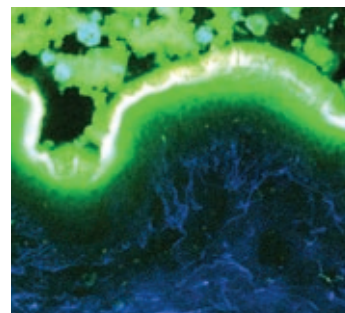




volumize your Lips with a powder

▶ 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 lipstick.

▶ **Active Powder Volu lips:**

Increase the volume of your lips, and improve their contour.



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 particles 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 Powder Volu Lips has been specially developed for lipstick applications to increase the volume, contour and improve appearance of the lips. Due to the actives contained in Active Powder Volu Lips, the surface of the lips is smoothed (enhanced moisturizing activity), and the volume is increased giving a "plumped" appearance (stimulation of the synthesis of collagen, elastin and GAG): clinical demonstration of efficacy.

A lipstick containing Active Powders Volu Lips will improve the appearance of the lips by decreasing squamas and fissures, and by reducing streak depth (macrophotograph). A 3-D effect without collagen injections!

Efficacy tests

3D effect: improvement of the volume of the lips (clinical test conducted on 30 female volunteers with damaged lips during 4 weeks, 3 applications per day of a lipstick containing Active Powder Volu lips at 4%).

Macrophotographs



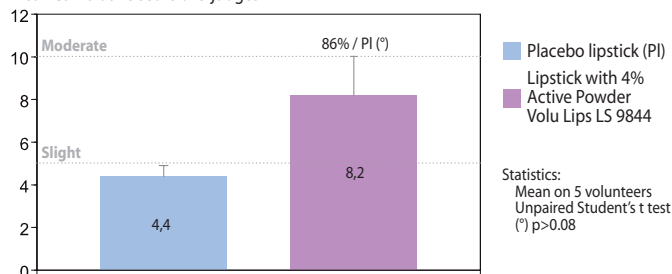
Before
treatment



After 4 weeks of
treatment with
4% Active Volu Lips

VISUAL APPRAISAL

Improvement of lips volume
Mean cumulative score of 5 judges



Incorporated at 4% in a lipstick, Active Powder Volu Lips give a better definition of the contour of the lips, improve their volume and reduce the depth of the furrows. In just few weeks, provide an anti-aging treatment to the lips, with a lipstick.

Consumer test after 4 weeks of treatment, with 4% of Active Powder Volu Lips:

- consumer appraisal: reduction of the fissures of 35%,
- visual appraisal of 5 judges: lips microrelief improvement +95%.

Complementary tests:

- Time release study (histological study): evaluation of the release of water soluble fluorescent compound into the skin when encapsulated in Active Powders.

Cosmetic application

Active Powder Volu lips has been targeted for lip care applications.

Technical data

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

Dose of use : 4 to 7%

Aspect : white powder, with a light creamy feel