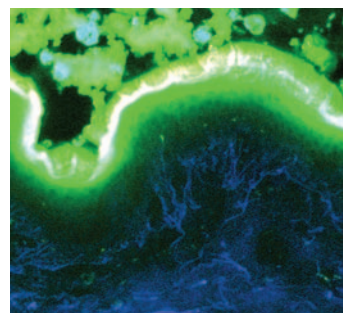




LIGHTEN YOUR SKIN WITH A POWDER

▶ 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 Whiteness:**

- a synergistic complex based on *Waltheria Indica* for a long term lightening by reduction of skin pigmentation.



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.

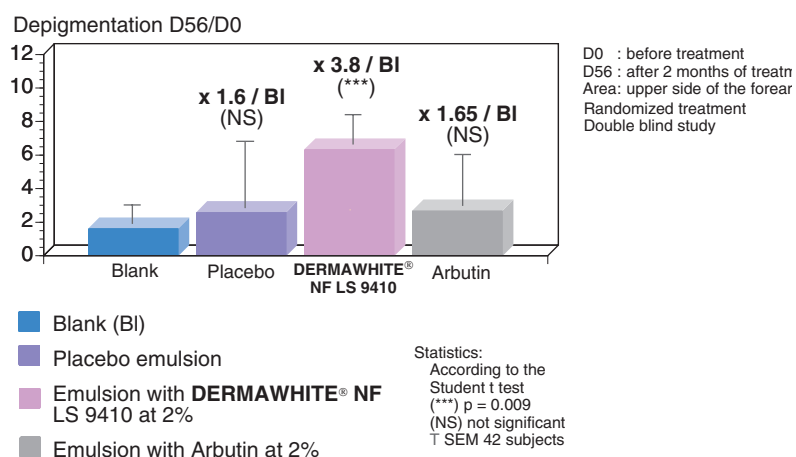
Active Powder Whiteness LS 9724 has been developed on the base of the active fraction of DERMAWHITE® NF LS 9410, a synergistic complex of *Waltheria Indica* and mild hydroxy-acids. It has been adjusted to obtain, at the recommended dose of use of Active Powder Whiteness, the same results as with Dermawhite: inhibition of melanin synthesis and lightening effect.

This long term effect complements the immediate effect of lightening pigments.

Efficacy tests

Test has been conducted on DERMAWHITE® NF LS 9410. At 2%, Active Powder Whiteness is equivalent to 2% DERMAWHITE® NF.

Depigmenting Effect (clinical test conducted on 42 asian female volunteers, during eight weeks / bidaily treatment)



DERMAWHITE® LS 9410 has significantly decreased the skin pigmentation after eight weeks of treatment.

Quantitative colorimetric measurement of the depigmenting efficacy.

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) Butylene Glycol (and) Dicaprylyl Ether (and) Sodium Gluconate (and) Titanium Dioxide (and) Algae Extract (and) Citric Acid (and) Sodium Citrate (and) Waltheria Indica Leaf Extract (and) Ferulic Acid (and) Polyglyceryl-2 Dipolyhydroxystearate.

Dose of use : 2 to 5%

Aspect : white powder