

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.



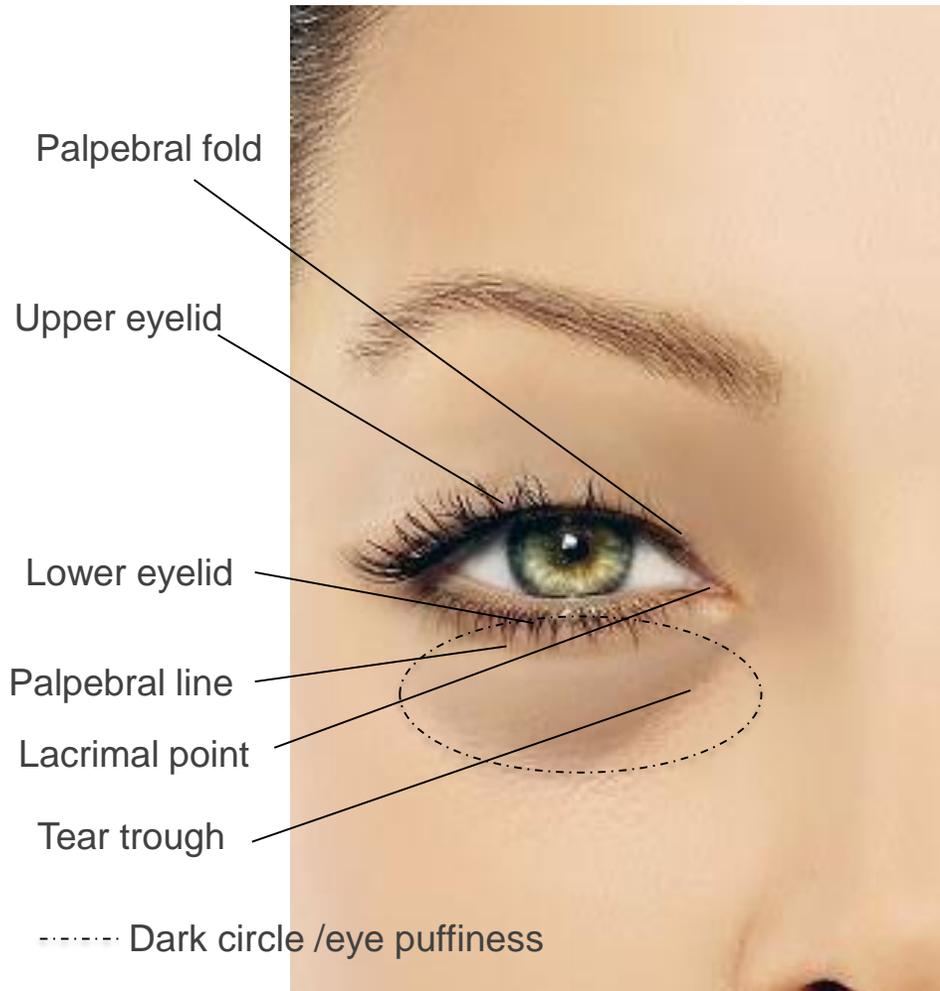
Dark circles interfere with the face **appearance** and affect **everybody**.

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

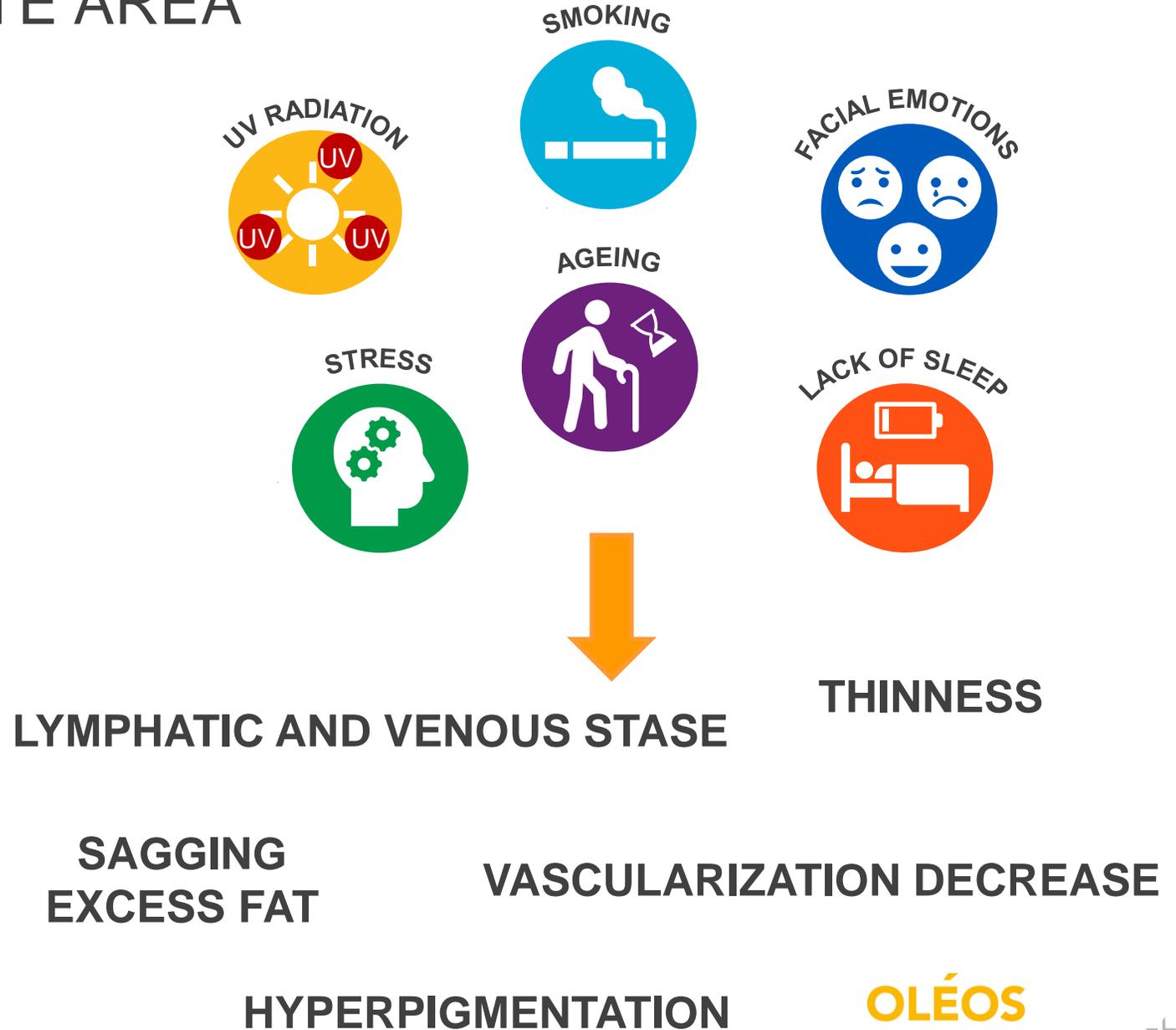
A large percentage of cosmeceuticals expenses is dedicated to **under-eye concealers**.



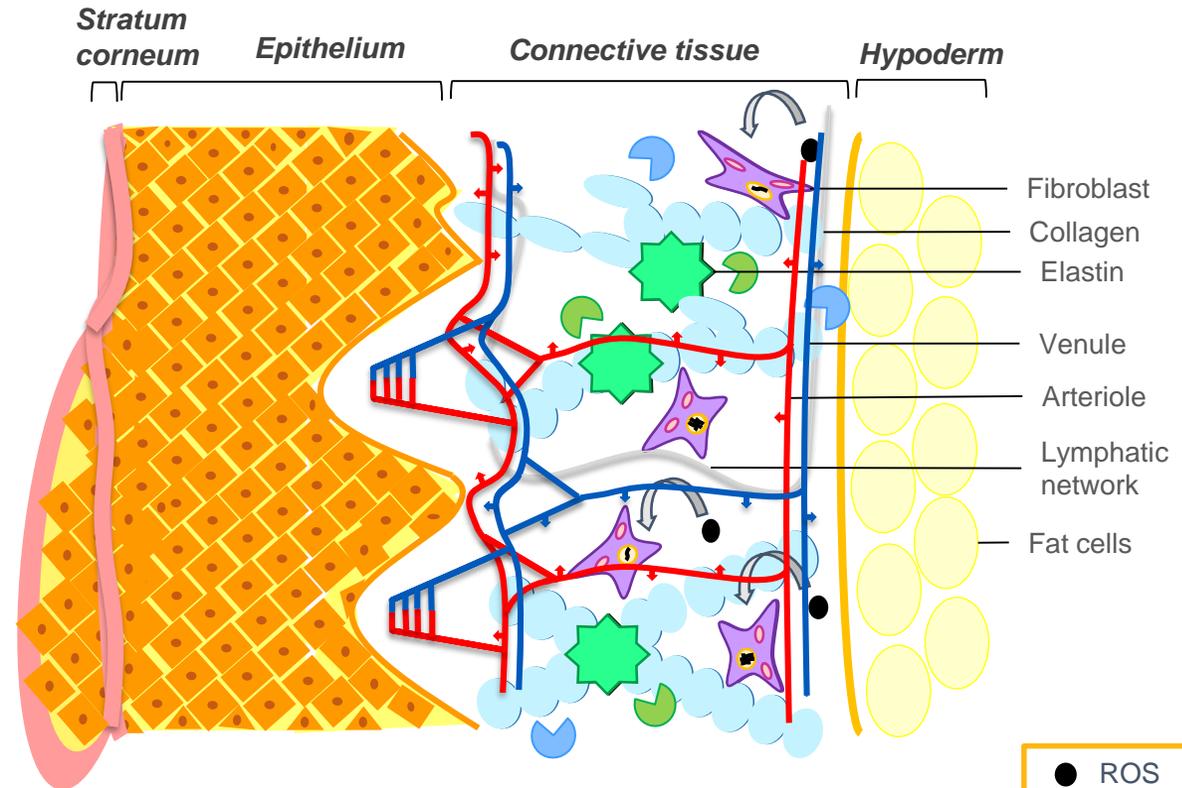
# LOWER EYELID, A DELICATE AREA



Periorbital landmarks



# LOWER EYELID EVOLUTION



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

# LOOK OLÉOACTIF®

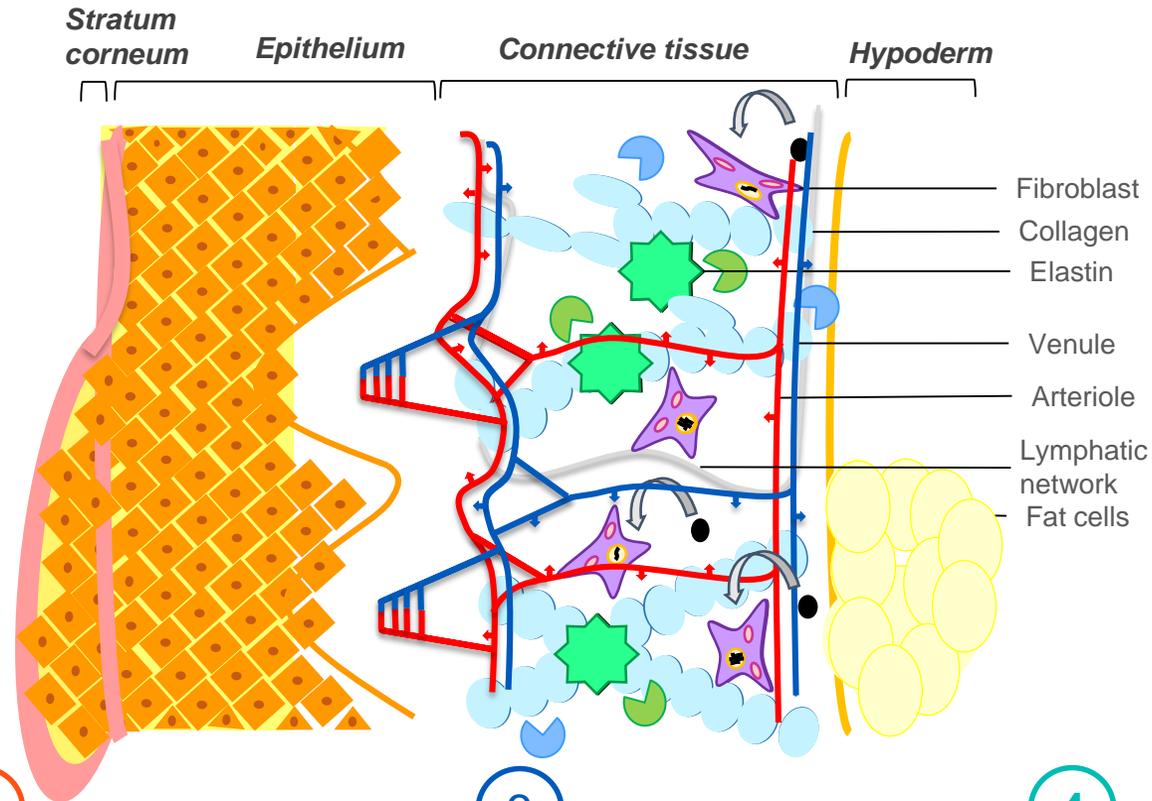
**LOOK OLÉOACTIF®** is the first active based on the new concept of skin biomimetism: OSMOS™.

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

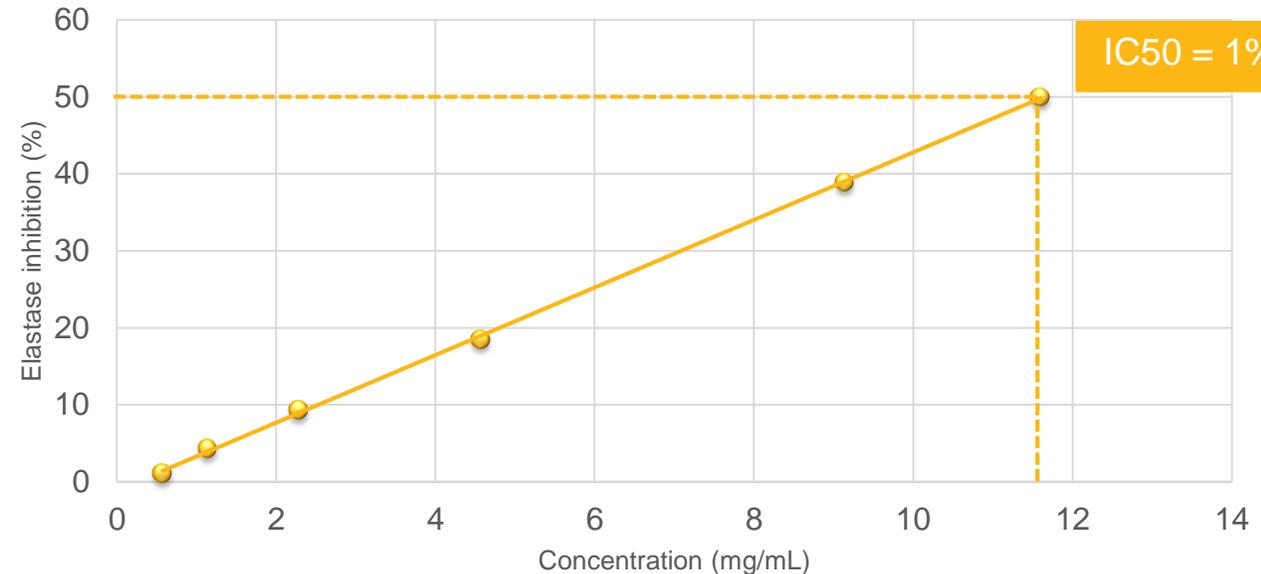
- *Helps to reduce visible blood network, anti dark circles*



# 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<sup>[1]</sup>.
- 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



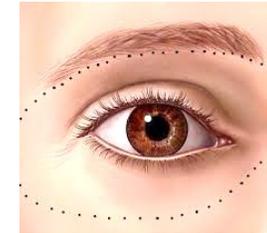
## 1 VASCULARIZATION & DARK CIRCLES REDUCTION



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)**



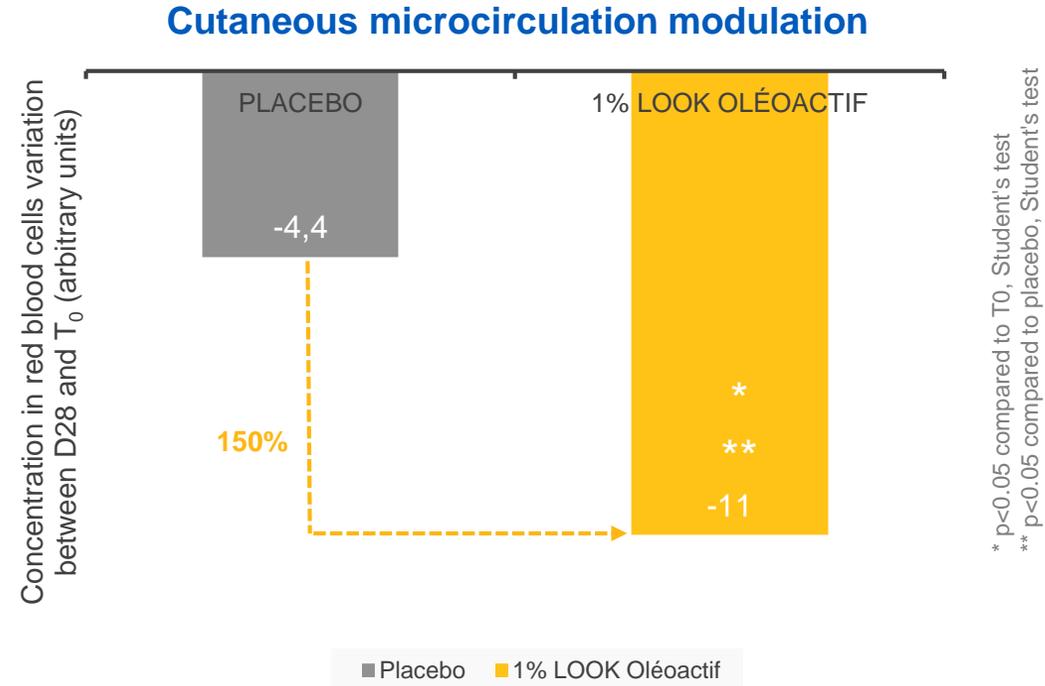
Twice-daily application on eye contour region



# MICROCIRCULATION BOOSTER



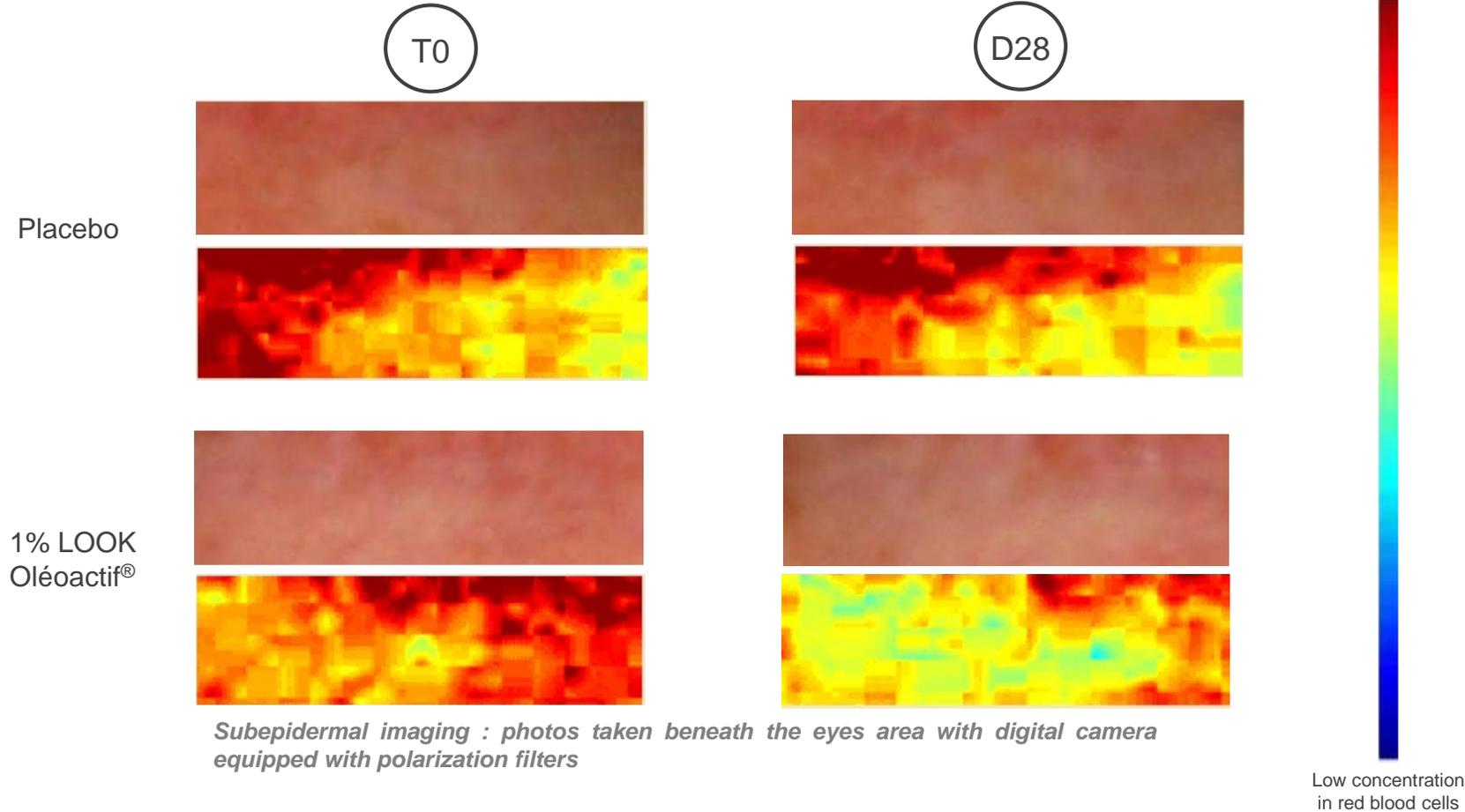
- Shadows under eyes are caused by a slow-down microcirculation. Thus, an activation of the microcirculation enables an attenuation of dark shadows. This is **showed by a decrease in the local concentration in red blood cells**.
- After 28 days, 1% **LOOK Oléoactif**<sup>®</sup> reduces red blood cells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



*Tissue Viability Imaging (TiVi600<sup>®</sup>) method : cutaneous microcirculation measurement in real time*

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

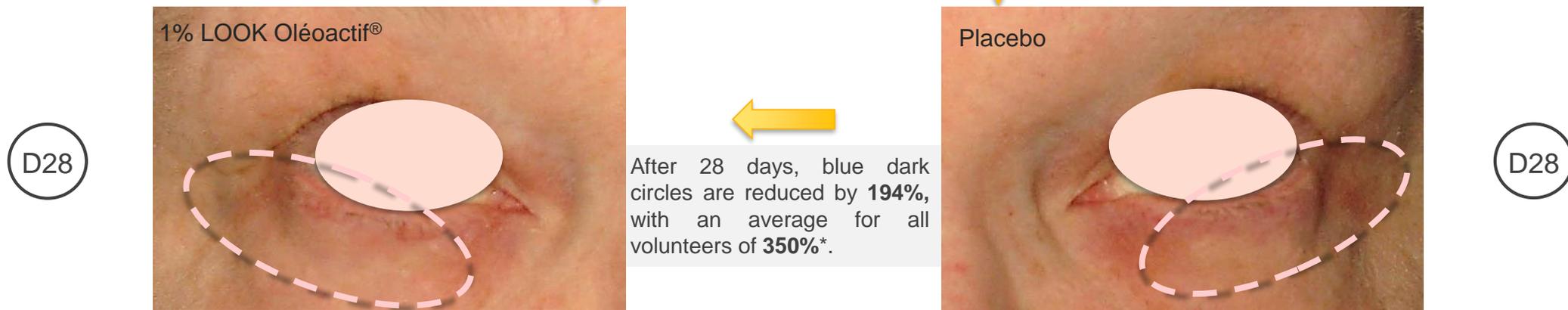
# RED DARK CIRCLES REDUCTION



*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



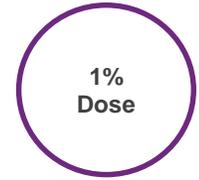
After 28 days, blue dark circles are reduced by **194%**, with an average for all volunteers of **350%\***.

*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<0.05 compared to placebo, Student's test

# CLINICAL EFFICACY: STUDY DESIGN



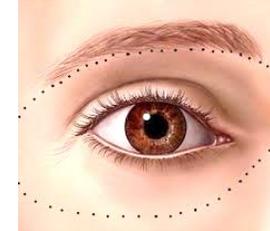
## 2

### EYE PUFFINESS REDUCTION

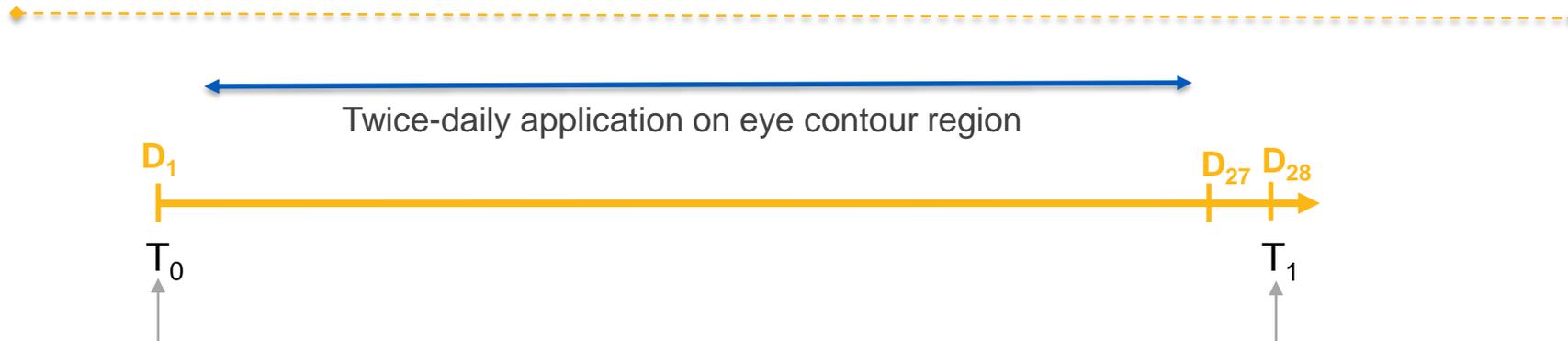


a targeted group of 16 Caucasian women for **LOOK Oléoactif®** and **Placebo**

Age : 23 years old and over



**Puffiness under eyes**  
**Crows' feet**  
**Fine lines**

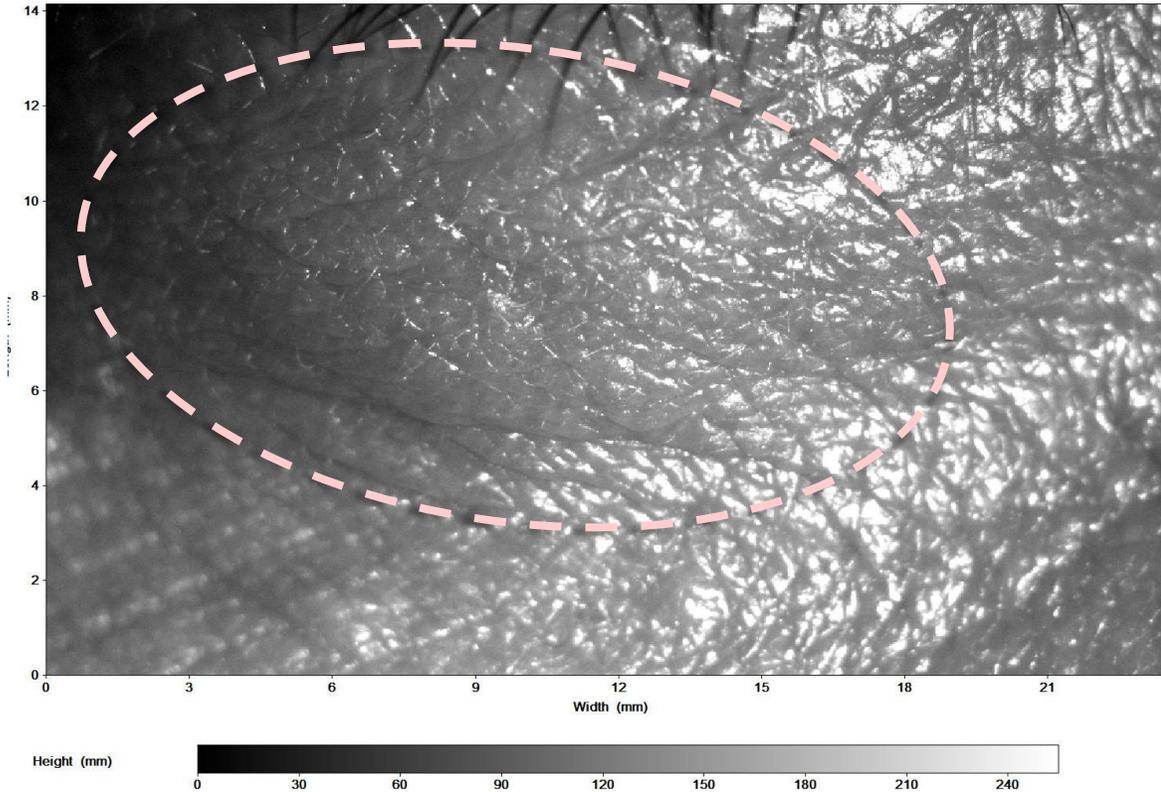


- **Eye puffiness' volume**  
Macrophotographs (Visioface 1000 D)  
Measurements (Primos<sup>Premium</sup>)

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Macrophotographs (Visioface 1000 D)  
**Measurements (Primos<sup>Premium</sup>)**
- Self-evaluation questionnaire

# EYE PUFFINESS REDUCTION

T0

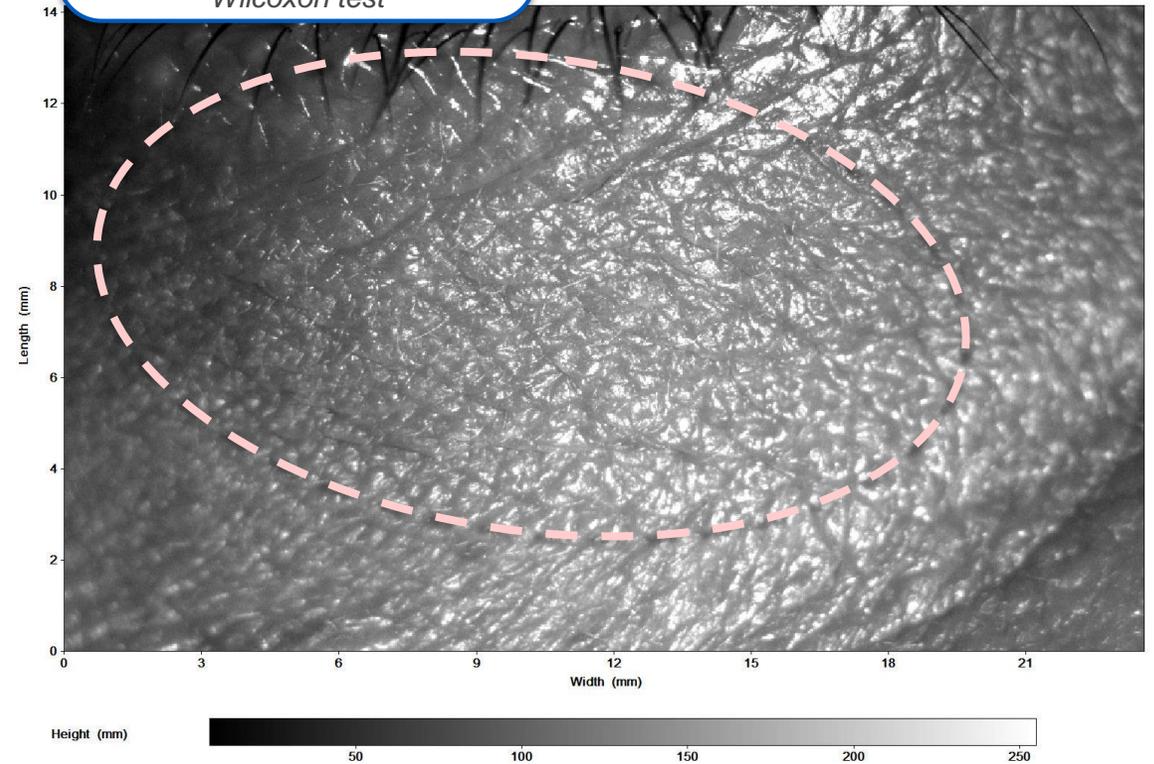


- 4,35%\*  
of eye puffiness  
volume

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

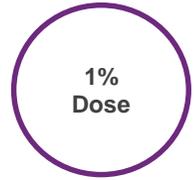
D28

1%  
Dose

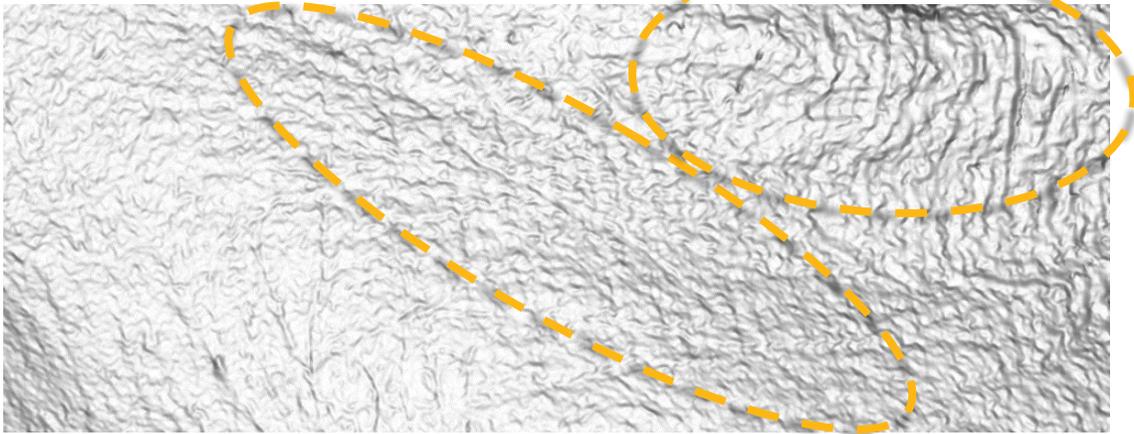


**LOOK Oléoactif®** visibly reduces eye puffiness. After 28 days, the effect of **LOOK Oléoactif®** is positively measured for 75% of volunteers. 1% of **LOOK Oléoactif®** reduces eye puffiness up to 92,6%.

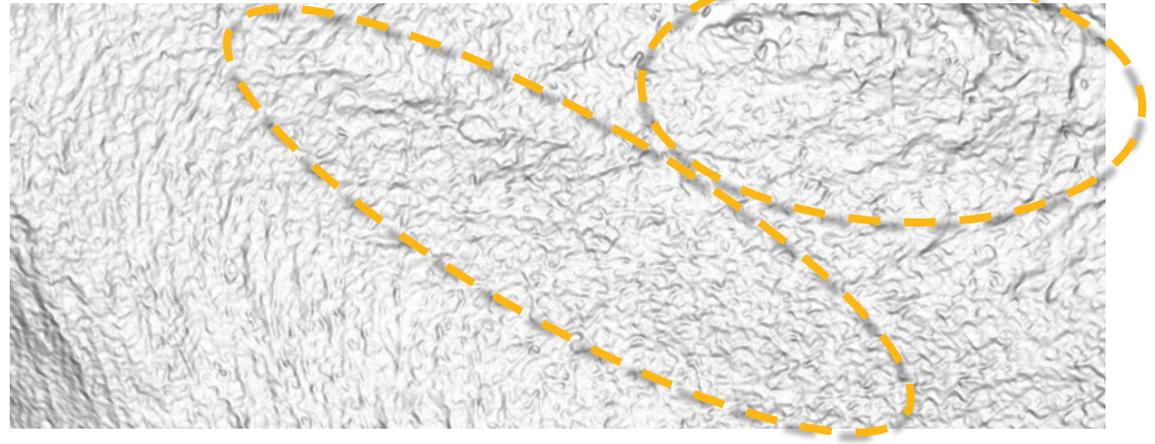
# SMOOTHING WRINKLES



T0

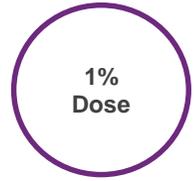


D28

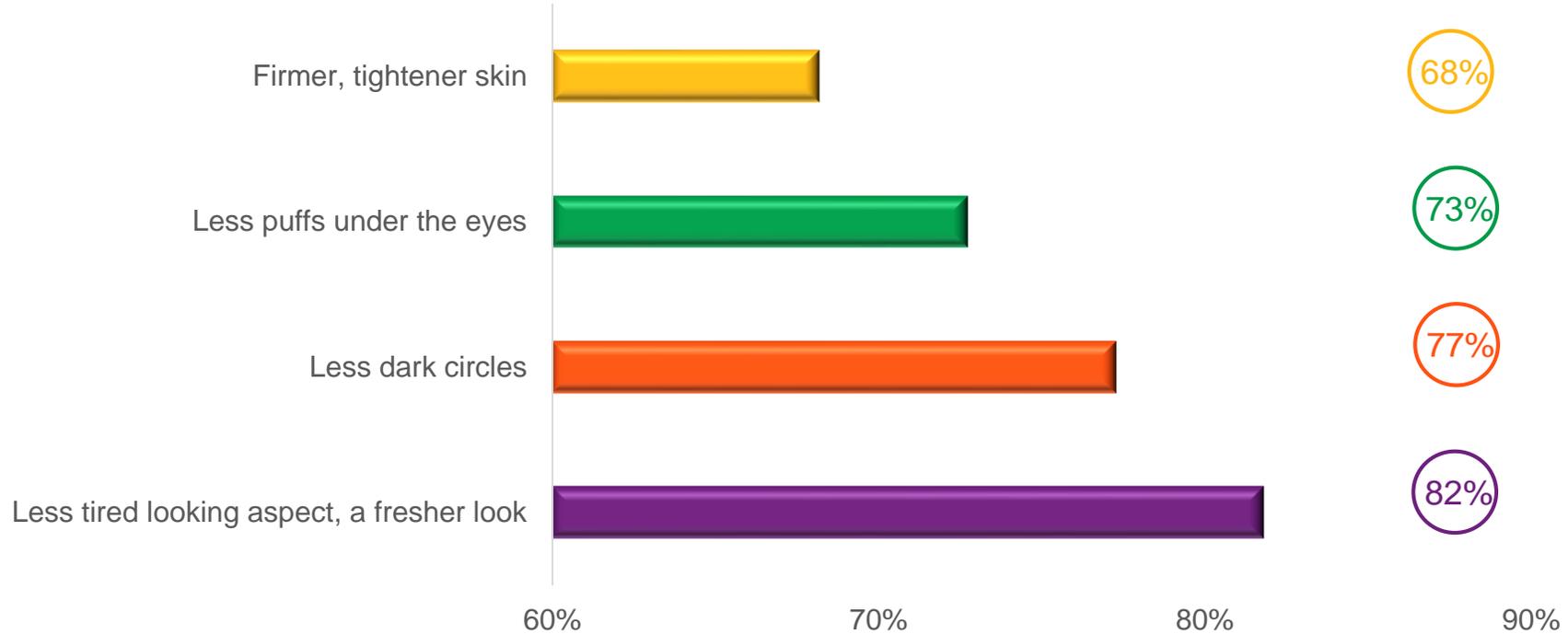


**LOOK Oléoactif®**, by enhancing firmness and elasticity, visibly attenuates wrinkles and fine lines under eyes. It boosts tissues redensification and smooths skin beneath the eyes.

# SELF EVALUATION



After 28 days of application of LOOK Oléoactif<sup>®</sup>, volunteers observe that their eye contour area is:



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

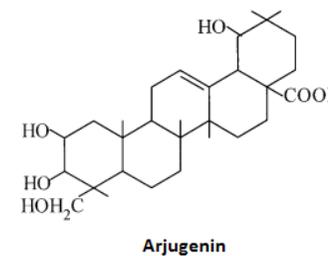
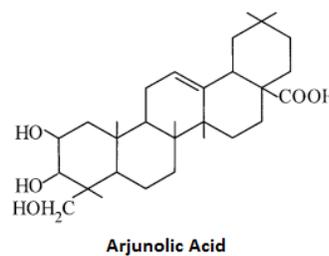
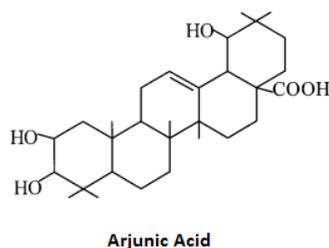


# THE SECRET OF AN AYURVEDIC TREE

- 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**



- 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*

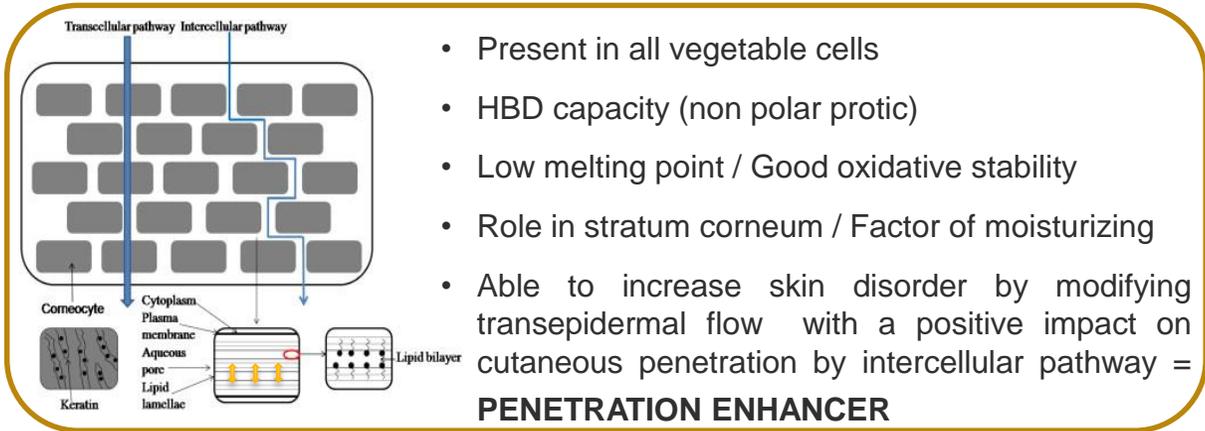
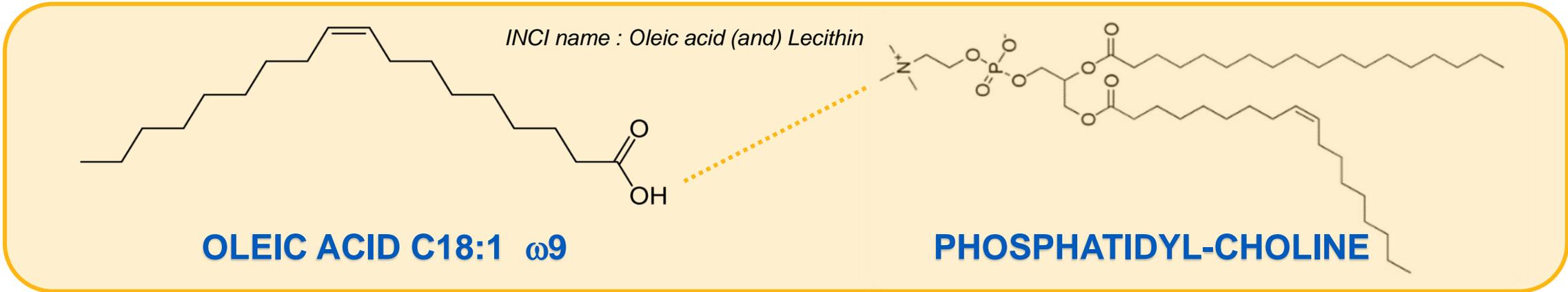


To better **capture** the phytocompounds **inside the vegetable cells** → couple of lipids able to organize naturally stable systems in cells like HBD/HBA systems



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 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