

Immediate smoothing

As with all organs, the skin also ages. This is the consequence of a programmed genetic process and external aggressions. This translates into a loss of elasticity leading to the formation of irregularities and furrows, coupled with a diminution of the lipidic barrier leading to cutaneous dryness and roughness. Smoothing, revitalizing, moisturizing the epidermis and reorganizing the cutaneous structure assists in combating these alterations.

The decrease in the thickness of the horny layer with the use of Alpha Hydroxy Acids (AHA) leads to an attenuation of these irregularities. Their kerato-regulatory and astringent properties give them a tensing and moisturizing effect. Likewise, the presence of sugars, normal constituents of Natural Moisturizing Factor (NMF), allows for the retention of water in the *stratum corneum* by the formation of hydrating complexes.

The simultaneous effect of these two families of molecules allows for both the smoothing of wrinkles and the restoration of the natural hydric flow of the skin.



BOTANICAL DESCRIPTION

Baobab (*Adansonia digitata*) is a tree reaching 20 to 25 meters high and is common on the whole african continent. It is considered by african people as a sacred tree. Its life-expectancy is exceptional and can reach between 2 000 and 3 000 years of age.

Fruit pulp is used in traditional medicine as antipyretic. Various experiments on rat have shown that the fruits pulp aqueous extract reveals convincing anti-inflammatory properties at 400 and 800 mg/kg when used orally.

COMPOSITION

LIFTISS® SB is obtained from fruits pulp coating seeds. Gel obtained contains mucilages rich in sugars and more particularly in Xylose and Alpha Hydroxy Acids:

- ▶ **Polysaccharides:** 50 - 55% (/DM*), with :
 - galacturonic acid: 77%
 - and neutral sugars with majoritary Xylose: 7%
- ▶ **Free sugars:** 35 - 40% (/DM*)
- ▶ **Alpha-hydroxy-acids:** 9 - 10% (/DM*)
- ▶ **Polyphenols:** 2.5% (/DM*)

LIFTISS® SB is titrated in: ▶ **Citric acid:** 5 - 15% (/DM*)

* Dry Matter

ACTIVITIES AND EFFICACY

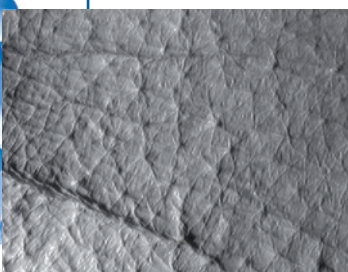
CLINICAL TESTS

■ Profilometric study (20 volunteers)

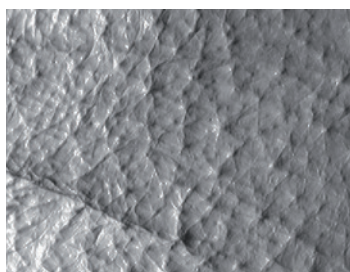
LIFTISS® SB 5% is an excellent immediate smoothing. The tensor effect is obtained 5 minutes after application.

Furrows number of microrelief

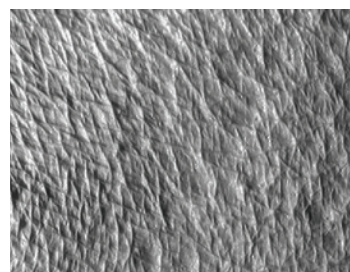
Total wrinkled surface



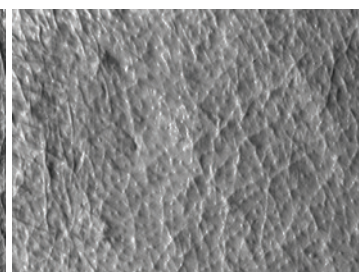
T 0



T 5 minutes



T 0

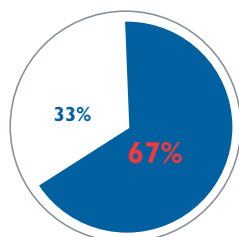


T 5 minutes

For **72%** of volunteers, LIFTISS® SB enables to decrease the microrelief furrows number: - **41%**.
For **67%** of volunteers, LIFTISS® SB enables to decrease the wrinkled surface: -**24%**.

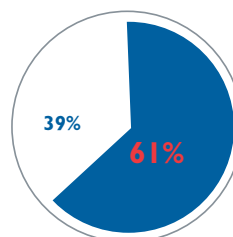
- **INCI NAME:** Water, Adansonia Digitata Pulp Extract, Xanthan Gum
- **PRESERVATIVE:** Potassium Sorbate, Sodium Benzoate
- **CAS N°:** 7732-18-5, 91745-12-9, 11138-66-2
- **EINECS N°:** 231-791-2, 294-680-8, 234-394-2

■ Sensory study (20 volunteers) LIFTISS® SB (5%)



□ No effect
■ Tensor/Lifting effect

67% of volunteers felt an immediate lifting effect



□ No effect
■ Cutaneous aspect improvement

More than 60% of volunteers felt an improvement in cutaneous aspect

The water loss occurring during the aging process can be limited by:

- ✓ **hygroscopic constituents** such as sugars, constituents of NMF able to retain water.
- ✓ **filmogen substances** as polysaccharides which will slow down the hydric evaporation.

Thanks to the galacturonic acid, AHA and xylose, a pentose with emollient effect, LIFTISS® SB presents moisturizing properties and an immediate smoothing effect which gives softness and well-being to skin.

LIFTISS® SB:

- Smoothes expression wrinkles
- Revitalizes skin
- Moisturizes skin

☐ COSMETIC USES

- ✓ Tensor / Lifting care
- ✓ Eyes contour care
- ✓ Radiance serum
- ✓ Moisturizing care

☐ FORMULATIONS

• USE LEVEL

1 to 5 %

• CAUTION FOR USE

Add at the end of cold preparations and at 35-40°C for emulsions, while cooling.

☐ TECHNICAL DATA

CHARACTERISTICS

Organoleptic: Appearance: Liquid
Colour: Orange to light amber
Odour: Characteristic

Solubility: Water: Soluble
Alcohol: Partially soluble

pH: 2.9 - 4.9

TOLERANCE TESTS

Eye irritation: Slightly irritant
Skin irritation: Non irritant
Phototoxicity: Non phototoxic
Sensitization: Hypoallergenic

STORAGE

Store protected from light in their original packaging and at room temperature (15-25°C).

Warning: The company cannot assume any liability or risk involved in the use of its products since the conditions of use are beyond our control. We assume no responsibility concerning the formulations which are brought to the market and which contain one or several of our products. It is incumbent to the formulators to take all necessary precautions and, in particular, to comply with all required legal and regulatory steps and formalities.

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