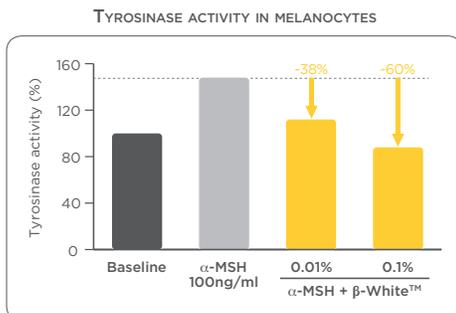
Pigmentation process



β -White™ whitening effect

Inspired by TGF- β and MITF role in skin pigmentation, Lucas Meyer Cosmetics presents its innovative new whitening active called β eta-White™. β -White™ is a TGF- β biomimetic peptide encapsulated in a liposome vehicle. It differentiates itself from other traditional whitening agents with its unique inhibitory action on the MITF cellular pathway to decrease constitutive and facultative pigmentation allowing optimal whitening and lightening effect with an excellent safety profile.

Inhibiting proteins involved in the pigmentation process



β -White™ decreases key enzymes involved in pigmentation for optimal whitening efficacy.

Inhibiting melanin production

Skin pigmentation is the result of melanin synthesis by melanocytes through a process called melanogenesis. The synthesis of melanin in melanocyte is the last step before melanin pigments are transferred through keratinocytes into vesicles called melanosomes. Once the melanin is transferred to keratinocytes, the natural epidermal turnover brings the melanin pigment up to the cell surface and the skin pigmentation appears.

Increased production and accumulation of melanin characterize hyperpigmentation, age-spot, pregnancy mask, etc. Inhibition of melanin synthesis will lead to a skin whitening effect, with improvement of photoaging marks and control of hyperpigmentation. β -White™ was evaluated for its capacity to reduce melanin production.

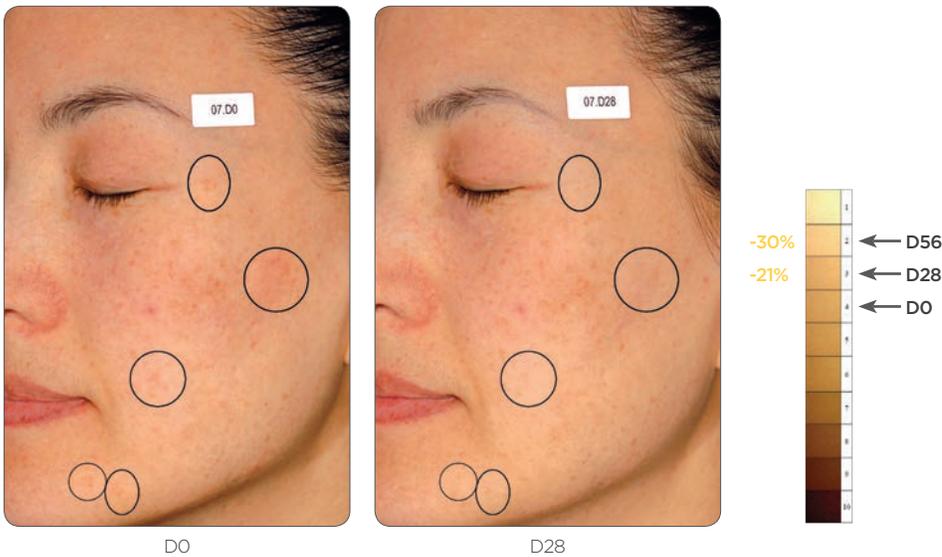
β -White™ decreases the melanin synthesis in melanocytes.

β -White™ decreases melanin synthesis with higher activity than Arbutin and Vitamin C, two well-known skin whitening agents.

INCREASING SKIN LIGHTNESS

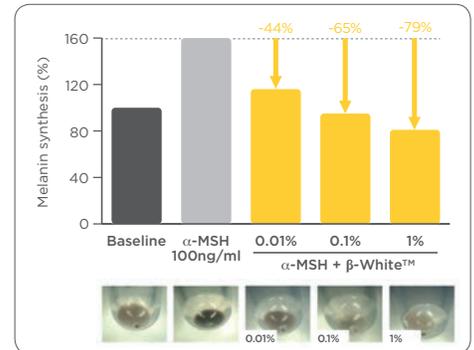
Test protocol

- 23 Asian volunteers presenting at least one hyper-pigmented spot (33 to 55 years old).
- Application of a cream with 5% β -White™, 2x/day, for 56 days.
- Colorimetric measurements: analysis of the colorimetric parameter (L*) on the face.
- Clinical evaluation by dermatologists with a skin color scale at D0, D28 and D56.

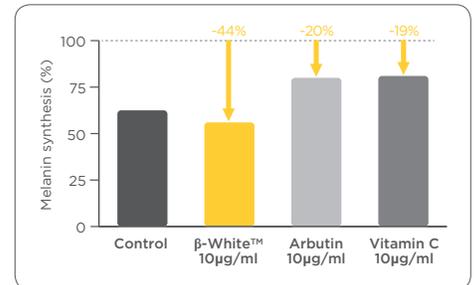


β -White™ reduces the appearance of pigmented spots. 100% of the subjects demonstrated a significant increase in skin lightness!

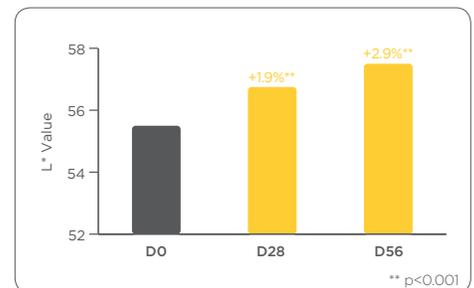
MELANIN SYNTHESIS IN MELANOCYTES



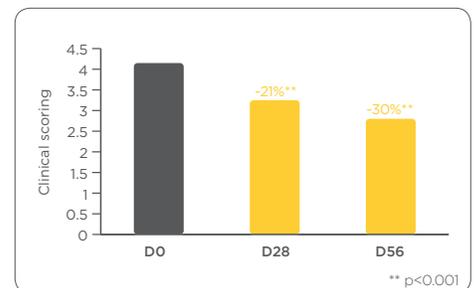
MELANIN SYNTHESIS COMPARATIVE STUDY IN MELANOCYTES



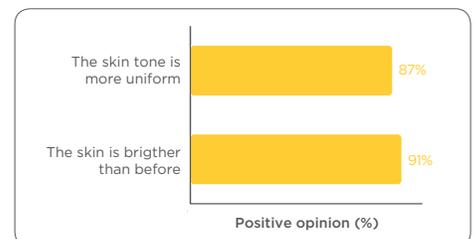
SKIN LIGHTNESS (L*) EVALUATION



CLINICAL EVALUATION OF SKIN COLOR



CONSUMER EVALUATION AT D56



β -WHITE™ INDUCES SIGNIFICANT SKIN LIGHTENING EFFECT AFTER ONLY 4 WEEKS.

PRODUCT DESCRIPTION

INCI NAME

Water (1) (and) Butylene Glycol (2) (and) Hydrogenated Lecithin (3) (and) Sodium Oleate (4) (and) Oligopeptide-68 (5) (and) Disodium EDTA (6)

CAS

7732-18-5 (1), 107-88-0 (2), 92128-87-5 (3), 143-19-1 (4), 1206525-47-4 (5), 139-33-3 (6)

EINECS

231-791-2 (1), 203-529-7 (2), 295-786-7 (3), 205-591-0 (4), - (5), 205-358-3 (6)

APPEARANCE

Slightly opalescent solution

FORMULATION

β -White™ should be incorporated at the end of the formulation at a temperature of 35/40°C.

DOSAGE

- Intensive whitening: 2.5 - 5%
- Lightening care and skin illuminator: 0.5 - 1%
- Corrective care and age-spot: 1 - 2.5%
- If combined with an exfoliant: 1%

OPTIMUM pH

6-8

APPLICATIONS

- Whitening care
- Age-spot treatment
- Skin tone evenness
- Photo-aging
- Brightening care
- Anti-aging
- Lightening foundation
- Ethnic skin care
- Specific care: hands, armpits, décolleté

FEATURES AND BENEFITS

FEATURES	BENEFITS
Peptide	Stable, easy to work with
Encapsulated peptide	Enables efficient delivery and enhances skin penetration and continuous release
Unique mechanism of action	Optimum and synergistic whitening activity
High efficacy	Low dosage (starting at 0.5%)
Clinical efficacy on Asian skin	Significant lightening effect after only 28 days
Positive consumer perception	Provides a brightening effect for a more uniform complexion

WHITENING CREAM

INGREDIENTS	INCI NAME	%
A Water	Water	qsp
	Rhodicare T	0.30
	Glucam E-20	1.00
	Eastman AQ 38S	1.00
B Akoline GC	Glyceryl Stearate Citrate	3.00
	Akoline SL	0.30
	Akoline MG-P	1.00
	Lipex 109	2.00
	MSS-500/N	0.15
	Schercemol DIS	10.00
	d-Delta-Rich	0.05
	Tocopherols Concentrate	
	INP60T7	8.50
	C Neomekkins-M16	Phenoxyethanol (and) Methylparaben (and) Ethylparaben (and) Butylparaben (and) Propylparaben (and) Isobutylparaben
β -White™		5.00
Tinovis ADE		1.30
Parfum Fuegoito		0.50
Sodium Hydroxide (10% solution)		q.s.

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