



# LIFTONIN<sup>®</sup>-XPERT

Best ingredient award for smart collagen manager

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## BEST INGREDIENT AWARD 2016 FOR LIFTONIN®-XPRT

Innovation Zone Best Ingredient Award honors the development of a novel active or functional ingredient that combines innovative science and product features, demonstrating benefits to manufacturers and end-users when compared with existing ingredients. On November 04, 2016, the awards ceremony took place in the show's innovation zone at in-cosmetics Asia in Bangkok.

BRONZE went to RAHN's new active ingredient LIFTONIN®-XPRT!



It is for the second time that LIFTONIN®-XPRT was awarded: Earlier this year the collagen manager received the BSB Innovation Prize for Cosmetics and Raw Materials 2016.



### About LIFTONIN®-XPRT

LIFTONIN®-XPRT is an intelligent collagen booster obtained from the leaf sap of the South African medical plant *Bulbine frutescens*. Smart skin collagen management is essential, because uncontrolled activation of collagen synthesis can lead to the induction of inflammatory processes and the development of low quality collagen. Thanks to the active substances knipholone and acetylated polymannose, LIFTONIN®-XPRT recalibrates the equilibrium between the decomposition and reconstruction of dermal structures, thus providing the skin with an extra portion of high quality collagen. The active ingredient heralds a new era of natural high quality collagen boosters and paves the way for exciting cosmetic applications:



### Anti-ageing/Lifting/Wrinkle filling/Contour remodelling

138 % improvement of wrinkle appearance and 100 % more facial collagen density as compared to placebo.

### Reduction of stretch marks

53 % reduction of stretch marks volume and 212 % visible improvement of stretch marks appearance as compared to placebo.

### Nail care

Visible repair of cracked cuticles.

### Tattoo aftercare

Immediate soothing effect on tattooed skin.



SWISS EXPERTISE 

# RAHN

Your partner for excellence

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