

ACTIVE
INGREDIENTS

ELIX-IR™

THE ELIXIR OF YOUTH TO FIGHT INFRA'AGING™

Knotgrass extract rich in flavonoids

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Protects dermis fibers from global sun damage (UV and Infrared)

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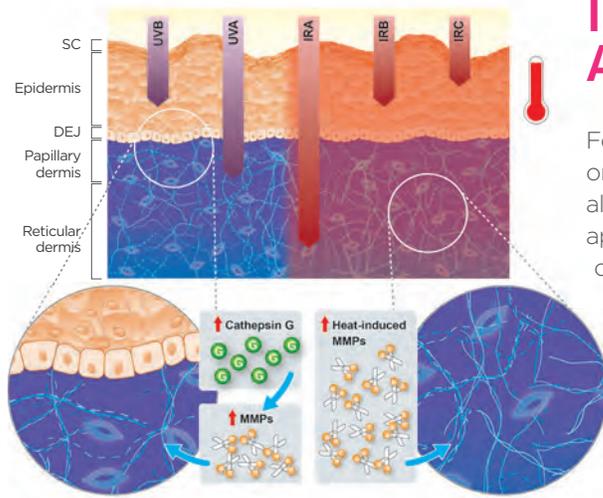
Increases firmness and reduces the appearance of wrinkles to prevent premature skin photoaging



ELIX-IR™ IS A KNOTGRASS EXTRACT CAPABLE TO FIGHT INFRA'AGING™. BY INHIBITING CATHEPSIN G, A UNIQUE ENZYME INVOLVED IN PHOTOAGING, ELIX-IR™ INCREASES FIRMNESS AND REDUCES THE APPEARANCE OF WRINKLES.



Scientists estimate that sun is responsible for 90% of premature skin aging, that's why photoprotection is so important to consider in cosmetic products. Extracted from knotgrass, Elix-IR™ is the first botanical active ingredient designed to specifically target Infra'AGING™ (infrared-induced skin aging) and to protect elastic fibers of papillary and reticular dermis from sun damage in order to prevent premature aging appearing after repeated sun exposure.

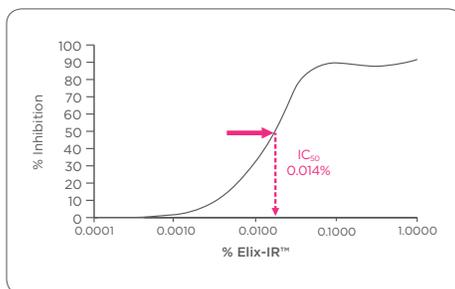


INFRA'AGING™: A BREAKTHROUGH APPROACH OF PHOTOAGING

For many years, sun-induced aging, also called photoaging, was attributed only to ultraviolet rays (UV), but infrared (IR) rays and the heat they generate also largely contribute to the loss of skin firmness and elasticity leading to the appearance of premature wrinkles. Lucas Meyer Cosmetics named this novel concept Infra'AGING™ (IR-induced aging), this concept also underlines thermal aging (heat-induced aging) which greatly worsens skin aging.

Underestimated for years, Infra'AGING™ fight is a breakthrough and existing challenge to complement efficacy of sun protective products.

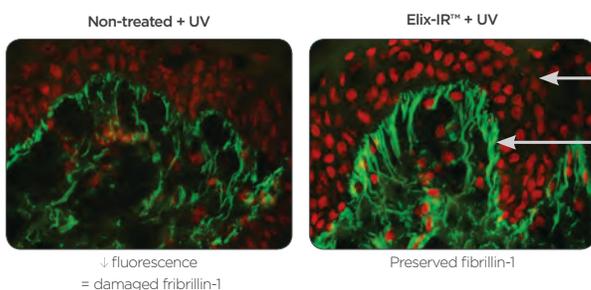
INHIBITION OF CATHEPSIN G ACTIVITY



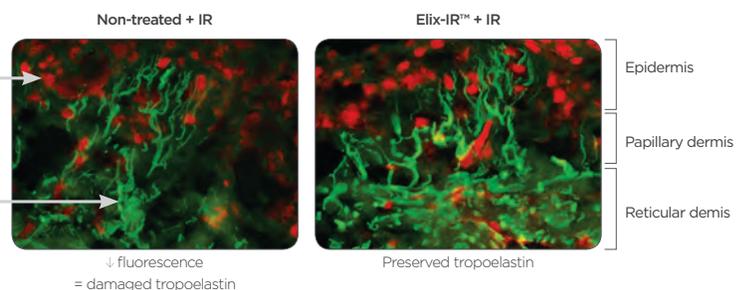
PROTECTING DERMIS FIBER INTEGRITY

UV and IR penetrate dermis with a different depth but both affect the quality of elastic fibers. Cathepsin G is an enzyme highly present in photoaged skin and has for consequence of inducing an increase of MMP synthesis responsible for dermis fiber degradation. By inhibiting Cathepsin G activity, Elix-IR™ protects tropoelastin and fibrillin-1, the main components of the elastic fibers distributed in papillary dermis (upper dermis) and in reticular dermis (lower dermis).

PAPILLARY DERMIS PROTECTION FROM UV



RETICULAR DERMIS PROTECTION FROM IR



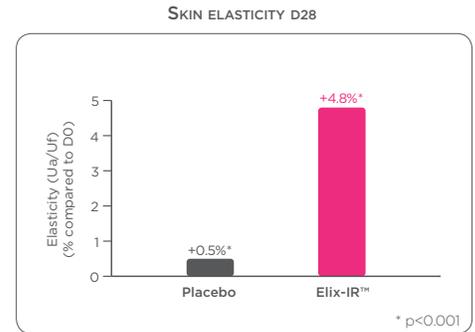
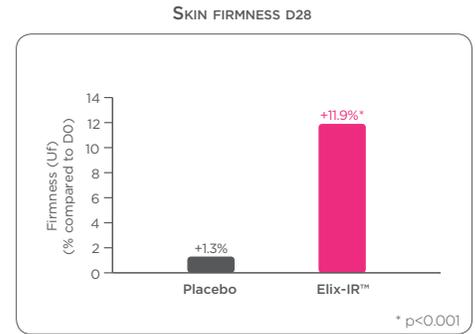
Protected elastic fibers provide an optimized skin elasticity and density.

PRESERVING SKIN FIRMNESS & ELASTICITY

Test protocol

- 20 women regularly exposed to sun (age between 35 to 65 years);
- Twice daily application of a cream with 2% Elix-IR™ on forearm versus a placebo during 28 days (no sunscreen used);
- Test done during high summer season = high sun exposure;
- Skin firmness and elasticity measurements with a Cutometer® at D0 and D28.

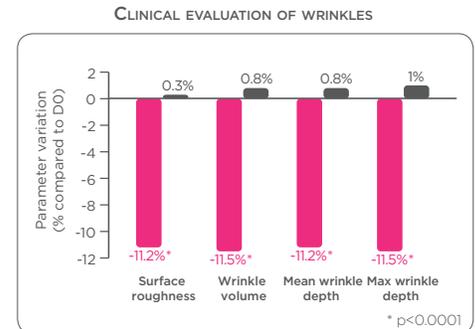
By protecting dermis from sun damage (UV-induced, IR-induced and heat-induced damages), Elix-IR™ clinically reduces the visible signs of photoaging by increasing firmness and elasticity.



REDUCING THE APPEARANCE OF WRINKLES

Test protocol

- 20 women regularly exposed to sun (age between 35 to 65 years);
- Twice daily application of a cream with 2% Elix-IR™ on split-face versus a placebo during 28 days (no sunscreen used);
- Test done during high summer season = high sun exposure;
- Crow's feet wrinkle measurements with dermaTOP-blue (*in vivo* 3D scanner) at D0 and D28.



D0



D28

Reduction up to:

Roughness	27.5%
Wrinkle volume	25.5%
Mean wrinkle depth	22.7%
Max wrinkle depth	24.4%

Elix-IR™ visibly reduces the appearance of wrinkles and smoothes skin surface. 100% of the subjects demonstrated a significant effect.

ELIX-IR™ PROVIDES A NEW STRATEGY FOR A GLOBAL ACTION AGAINST PHOTOAGING AND IS COMPLEMENTARY TO CLASSICAL UV PROTECTION.

PRODUCT DESCRIPTION

INCI NAME

Water (1) (and) Glycerin (2) (and) Polygonum Aviculare Extract (3)

CAS

7732-18-5 (1), 56-81-5 (2), 84604-04-6 (3)

EINECS

231-791-2 (1), 200-289-5 (2), 283-280-9 (3)

ECOCERT / COSMOS STATUS

Registered

APPEARANCE

Yellowish to brownish liquid

FORMULATION

Elix-IR™ should be incorporated at the end of the formulation at a temperature below 40°C.

DOSAGE

- Preventive anti-aging care: 0.5 - 1%
- Intensive treatment & protective sun care: 2%

OPTIMUM pH

4-8

APPLICATIONS

-Anti-aging skin care
-Anti-wrinkle skin care
-Day care
-Eye contour care
-Men's care
-Sun care
-After sun care

CHINA-COMPLIANT

FEATURES AND BENEFITS

FEATURES	BENEFITS
Natural botanical extract	Nature inspired answer for sun care and photoaging
Unique anti-aging mechanism of action via Cathepsin G inhibition	Modulates the origin of sun-induced MMP production
Fights InfraAging™ (IR-induced aging & thermal aging)	- New strategy for a global action against visible signs of sun damage and premature aging - Complementary to classical UV protection
Outstanding results on repeated sun exposed volunteers	- Improvement of firmness and elasticity - Reduction of the appearance of wrinkles

ANTI-PHOTOAGING ELIXIR

INGREDIENTS	INCI NAMES	%
A Deionised Water	Water	70.20
Dermofeel® PA-12	Sodium Phytate	0.20
Glycerin	Glycerin	2.00
Granlux® AOX GL	Glycerin (and) Picea Abies Extract (and) Alcohol	1.00
Phenoxyethanol	Phenoxyethanol	0.60
Chlorphenesin	Chlorphenesin	0.30
B Heliiofeel™	Glyceryl Stearate Citrate (and) Polyglyceryl-3 Stearate (and) Hydrogenated Lecithin	4.00
Heliogel™	Sodium Acrylates Copolymer (and) Hydrogenated Polyisobutene (and) Phospholipids (and) Polyglyceryl-10 Stearate (and) Helianthus Annuus (Sunflower) Seed Oil	2.00
Shea butter	Butyrospermum Parkii (Shea) Butter	2.00
Cetiol C5	Coco Caprylate	3.00
Cetiol CC	Dicaprylyl Carbonate	3.00
Beeswax	Beeswax	2.00
DC 200/50cs	Dimethicone	2.00
C Elix-IR™	Water (and) Glycerin (and) Polygonum Aviculare Extract	2.00
Canadian Willowherb™	Water (and) Epibolium Angustifolium Flower/ Leaf/Stem Extract	1.00
Capt-System™ E	Lecithin (and) Glycerin (and) Alcohol (and) Tocopherol	0.50
Suprem™ Nature Rose	Water (and) Rosa Canina Fruit Oil (and) Lecithin (and) Polyglyceryl-3 Diisostearate (and) Glycerin (and) Glyceryl Stearate (and) Rosa Gallica Flower Extract	2.00
D Covabead PMMA	Polymethyl Methacrylate	2.00
E Family SG31731	Fragrance	0.20

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