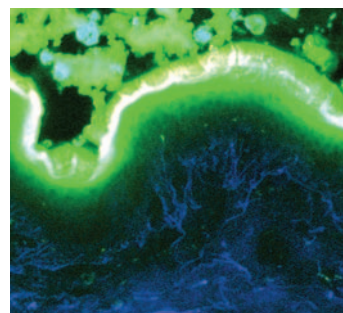




# active powder firmness LS 9689

## firm up your skin with a powder

- ▶ The **Active Powders** Technology:
  - a dry powder that contains up to 63% of water phase,
  - to introduce water soluble actives in anhydrous systems,
  - to improve the bio-availability of actives into the skin.



- ▶ Broaden your "care claims" for **2 and 1** treatment make-up

- ▶ **Active Powder Firmness:**  
anti-age care to restore the firmness of your skin,  
via preservation of elastin network.



a step forward for **make-up**  
to COMBINE SEDUCTION AND CARE

## Definition

Active Powders is an innovative technology enabling the incorporation of water soluble active ingredients in anhydrous make-up formulations, to broaden the range of care claims for treatment make-up.

Active Powders contain up to 70% of hydrophilic particules protected by an hydrophobic polymer. Each particule contains up to 63% of an aqueous solution of the active ingredient.

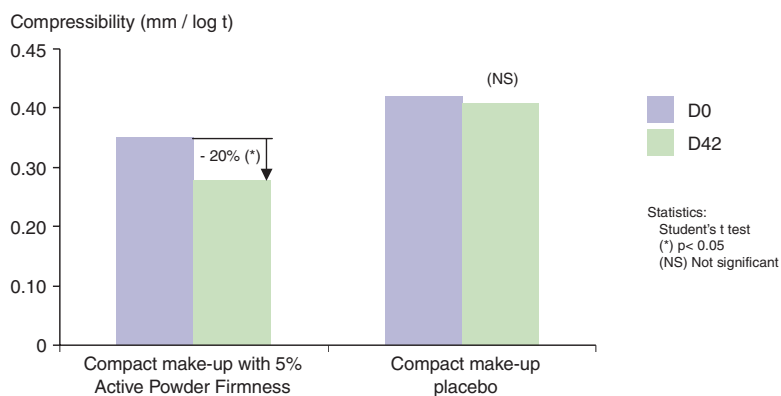
Active Powders allow a controlled release of the pre-solubilized active ingredient into the skin, by spontaneous diffusion (ex vivo test).

Active Powders can be introduced in all types of anhydrous make-up formulations and have demonstrated their ability to withstand high pressure process when introduced in pressed powders.

Active Powder Firmness LS 9689 contains the active fraction of PROTEASYL® (*pisum sativum* extract) that gives anti-aging benefits through the protection of skin supporting tissues (anti-elastase, anti-plasmin activity) and stimulation of the synthesis of dermis macromolecules. It offers real skin care benefits through facilitated release of actives into the skin and gives the opportunity to make claims such as anti-aging achievable in make-up products (clinical demonstration of efficacy).

## Efficacy tests

**Improvement of skin firmness** (clinical test) conducted on 15 female volunteers during 6 weeks, twice daily application



Incorporated at 5% in an hot poured compact make-up, Active Powder Firmness improves the skin firmness by 20% in comparison with placebo.

Results after 6 weeks of treatment.

### Complementary tests:

- Time release study (histological study): evaluation of the release of water soluble fluorescent compound into the skin when encapsulated in Active Powders.
- Colorimetric study on pressed powder: evaluation of the ability of Active Powders to withstand high pressure processes. In vivo comparison of the release of FDC blue 1 dye, in pressed or loose powders.

## Cosmetic application

All types of anhydrous make-up formulations.

- Pressed or loose powders.
- Stick formulations: lipsticks, concealers, make-up sticks.
- Foundations: hot poured formulation of compact make-up.

## Technical data

**INCI Name** : Water (and) Glycerin (and) Lauryl Methacrylate / Glycol Dimethacrylate Crosspolymer (and) Dicaprylyl Ether (and) Pisum Sativum (Pea) Extract (and) Titanium Dioxide (and) Algae Extract (and) Xanthan Gum (and) Polyglyceryl-2 Dipolyhydroxystearate

**Dose of use** : 4 to 7%

**Aspect** : white powder, with a light creamy feel