

BRIGHT OLÉOACTIF®

Global complexion control

Substantiated oil-based active ingredient concentrated by
Oléo-éco-extraction patented green process

OLÉOS

Now Part of **HALLSTAR** 

BRIGHT OLÉOACTIF®

NATURAL BRIGHTENING, WHITENING AND ANTI-DARK SPOT INGREDIENT

BRIGHT Oléoactif® is an eco-designed oil-based active, extracted using the patented Oléo-éco-extraction technology, from three plants screened for their complementary activities: marshmallow root, rice bran and licorice root. BRIGHT Oléoactif® is a totally safe, highly stable, 100% vegetable active that promotes skin brightening, whitening and reduction of hyperpigmentation. It can be used to provide a brighter or lighter complexion but also in sun care or in global anti-aging products to even the skin tone by reducing dark spots.

GLOBAL INHIBITION OF PIGMENTATION WITH A FOUR-LEVEL MECHANISM

Due to its composition, BRIGHT Oléoactif® acts by complementary mechanisms on four key stages of the cutaneous pigmentation process:

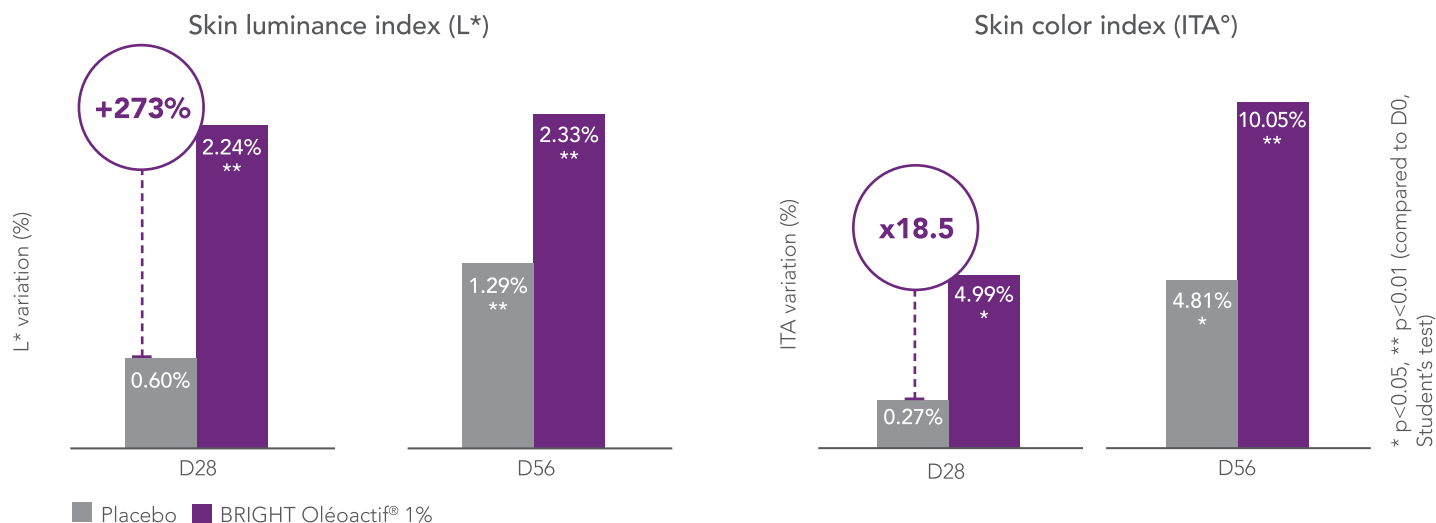


- Inhibition of the production of endothelin-1 in keratinocytes, which inhibits melanocyte differentiation¹;
- Inhibition of endothelin-1-induced activation of the intracellular signal transduction pathway, which inhibits melanocyte proliferation¹;
- Dose-dependent inhibition of the tyrosinase enzyme^{2,3} (An in tubo tyrosinase inhibition study proves that at 0.5%, BRIGHT Oléoactif® inhibits 88% of the tyrosinase activity);
- Inhibition of the coloration of pre-existing melanin pigments.

SIGNIFICANT RESULTS ON ASIAN SKIN AFTER TWO MONTHS OF TREATMENT

Brightening and whitening efficacy

20 Asian women (30-70 years old) with age spots applied either a cream containing 1% BRIGHT Oléoactif® or a placebo cream twice a day over a period of 56 days. Skin pigmentation was evaluated on non-hyperpigmented areas using a chromameter (CM2600d™) that measures two parameters, L* and ITA°, before and after 28 and 56 days of treatment. The luminance (L* in the chart below) represents the skin brightness. The more L* is increased, the brighter the skin is. Individual Typological Angle (ITA°) corresponds to the skin pigmentation degree (color). The more ITA° is increased, the lighter the skin.



In just 28 days, volunteers showed visible improvement in the quality of their complexion: 18.5 times increase in skin lightness and +273% increase of the luminance index. After 56 days the results are even better with a significant increase of the ITA° value of +10.1%.

¹ Akemi Kobayashi and al., Inhibitory mechanism of an extract of *Althaea officinalis* L. on Endothelin-1-induced melanocyte activation. *Biol. Pharm. Bull.* 25(2) : 229-234 (2002).

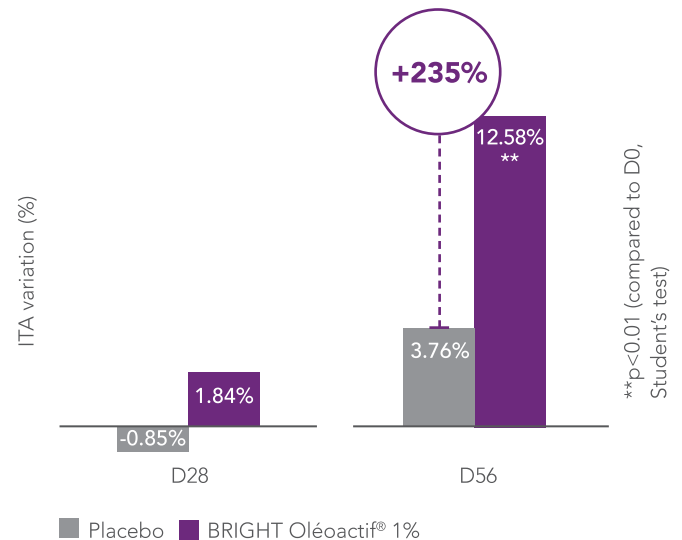
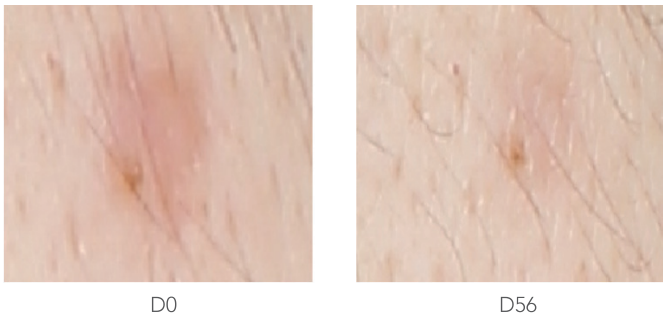
² Mitsuo Miyazawa and al., Tyrosinase inhibitor from black rice bran. *J. Agric. Food Chem.* 51 : 6953-6956 (2003).

³ Tomohiro Yokota and al., The inhibitory effect of glabridin from licorice extracts on melanogenesis and inflammation. *Pigment Cell Res.* 11 : 355-361 (1998).

Anti-dark spot action

Increase of ITA°

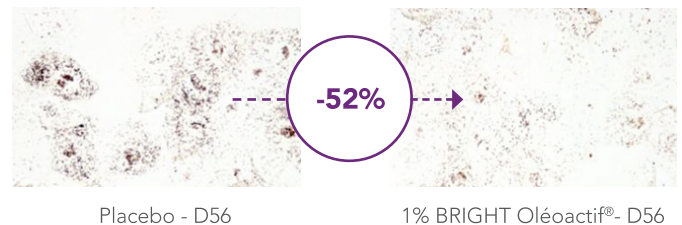
This study was performed on the previously described panel of volunteers. Colorimetric measurement of the skin ITA° is achieved on hyperpigmented areas before and after 28 and 56 days of treatment.



1% BRIGHT Oléoactif® is effective in reducing the appearance of dark spots. Visible signs of color reduction were observed after 56 days.

Reduction of melanin content in dark spots

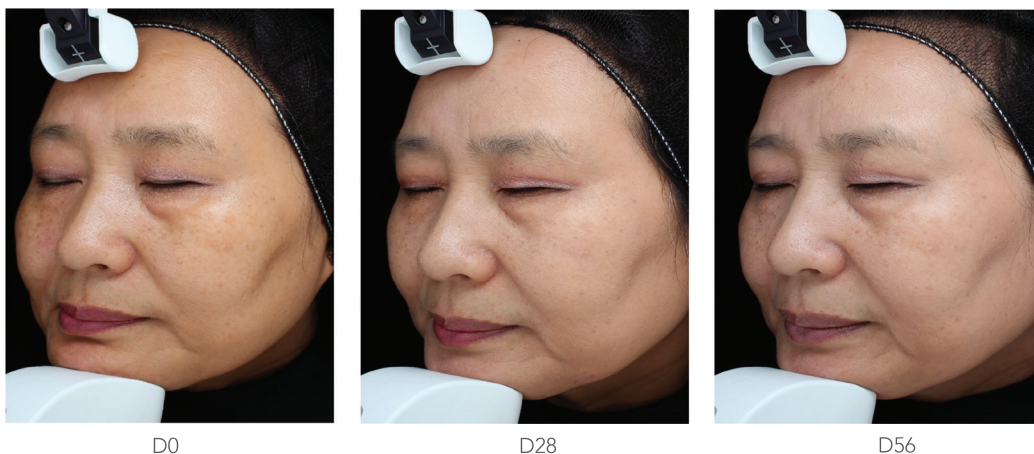
A data analysis was performed on skin-images of 3 volunteers to get a semi-quantification of melanin. After 56 days of treatment, 1% BRIGHT Oléoactif® decreases the quantity of melanin in dark spots up to -52% (compared to Placebo). The superficial corneocytes of the same volunteers were sampled with stripping discs and then colored by Fontana-Masson method to visualize the melanin.



Melanin content of dark spots is visibly and significantly decreased.

Visualization of global complexion control

Full face analysis with VISIA-CR was performed to evaluate skin pigmentation of the volunteers (example below) before, during and after 28 and 56 days of treatment with 1% BRIGHT Oléoactif®.



BRIGHT Oléoactif® improves the quality of the complexion after only 28 days. The skin is lighter, more luminous, and dark spots are visibly reduced.

BRIGHT OLÉOACTIF®

TECHNICAL AND REGULATORY DATA

INCI NAME:	Brassica Campestris Seed Oil (And) Glycyrrhiza Glabra Root Extract (And) Polyglyceryl-3 Diisostearate (And) Althaea Officinalis Root Extract (And) Oryza Sativa Bran Extract
RECOMMENDED DOSE:	0.5% - 5%
RECOMMENDED pH:	4-8
SOLUBILITY:	Liposoluble
FORMULATION:	In the fatty phase before emulsification or at the end of the formulation process or directly in anhydrous formula

SAFETY & GUARANTEE



Cytotoxic
Phototoxic
Irritant
Allergenic

GMO
Additive
Preservative
Phthalate
Chemical and
Microbiological pollutant



APPLICATIONS

BRIGHTENING SKIN CARE
WHITENING SKIN CARE
REDUCTION OF HYPERPIGMENTATION
GLOBAL ANTI-AGING
WHITENING / SUN CARE PRODUCTS



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