

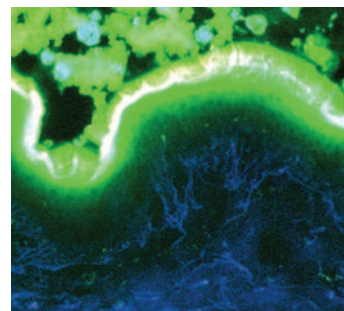


# active powder moist LS 9696

## MOISTURE 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 Moist:**

- moisturizing fraction from *Cassia Angustifolia*, an **exotic botanical equivalent to Hyaluronic Acid**,
- counter balances the drying side effect of pigments.



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.

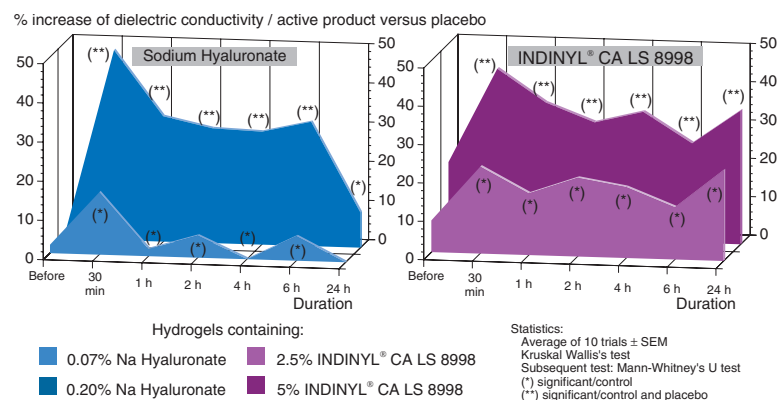
Active Powder Moist LS 9696 has been developed on the base of the active fraction of INDINYL® CA LS 8998, and contains a native hetero polysaccharide from *Cassia angustifolia*, a botanical equivalent to Hyaluronic Acid.

When used at the recommended use level, Active Powder Moist is equivalent to INDINYL® CA: long lasting skin moisturizing effect, recommended in anhydrous systems to counter balance the drying effect of pigments; improvement of the skin sensorial properties and enhancement of its complexion.

## Efficacy tests

Test conducted on INDINYL® CA LS 8998. At 2%, Active Powder Moist is equivalent to 2% INDINYL® CA.

### Long lasting moisturization effect



INDINYL® CA LS 8998 provides a long term moisturizing effect by better capacity to fix water.

*Kinetics of the epicutaneous moisturization of INDINYL® CA LS 8998 and sodium hyaluronate versus placebo. INDINYL® CA LS 8998 exhibited greater effects in intensity and, above all, in duration.*

### 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) Lauryl Methacrylate / Glycol Dimethacrylate Crosspolymer (and) Glycerin (and) Dicaprylyl Ether (and) Titanium Dioxide (and) Cassia Angustifolia Seed Polysaccharide (and) Gellan Gum (and) Polyglyceryl-2 Dipolyhydroxystearate.

**Dose of use** : 3 to 7%

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