

COSMETIC ACTIVES



LOOK OLÉOACTIF®

Eye contour rejuvenation



OLÉOS
Now Part of **HALLSTAR** 



The eyes, a focal point of **perception** in terms of health and beauty.



Eyelids, one of the **thinnest skin** of the body.



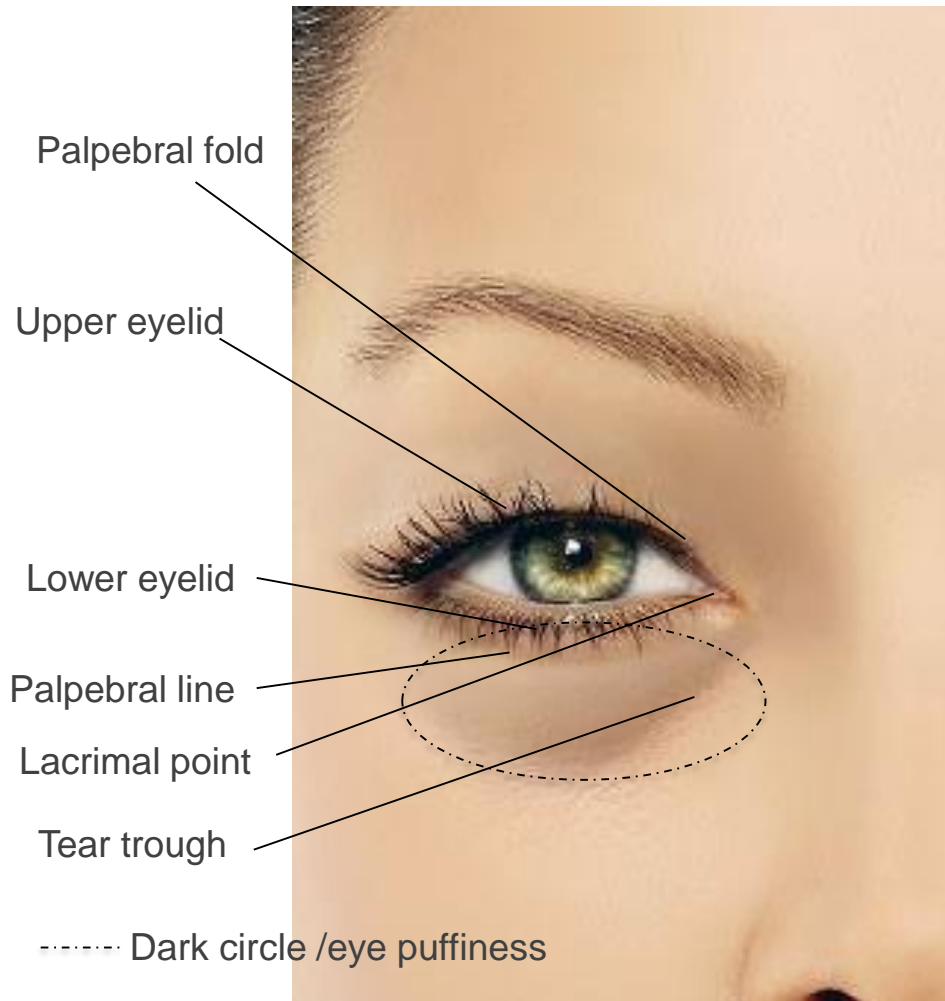
Dark circles interfere with the face **appearance** and affect **everybody**.

The number of cosmetic procedures is increasing year by year and eyelid surgery is the third most commonly performed surgical procedure.

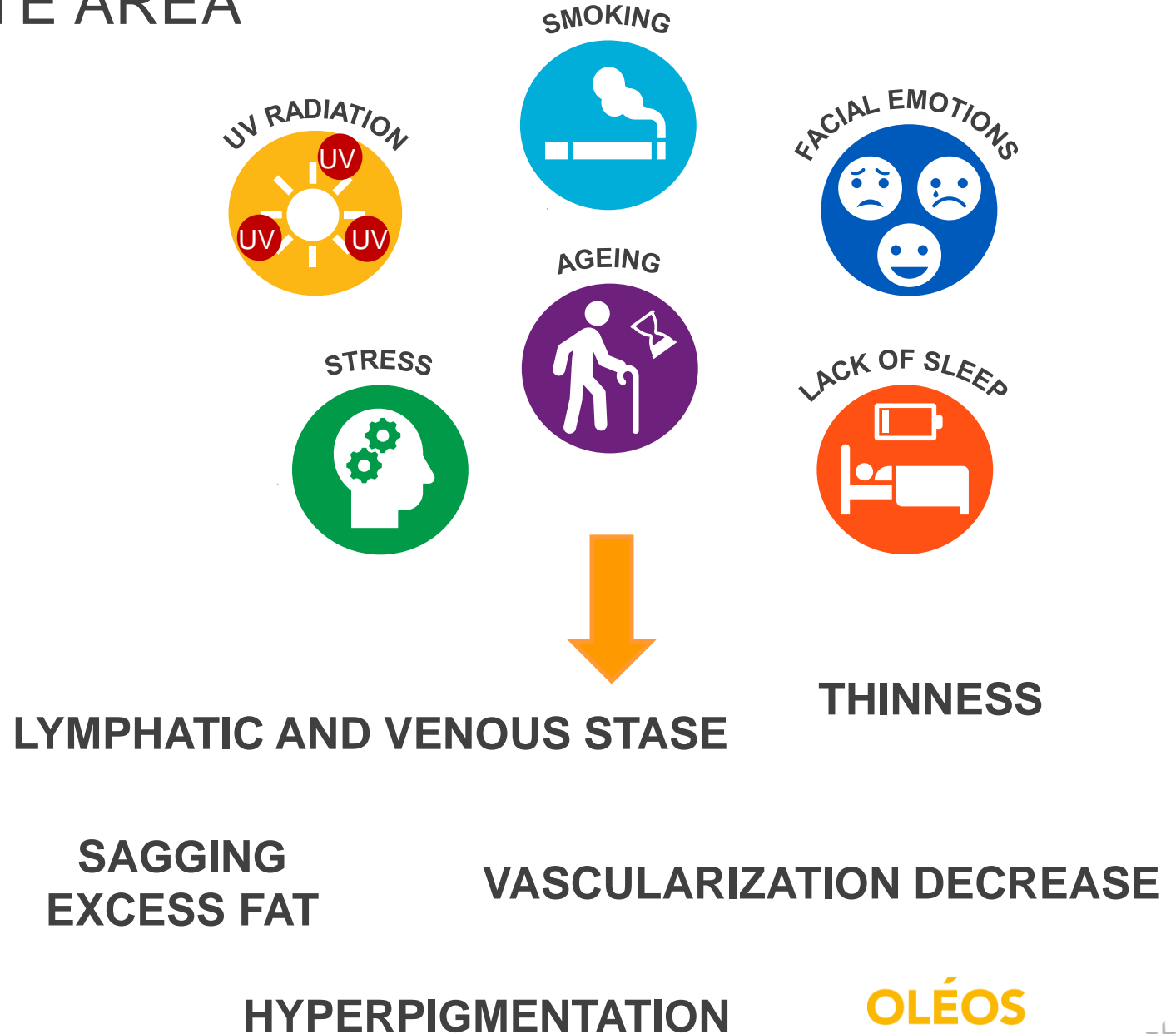
A large percentage of cosmeceuticals expenses is dedicated to **under-eye concealers**.



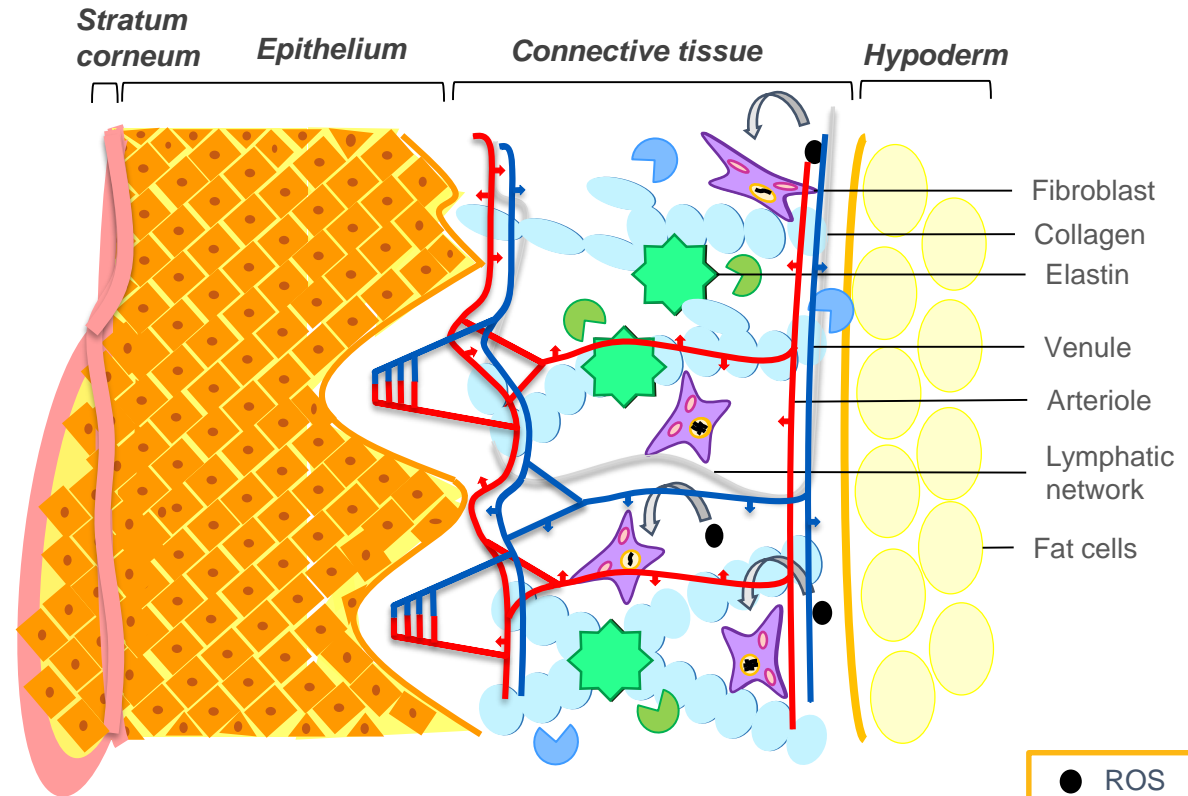
LOWER EYELID, A DELICATE AREA



Periorbital landmarks



LOWER EYELID EVOLUTION



- Connective tissue deterioration
- Microcirculation decrease
- Permeability increase
- Angiogenesis

LOOK OLÉOACTIF®

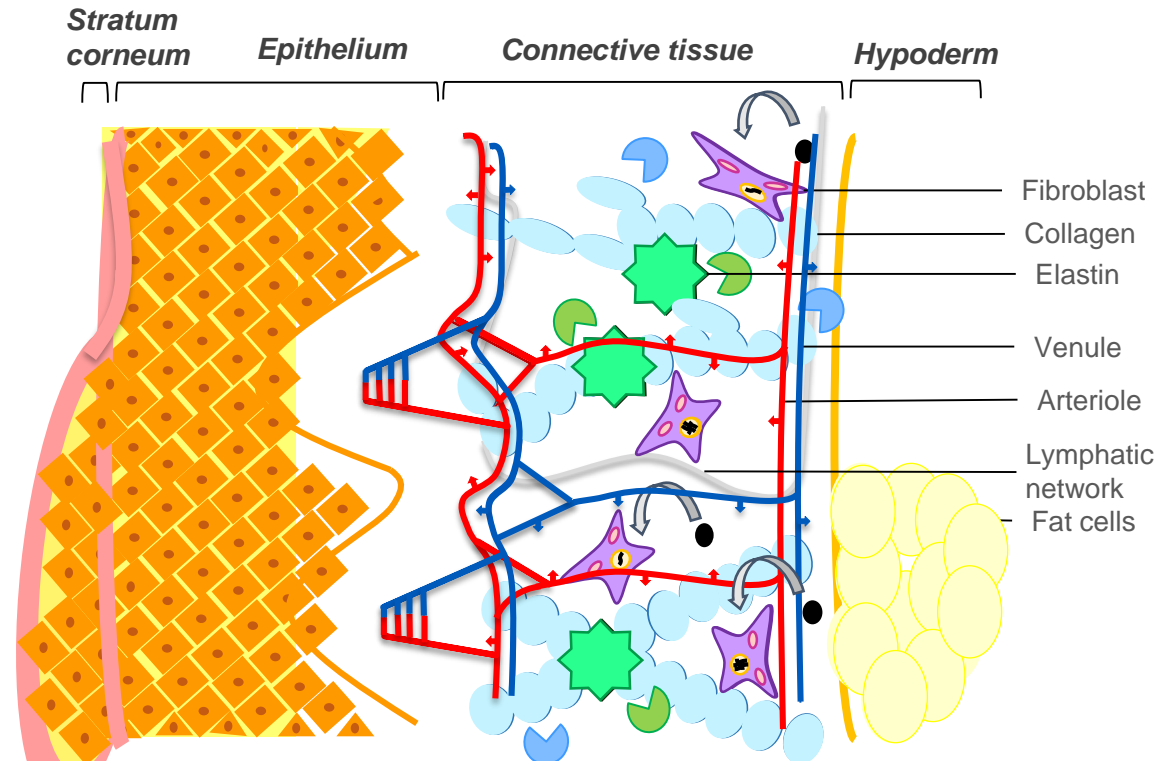
LOOK OLÉOACTIF® is the first active based on the new concept of skin biomimetism: OSMOS™.

Enriched with the protective molecules of an amazing ayurvedic Indian tree, *Terminalia arjuna*, totally safe and non irritative, this new active is dedicated to eye care.

LOOK OLÉOACTIF®
gives a younger,
destressed & fresher look.



MECHANISMS OF ACTION



1

REDENSIFICATION & ELASTICITY

LOOK Oléoactif® inhibits elastase enzymatic activity and strengthens the hydrolipidic film.

- *Helps to restore thickness, firmness and elasticity to the skin to avoid visible vessels and puffy under eyes*

2

MICRO-CIRCULATION BOOSTER

LOOK Oléoactif® acts as a vasoconstrictor. It tones vascular and lymphatic network and blocks blood stagnation.

- *Avoids eye puffiness and blue & red pigmentations of dark circles*

3

VASCULOPROTECTION ACTION

Flavonoids contained by LOOK Oléoactif® decrease vessels permeability and inhibit blood extravasation

- *Avoids redness and eye puffiness*

4

ANGIOGENESIS INHIBITOR

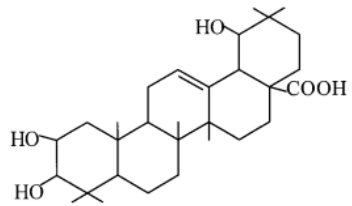
LOOK Oléoactif® phytochemicals limit creation of new vessels

- *Helps to reduce visible blood network, anti dark circles*

ANTIOXIDANT CAPACITY OF LOOK OLÉOACTIF®

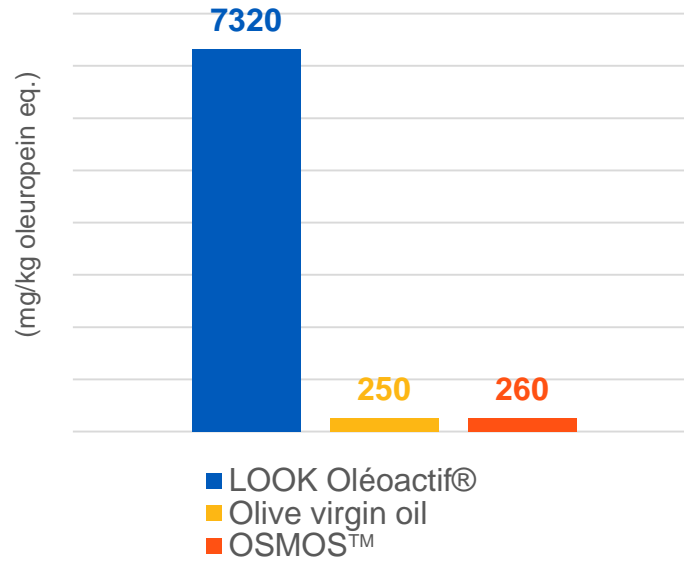


1 Total polyphenols content



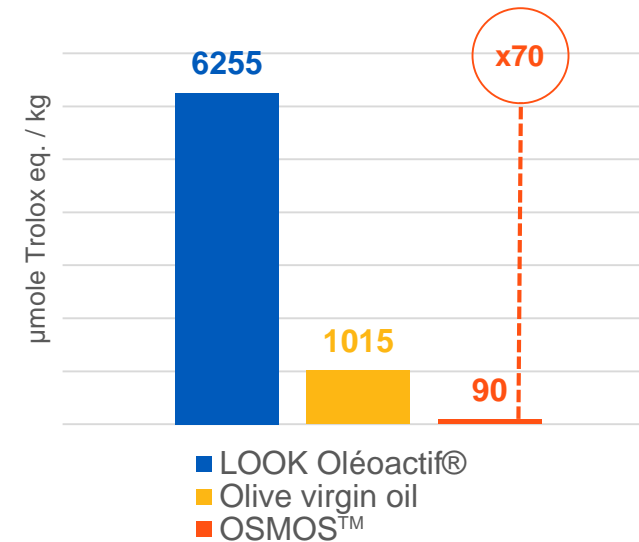
Arjunic Acid

71 % extraction yield,
from plant to active
ingredient



- Total polyphenols content (FOLIN-CIOCALTEU method): average content of 3 representative batches of LOOK Oléoactif®

2 Anti-free radical capacity (CAT test)



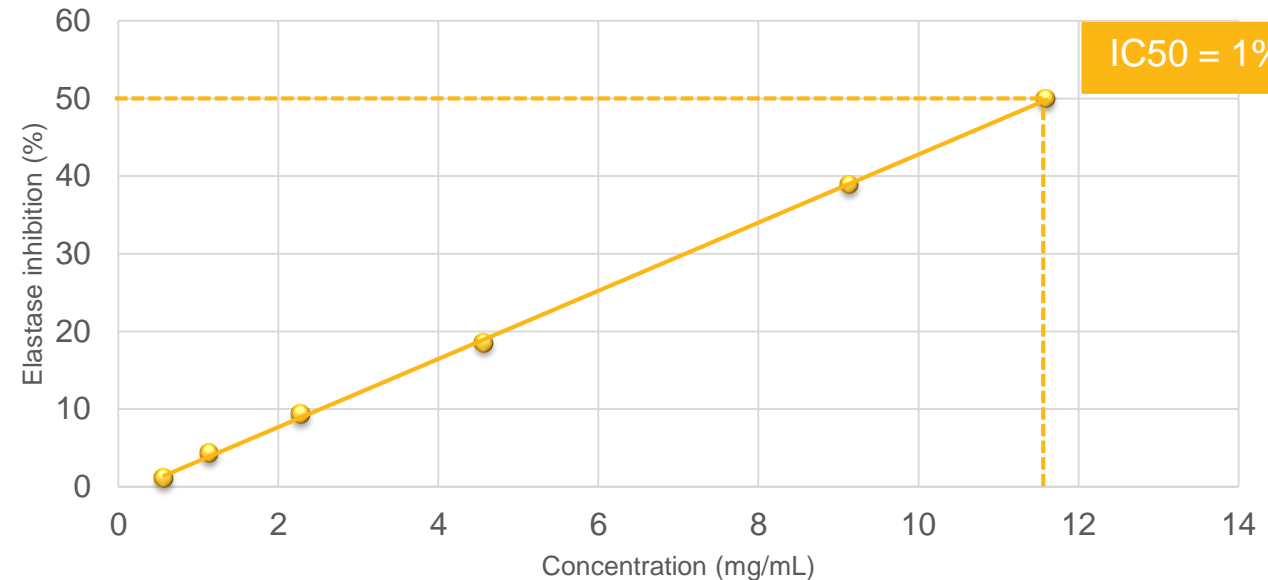
- CAT test method: generation of free radicals by AAPH and measure by spectrophotometry of the ability to block oxidative radical reactions

The high content of polyphenols enables **LOOK Oléoactif®** to have an important anti-free radical capacity. **LOOK Oléoactif®** provides the supplies necessary for the cells to maintain and promote their proliferation and to produce their constituents like collagen.

SKIN'S ELASTICITY AND FIRMNESS RESTORATION



Elastase inhibition of LOOK Oléoactif® (%)



- Lower eyelid skin becomes thinner over time.
- To maintain a youthful appearance of the skin, 1% of **LOOK Oléoactif®** inhibits 50% of elastase enzyme.
- **LOOK Oléoactif®** is extracted from *Terminalia arjuna* which inhibits hyaluronidase and boosts synthesis of fibroblast and collagen^[1].
- Elastin, mainly contributes to skin firmness and elasticity. Collagen is a major structural component of skin ; both ensure tissue densification.

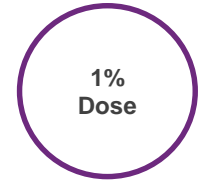
- Elastase inhibition test : Elastase was assayed spectrophotometrically using N-Succinyl-Ala-Ala-Ala-nitroanilide as the substrate and monitoring the release of nitroaniline, degradation product. The amount of nitroaniline formed is directly proportional to the enzymatic activity.

LOOK Oléoactif® has an antielastase effect in a dose dependent manner. It protects from cutaneous slackening and helps to restore skin's elasticity and resilience.

LOOK Oléoactif® remodels skin relief beneath the eyes and gives it back its thickness and firmness.

[1] Satardekar K.V and al., Anti-Ageing Ability of Terminalia Species with Special Reference to Hyaluronidase, Elastase Inhibition and Collagen Synthesis In Vitro, International Journal of Pharmacognosy and Phytochemical Research 2010, 2(3):30-34.

CLINICAL EFFICACY: STUDY DESIGN



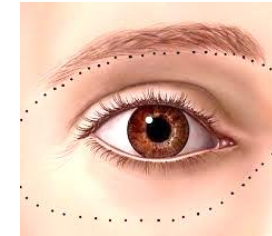
1 VASCULARIZATION & DARK CIRCLES REDUCTION



a targeted group of 24 Caucasian women for **LOOK Oléoactif®** and **Placebo**

Age : 40 years old and over

Phototype: I to III



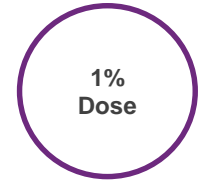
Dark circles under eyes (blue & red colors)



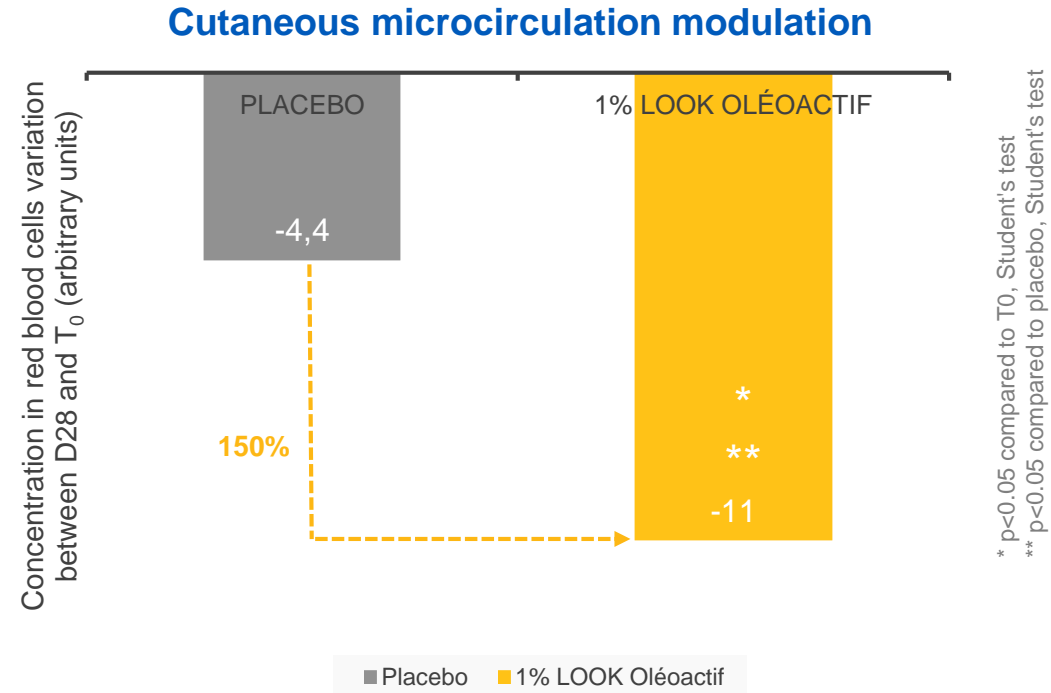
Twice-daily application on eye contour region



MICROCIRCULATION BOOSTER



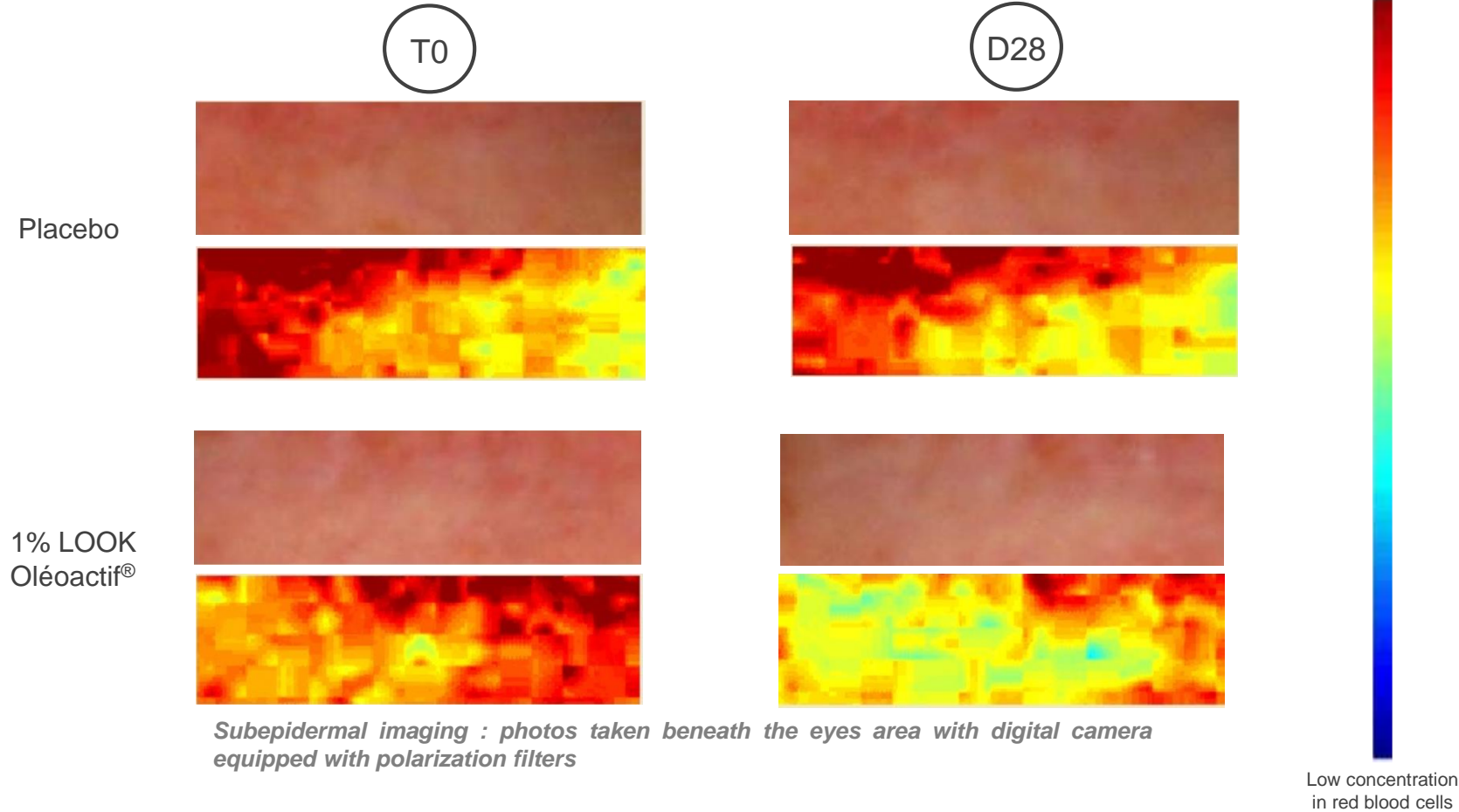
- Shadows under eyes are caused by a slow-down microcirculation. Thus, an activation of the microcirculation enables an attenuation of dark shadows. This is **showed by a decrease in the local concentration in red blood cells**.
- After 28 days, 1% **LOOK Oléoactif**[®] reduces red blood cells concentration measured in real time. Thus **LOOK Oléoactif**[®] boosts microcirculation by stimulating blood flow. The result is 150% higher than placebo.
- After 28 days, the microcirculation modulation effect of **LOOK Oléoactif**[®] is positively measured for more than 79% of volunteers.



Tissue Viability Imaging (TiVi600[®]) method : cutaneous microcirculation measurement in real time

LOOK Oléoactif[®] boosts microcirculation and avoid red blood cells stagnation. **LOOK Oléoactif**[®] acts as a vasoconstrictor, it improves drainage and limits fluid leakage. Thanks to **LOOK Oléoactif**[®], dark circles and eye puffiness are blurred.

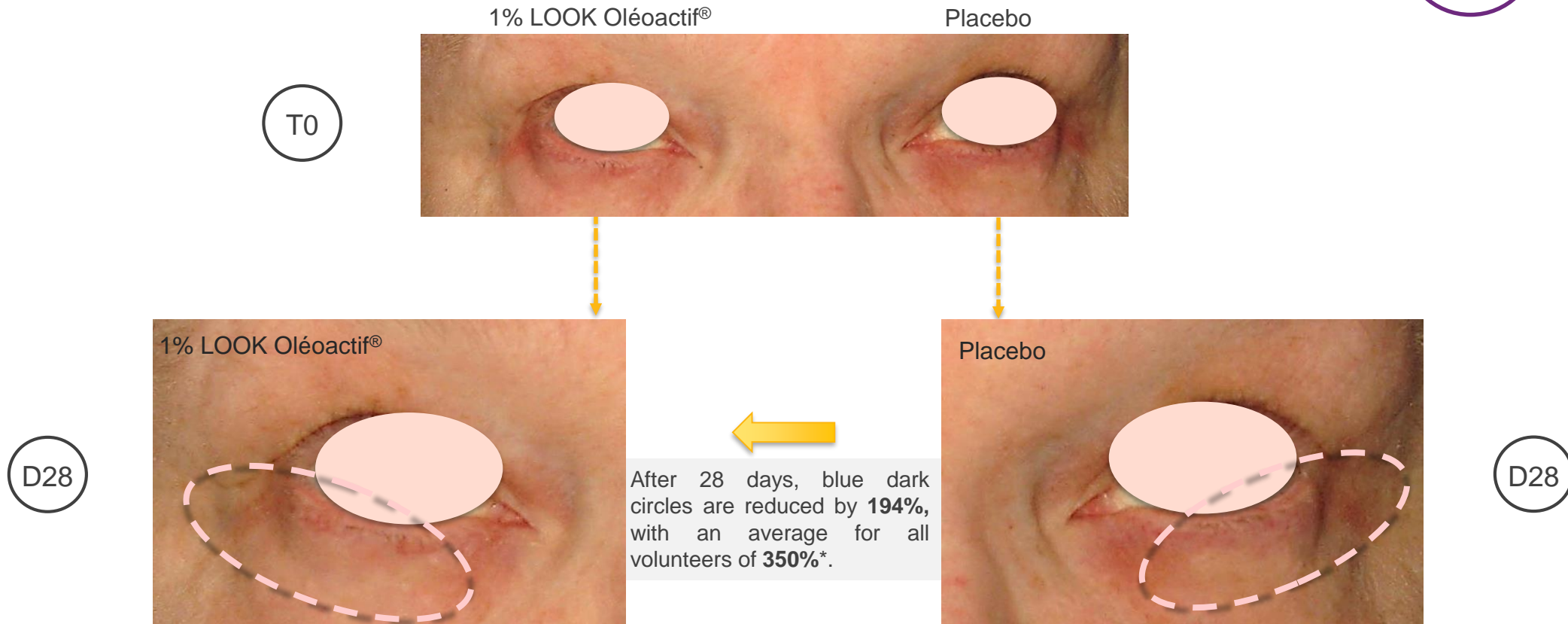
RED DARK CIRCLES REDUCTION



Subepidermal imaging : photos taken beneath the eyes area with digital camera equipped with polarization filters

This is a visible evidence that 1% of **LOOK Oléoactif®** boosts microcirculation and reduces blood stagnation responsible of redness. The microcirculation resumes and the blood and lymphatic system is improved, limiting capillaries permeability and increasing drainage. Darck circles are reduced.

BLUE DARK CIRCLES REDUCTION

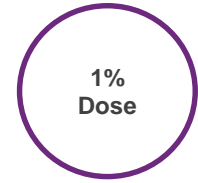


Spectrophotometer measurements : b^* chrominance parameter, an increase in b^* parameter characterizes an attenuation of the blue pigmentation of dark circles

LOOK Oléoactif® visibly reduces blue pigmentation of dark circles. The skin pigmentation of eye area is more homogeneous, less colored. The look is clearer, rested.

* $p \leq 0.05$ compared to placebo, Student's test

CLINICAL EFFICACY: STUDY DESIGN



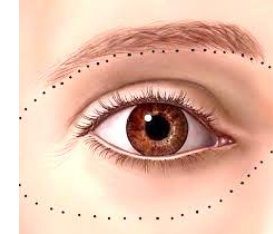
2

EYE PUFFINESS REDUCTION

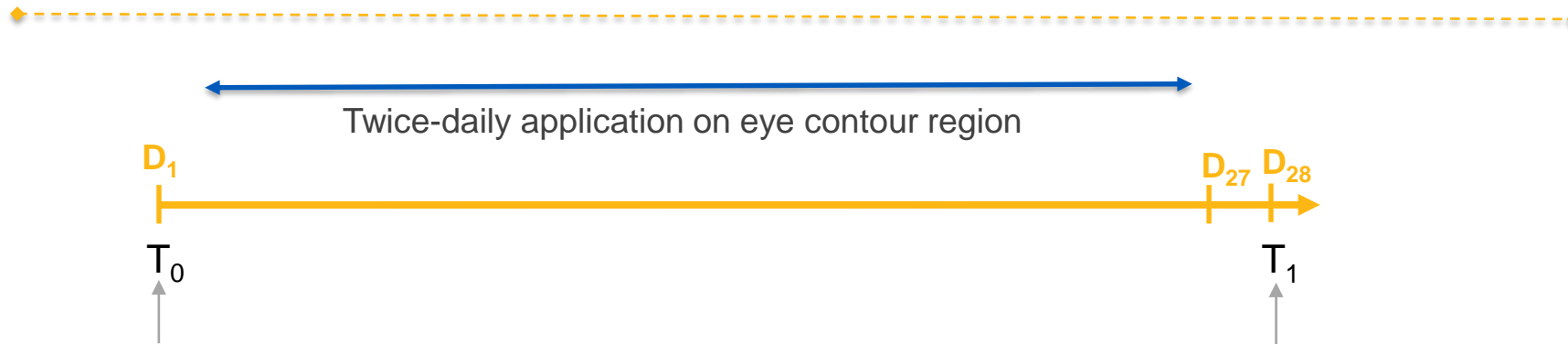


a targeted group of 16 Caucasian women for **LOOK Oléoactif®** and **Placebo**

Age : 23 years old and over



Puffiness under eyes
Crows' feet
Fine lines

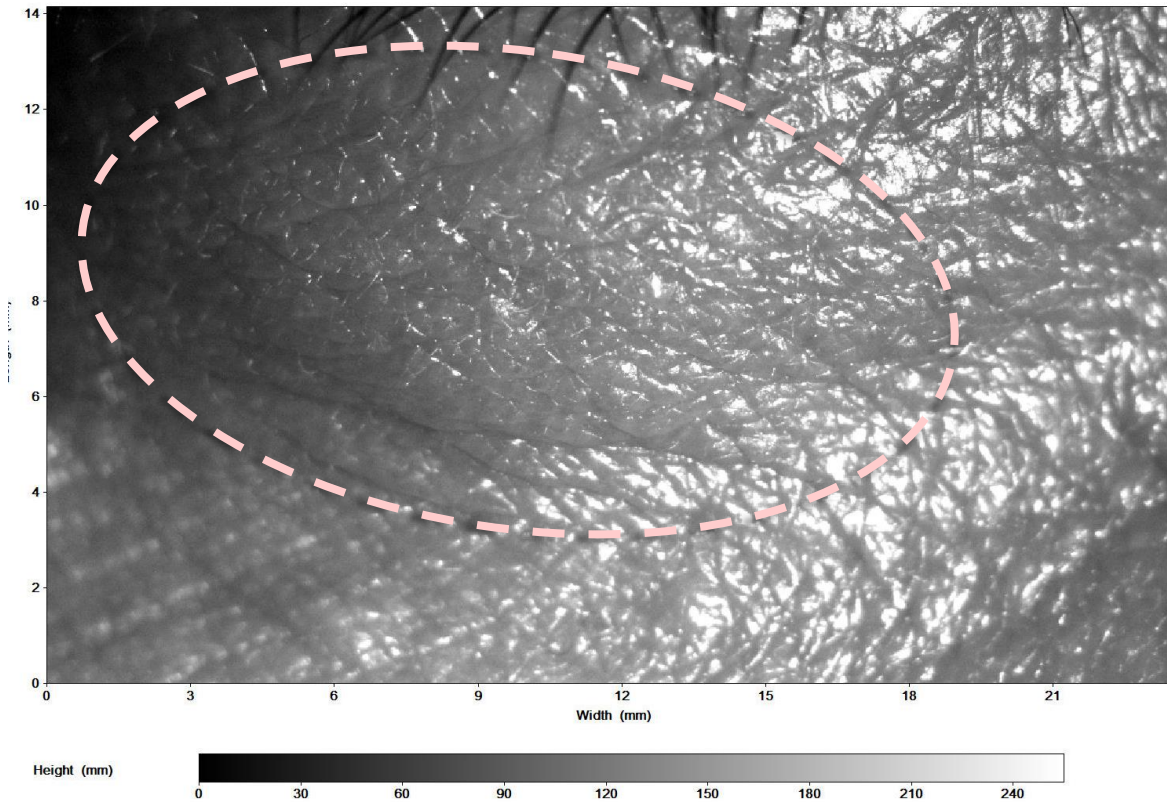


- **Eye puffiness' volume**
Macrophotographs (Visioface 1000 D)
Measurements (Primos^{Premium})

- **Eye puffiness' volume**
Macrophotographs (Visioface 1000 D)
Measurements (Primos^{Premium})
- Self-evaluation questionnaire

EYE PUFFINESS REDUCTION

T0

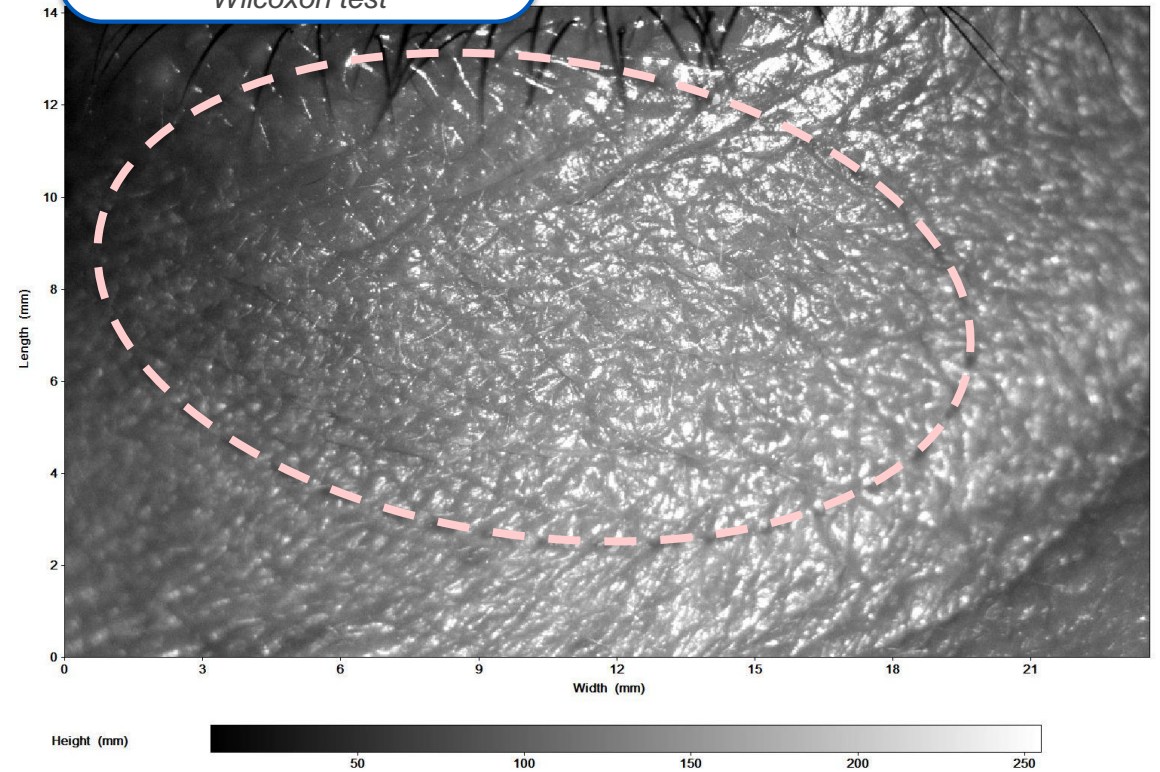


- 4,35%*
of eye puffiness
volume

* $p < 0.05$ compared to placebo,
Wilcoxon test

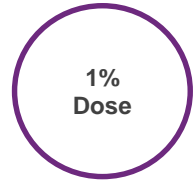
D28

1%
Dose

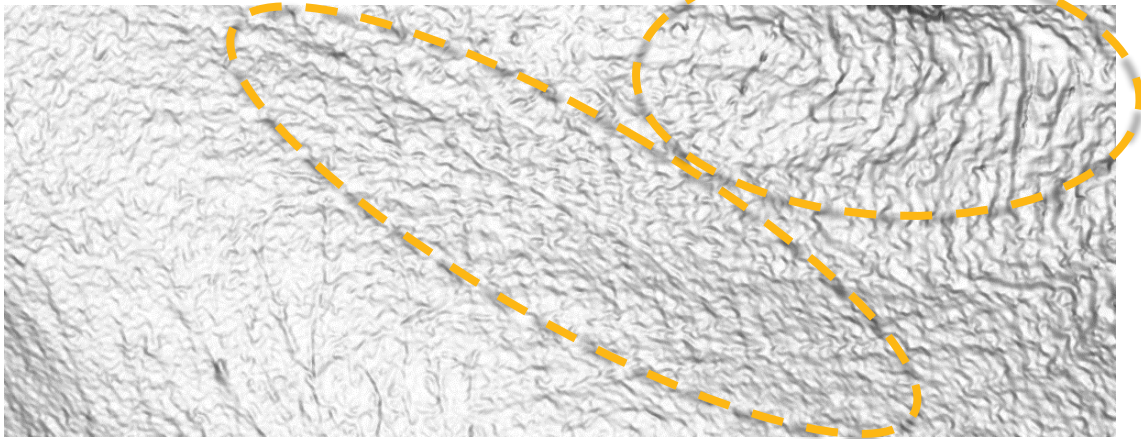


LOOK Oléoactif® visibly reduces eye puffiness. After 28 days, the effect of **LOOK Oléoactif®** is positively measured for 75% of volunteers. 1% of **LOOK Oléoactif®** reduces eye puffiness up to 92,6%.

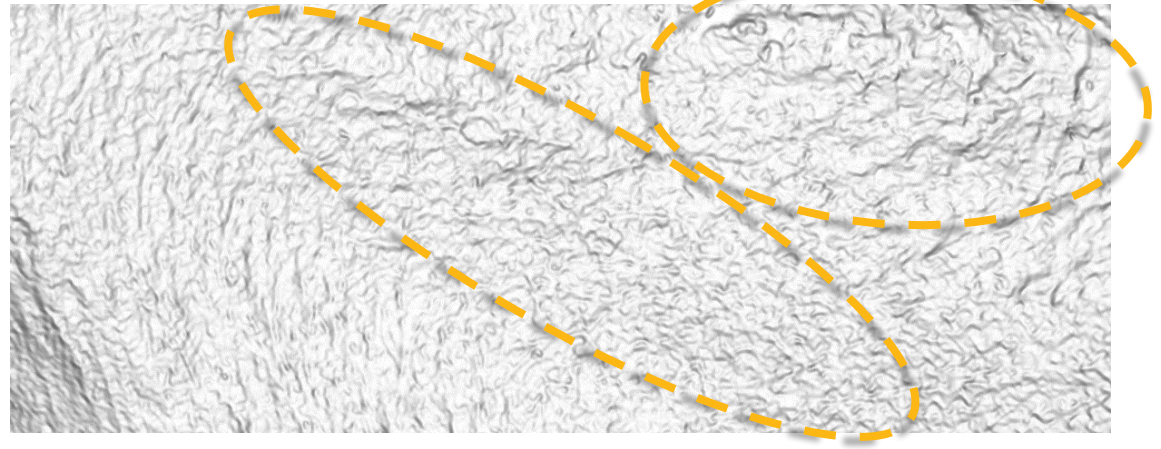
SMOOTHING WRINKLES



T0

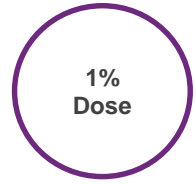


D28

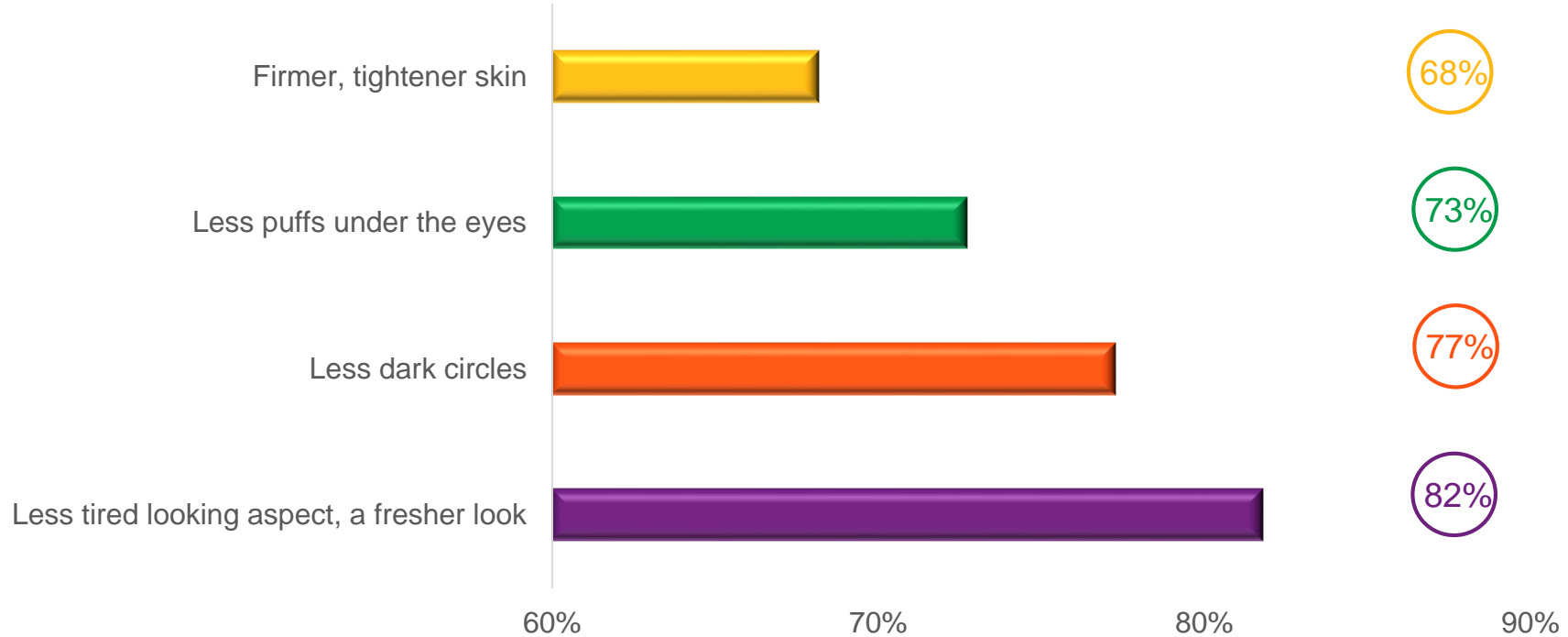


LOOK Oléoactif®, by enhancing firmness and elasticity, visibly attenuates wrinkles and fine lines under eyes. It boosts tissues redensification and smooths skin beneath the eyes.

SELF EVALUATION



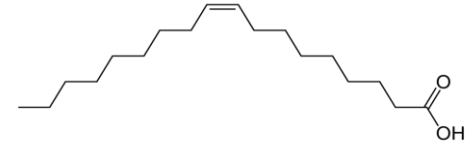
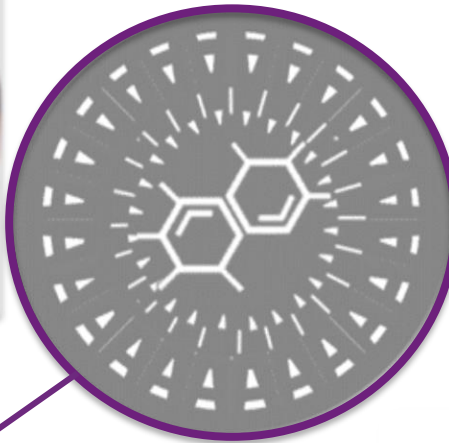
After 28 days of application of LOOK Oléoactif[®], volunteers observe that their eye contour area is:



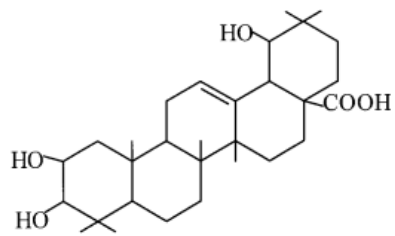
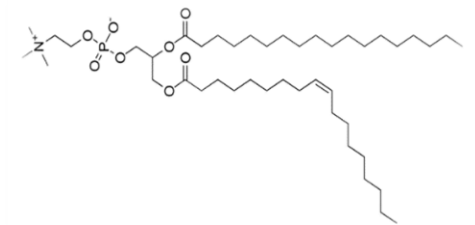
1% LOOK Oléoactif[®] modifies own perception in terms of health and beauty. After only 28 days, a global eye contour rejuvenation is collectible. LOOK Oléoactif[®] erases the accumulated fatigue and age marks.

A GLOBAL EYE-CARE ACTIVE

**Terminalia Arjuna
bark**
Antioxidant
Microcirculation booster



OSMOS™



Arjunic Acid

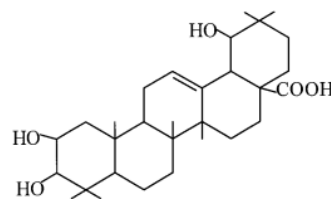
LOOK Oléoactif®
Biomimetic eye care active
For a youthful look

THE SECRET OF AN AYURVEDIC TREE

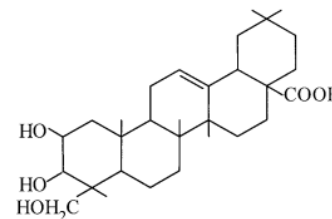
- Ayurveda is a traditional healthcare system of Indian medicine since ancient times. ***Terminalia arjuna*** is one of the most amazing and beneficial medicinal plant in ayurvedic system of medicine.
- *Terminalia arjuna* bark is a natural concentrate of phytomolecules having therapeutic virtues: cardioprotective, beneficial for blood circulation, antihyperlipidemic...
- Arjuna is a precious plant linked to the heart; legend says that it reinforces emotional balance and confers courage and willingness.



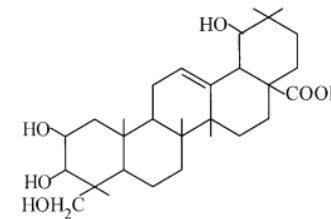
- Terpenoids: arjunin, arjunic acid, arjunolic acid, arjungenin → **CARDIOTONIC PROPERTY**



Arjunic Acid



Arjunolic Acid



Arjungenin

- Polyphenols: phenolic acids and flavonoids (quercetin, rutin, gallic acid) → **ANTIOXIDANT PROPERTY**

OSMOS™ IS A NEW BIOMIMETIC OIL-BASED EXTRACTANT



*Inspired from both plant lipids & skin lipids
for an optimized biomimetism*

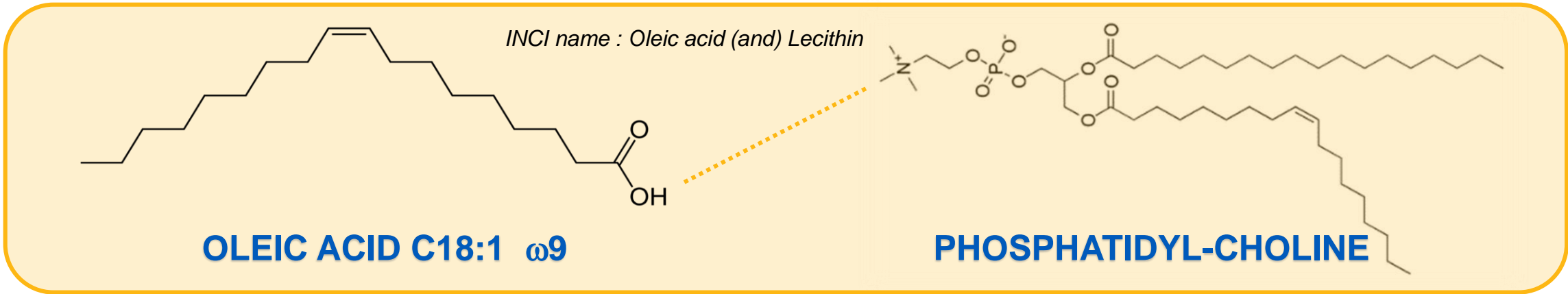
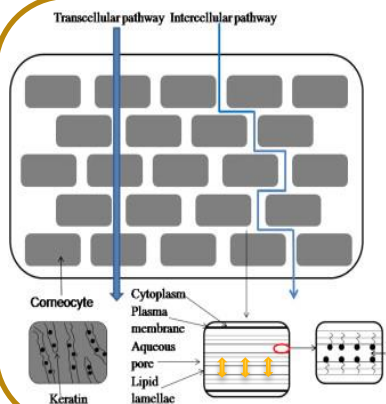


To better **capture** the phytocompounds **inside the vegetable cells** → couple of lipids able to organize naturally stable systems in cells like HBD/HBA systems



To better **transfer** these phytocompounds **inside the skin cells** → couple of lipids present in hydrolipidic film + stratum corneum + intra- & inter-cellular roles

COMPOSITION & PROPERTIES OF OSMOS™

- Present in all vegetable cells
- HBD capacity (non polar protic)
- Low melting point / Good oxidative stability
- Role in stratum corneum / Factor of moisturizing
- Able to increase skin disorder by modifying transepidermal flow with a positive impact on cutaneous penetration by intercellular pathway = **PENETRATION ENHANCER**

- Present in cell membranes & SC
- HBA capacity (aprotic)
- Source of essential PUFA ω6 ω3
- Contribution in membrane fluidity
- Role in lipidic bilayers
- Amphiphilic properties with low HLB
- **SKIN DELIVERY CARRIER= transdermal delivery**

Oleic acid concentration and effect in human stratum corneum. Vivien H.W. Mak et al. 31 July 1989, Journal of controlled release, 12 67-75.
 Advances in studies of phospholipids as carriers in skin topical application, Juanjuan Liu, Gan Hu, Received 7 June 2007, Journal of Nanjing Medical University, 21(6):349-353
 Liposomes and skin: From drug delivery to model membranes, G.M. El Maghraby, et al. Published 8 May 2008, European journal of pharmaceutical sciences 34 (2008) 203-222

SOURCING & TECHNICAL DATA



ORGANOLEPTIC CHARACTERISTICS

Homogeneous liquid with a dry and light touch
From red amber to brown amber
Liposoluble

SOURCING

INCI

Oleic acid (and) Terminalia arjuna extract
(and) Lecithin

India



MARKETING CLAIMS



Revitalizing

Anti
puffiness

Fresher
look

Firmness

Anti dark
circles

Anti-
wrinkles

Smoothing

Fighting
against
swollen
effect

Glow