



LIFTONIN®-XPERT
Smart Collagen Management

When your skin needs

an extra portion of high quality collagen



REMODELLING OF FACIAL CONTOURS



LIFTING



When your skin needs

an extra portion of high quality collagen



REMODELLING OF FACIAL CONTOURS



TATTOO AFTERCARE



LIFTING



When your skin needs an extra portion of high quality collagen



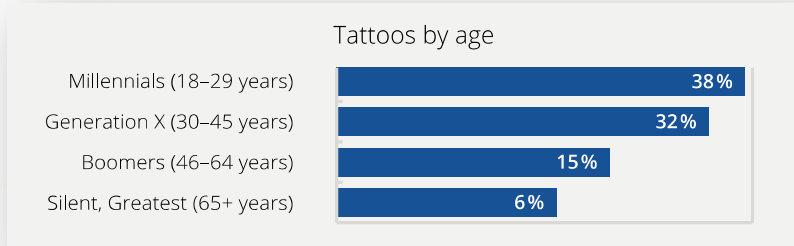
REMODELLING OF FACIAL CONTOURS



LIFTING



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When your skin needs an extra portion of high quality collagen



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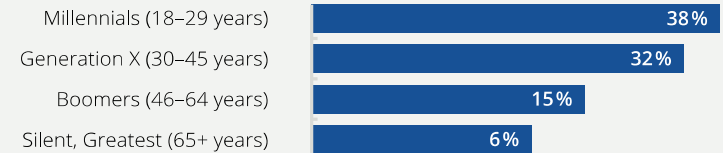


REDUCTION OF STRETCH MARKS



TATTOO AFTERCARE

Tattoos by age



When your skin needs an extra portion of high quality collagen



REMODELLING OF FACIAL CONTOURS



REDUCTION OF STRETCH MARKS



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TATTOO AFTERCARE



TREATMENT OF BRITTLE NAILS AND CUTICLES



LIFTONIN[®]-XPERT in a nutshell

Smart Collagen Management

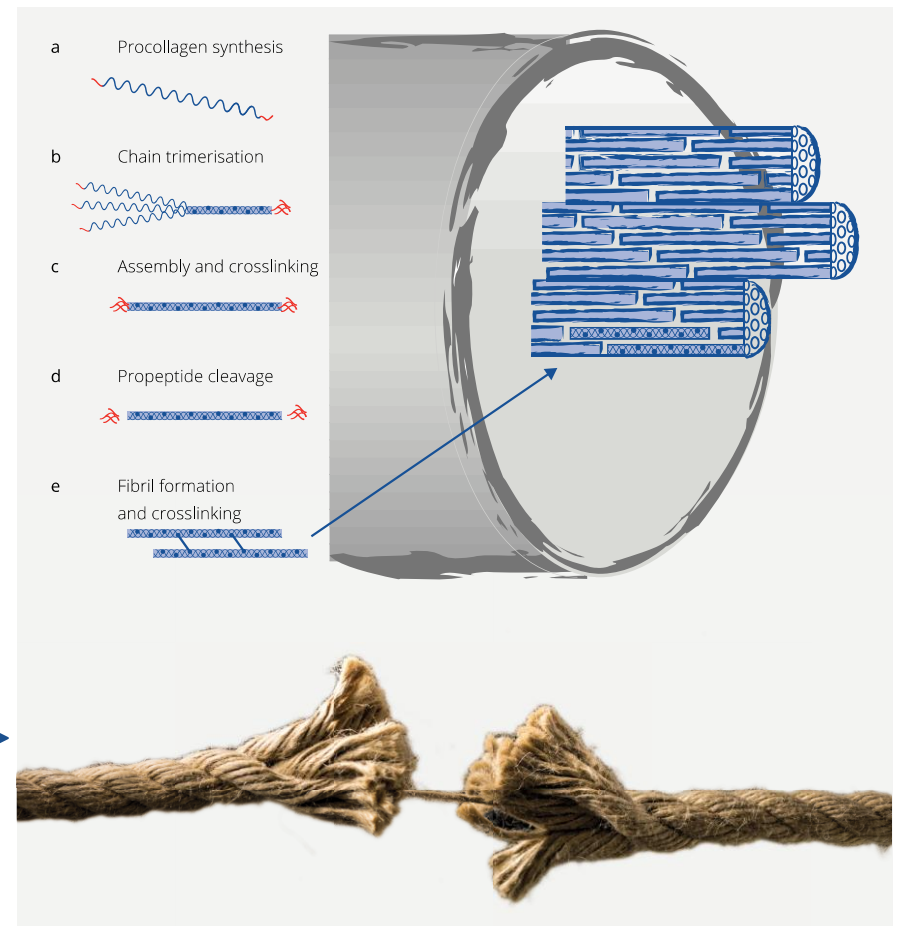
- From the leaf sap of South African *Bulbine frutescens*
- Balances reconstruction and breakdown of **collagen**
- Provides outstanding results:
 - acts as collagen **filler**
 - acts as **lifting** agent
 - reduces **stretch marks**
 - repairs unsightly skin around **nails**
 - is ideal as **tattoo** aftercare



Collagen in the dermis

Important structural protein that holds the body together

- 80 % of the skin's dry weight
- Responsible for skin firmness
- Collagen I and III are main types of the dermis
- Part of extracellular matrix (ECM)

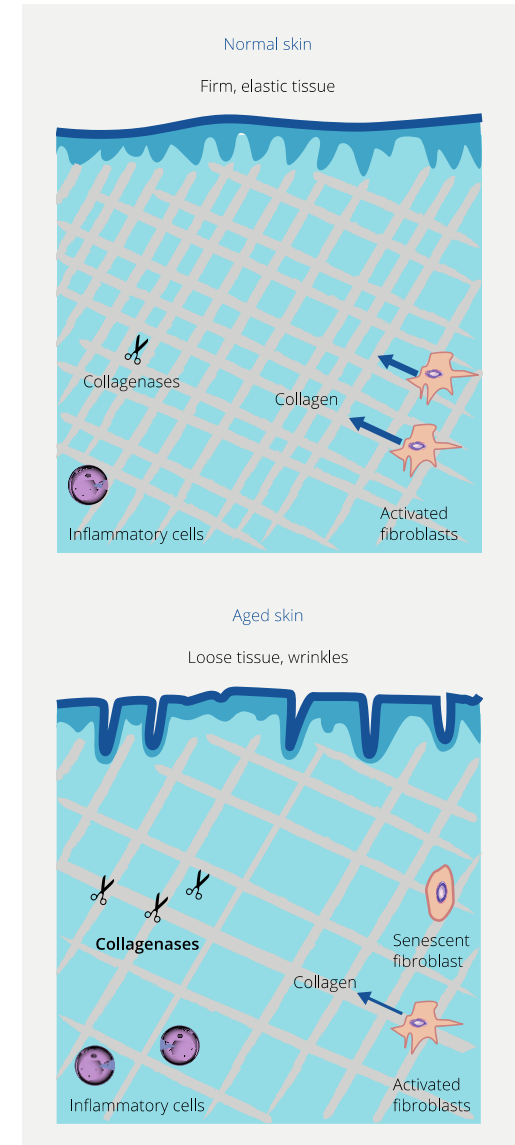


Fibroblasts synthesize **procollagen** ▶
Enzymatically activated procollagen
accumulates into **fibrillae**
Crosslinked fibrillae form **collagen fibres**
with enormous tensile strength

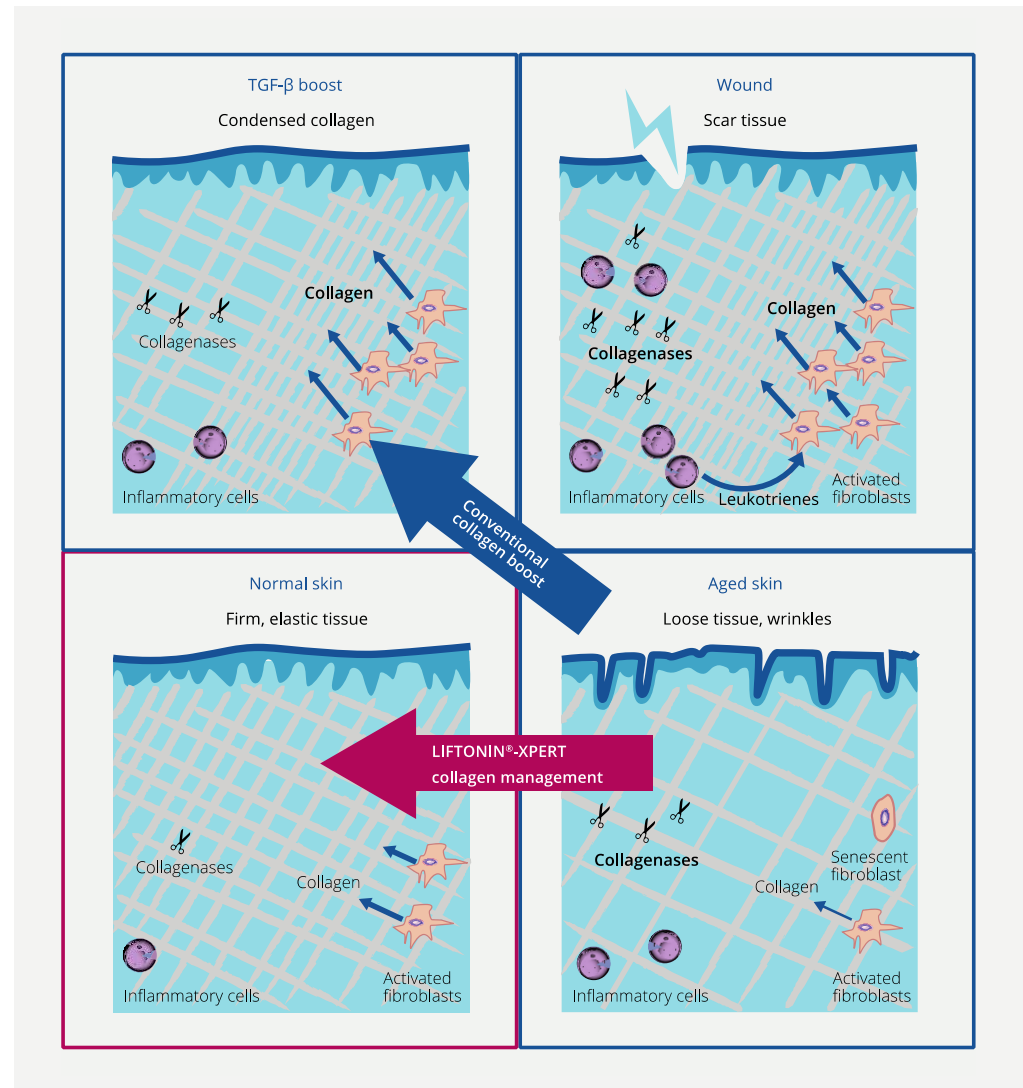
Collagen and skin ageing

Every year skin loses 2 % of its collagen

- Disturbed equilibrium between creation and breakdown of collagen:
 - Activation of collagenases
 - Reduction of collagen synthesis
- Reduced dermal thickness and density
- Formation of wrinkles
- Reduced firmness and elasticity
- Formation of sagging skin, stretch marks etc.

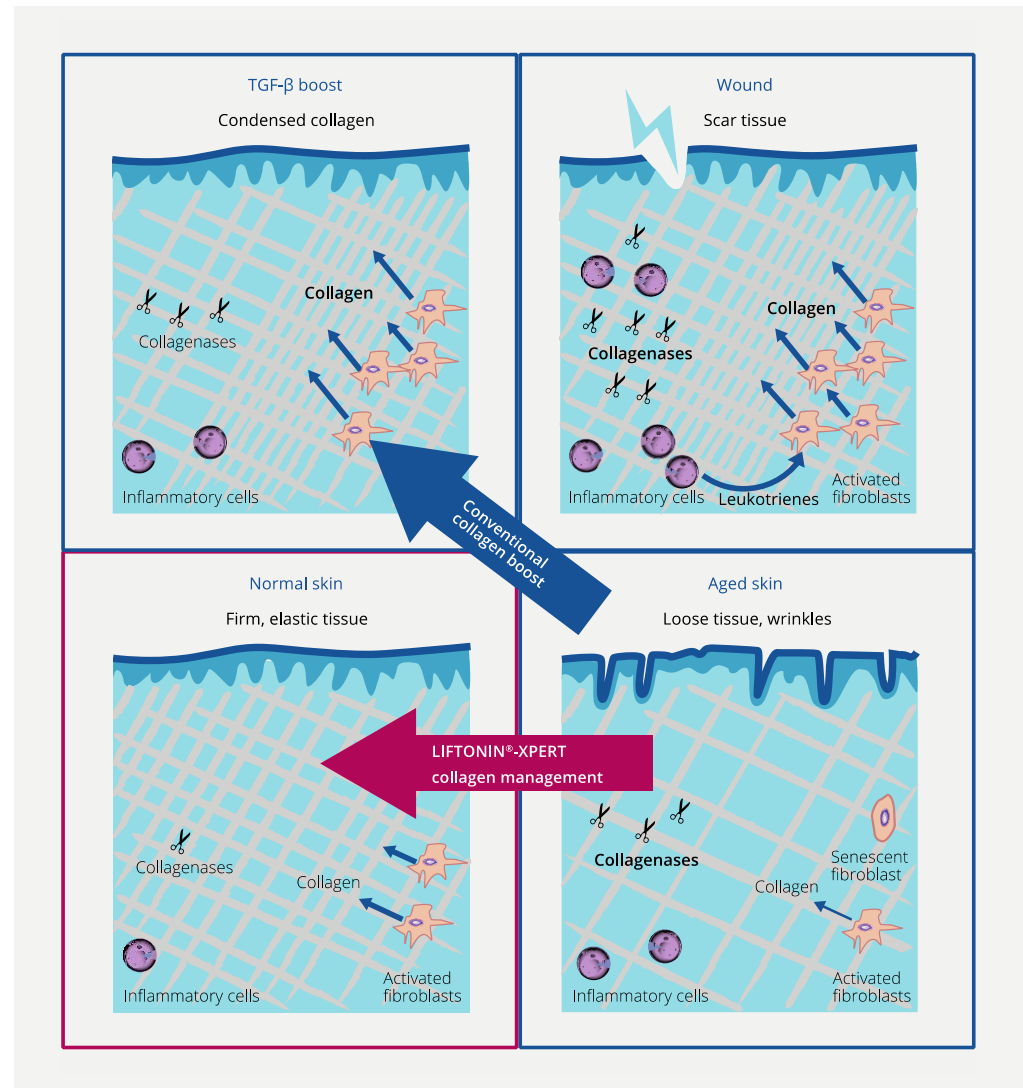


LIFTONIN[®]-XPART: Smart Collagen Management rather than uncontrolled collagen boost



LIFTONIN[®]-XPRT: Smart Collagen Management rather than uncontrolled collagen boost

- To supply the skin with an extra portion of high quality collagen
- To synthesise collagen in an anti-inflammatory environment and to prevent overdrive
- To ensure the optimal integration of newly synthesised collagen into the dermis



Bulbine frutescens

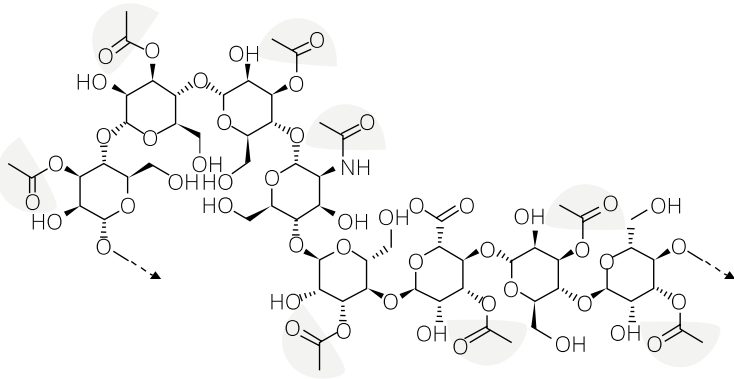
South African medicinal plant

- Grows in dry valleys in South Africa
- Succulent plant with **gel-like sap** in leaves
- Use in traditional medicine
Healing of injuries, burns, sunburn, insect bites
- Sustainable cultivation on organic farm



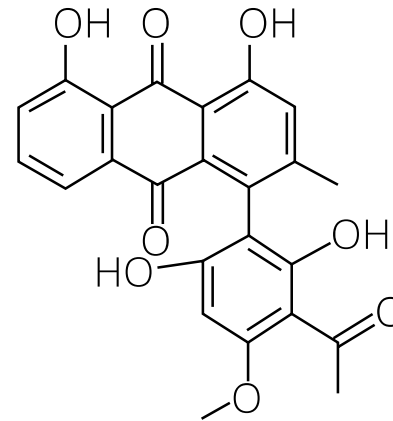
Active compounds in *Bulbine frutescens*

Acetylated polymannose (APM) and knipholone



APM

- Stimulates fibroblasts
- **Triggers collagen** synthesis
- Immune-regulating

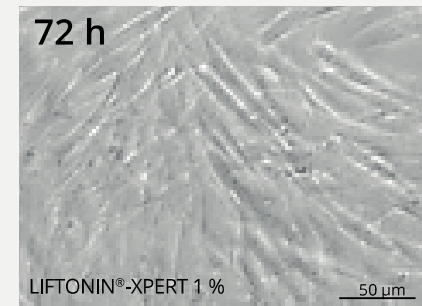
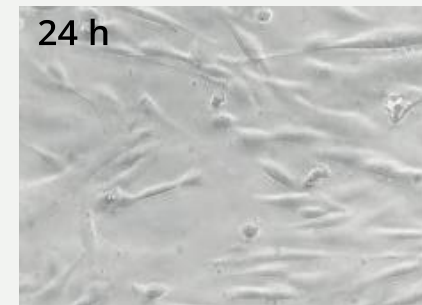
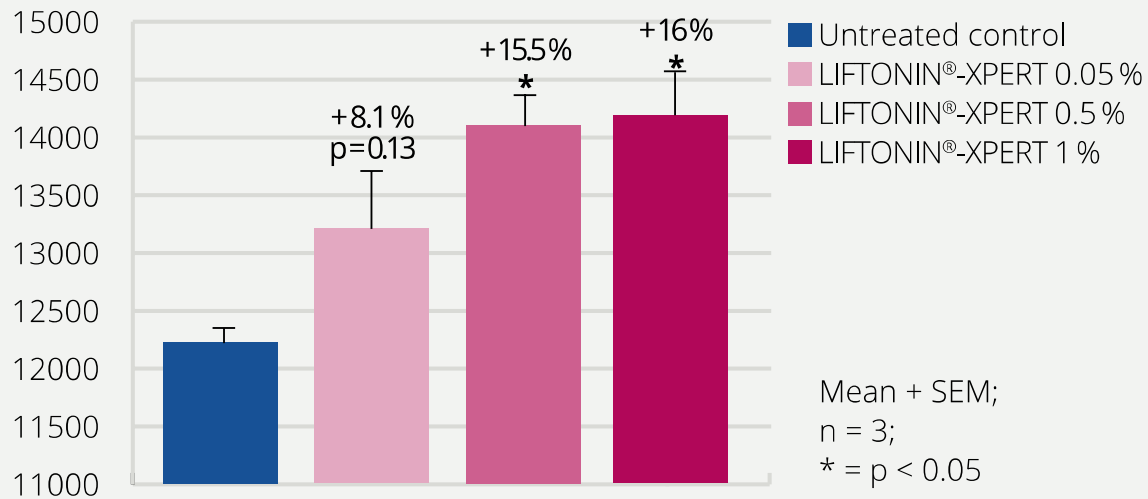


Knipholone

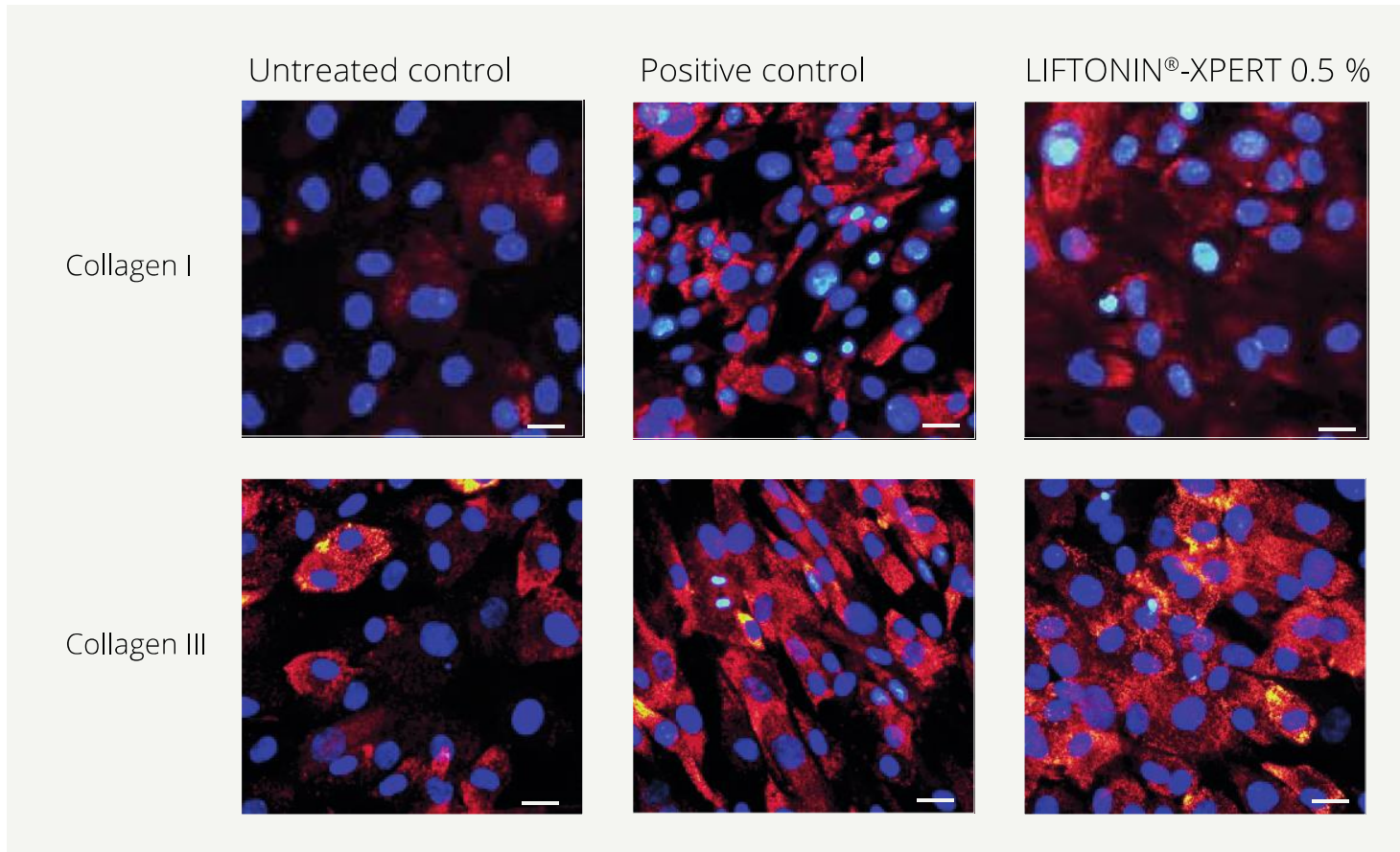
- Phenylanthraquinone
- Only present in genera *Bulbine* and *Kniphophia*
- **Decreases** level of **collagenases**
- Inhibits leukotriene synthesis and blocks uncontrolled collagen boost

LIFTONIN[®]-XPERT moderately stimulates the proliferation of fibroblasts

Increase in cell proliferation after 72 h
Presto blue staining (au)

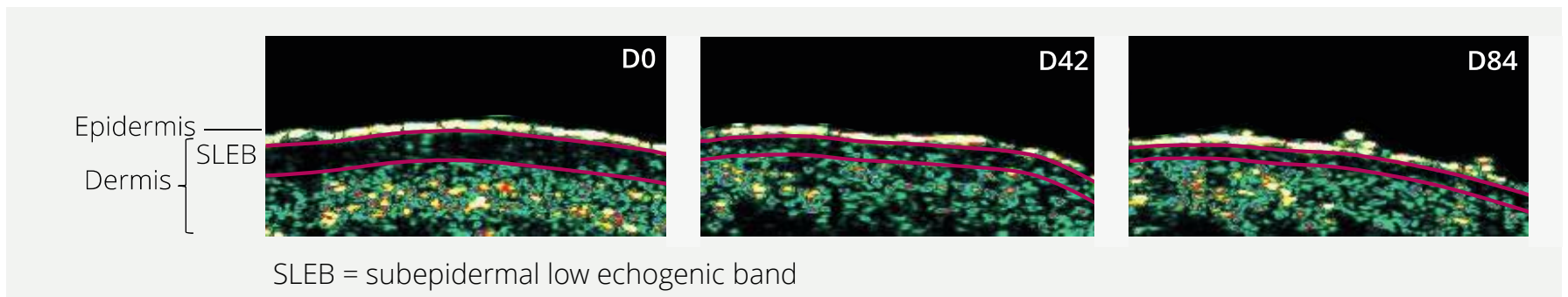


LIFTONIN[®]-XPART induces half-maximal, constantly elevated collagen I and III production



LIFTONIN[®]-XPART improves

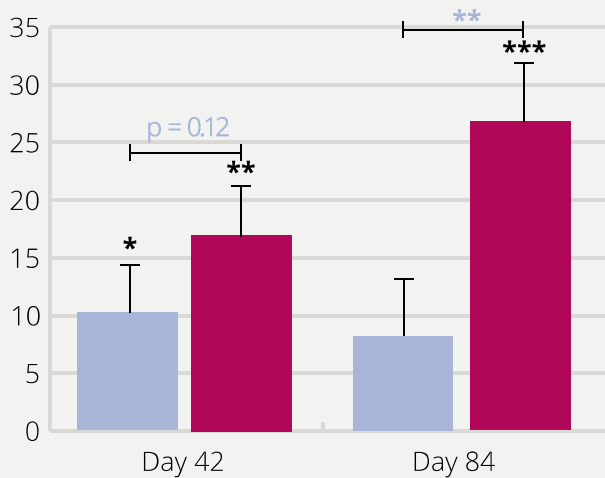
SLEB thickness - and doubles collagen density



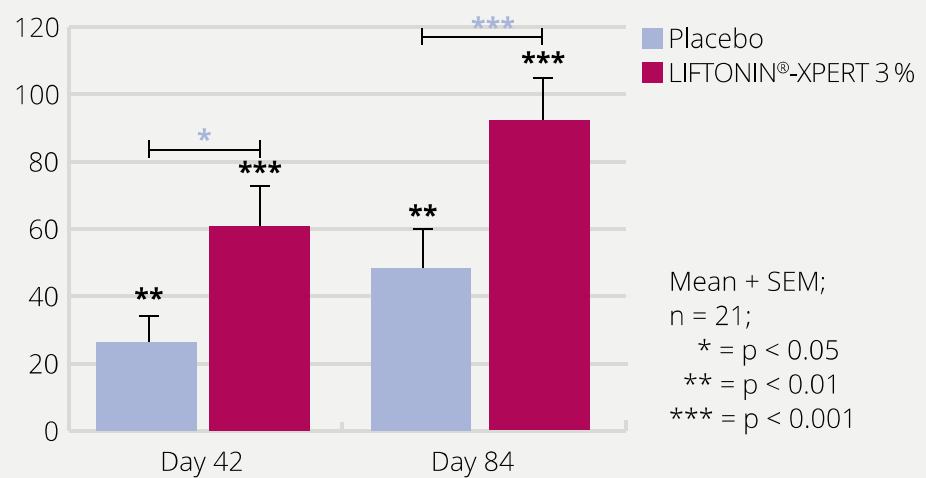
LIFTONIN[®]-XPERT improves

SLEB thickness - and doubles collagen density

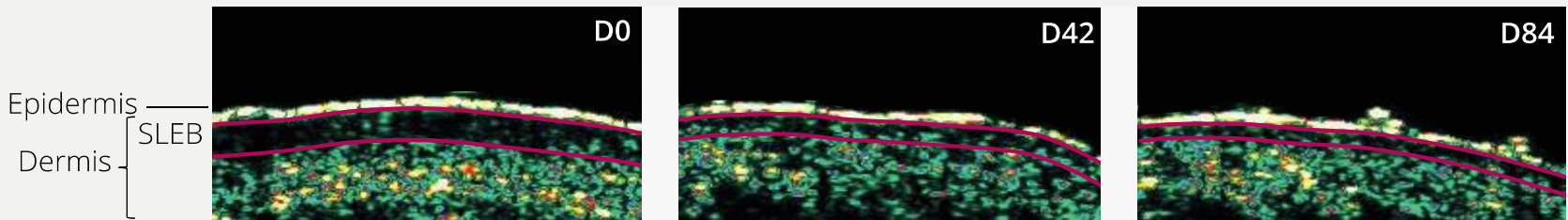
Improvement of SLEB thickness
Relative to initial condition (%)



Improvement of SLEB density
Relative to initial condition (%)



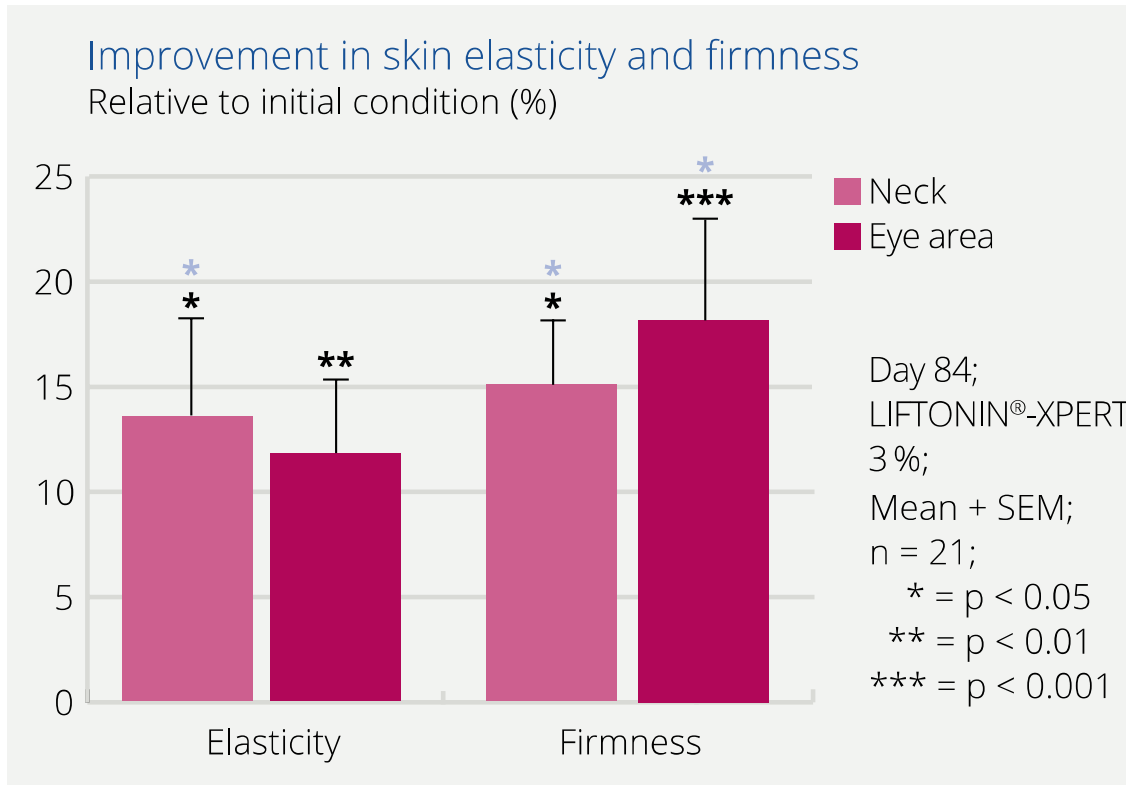
Mean + SEM;
n = 21;
* = p < 0.05
** = p < 0.01
*** = p < 0.001



SLEB = subepidermal low echogenic band

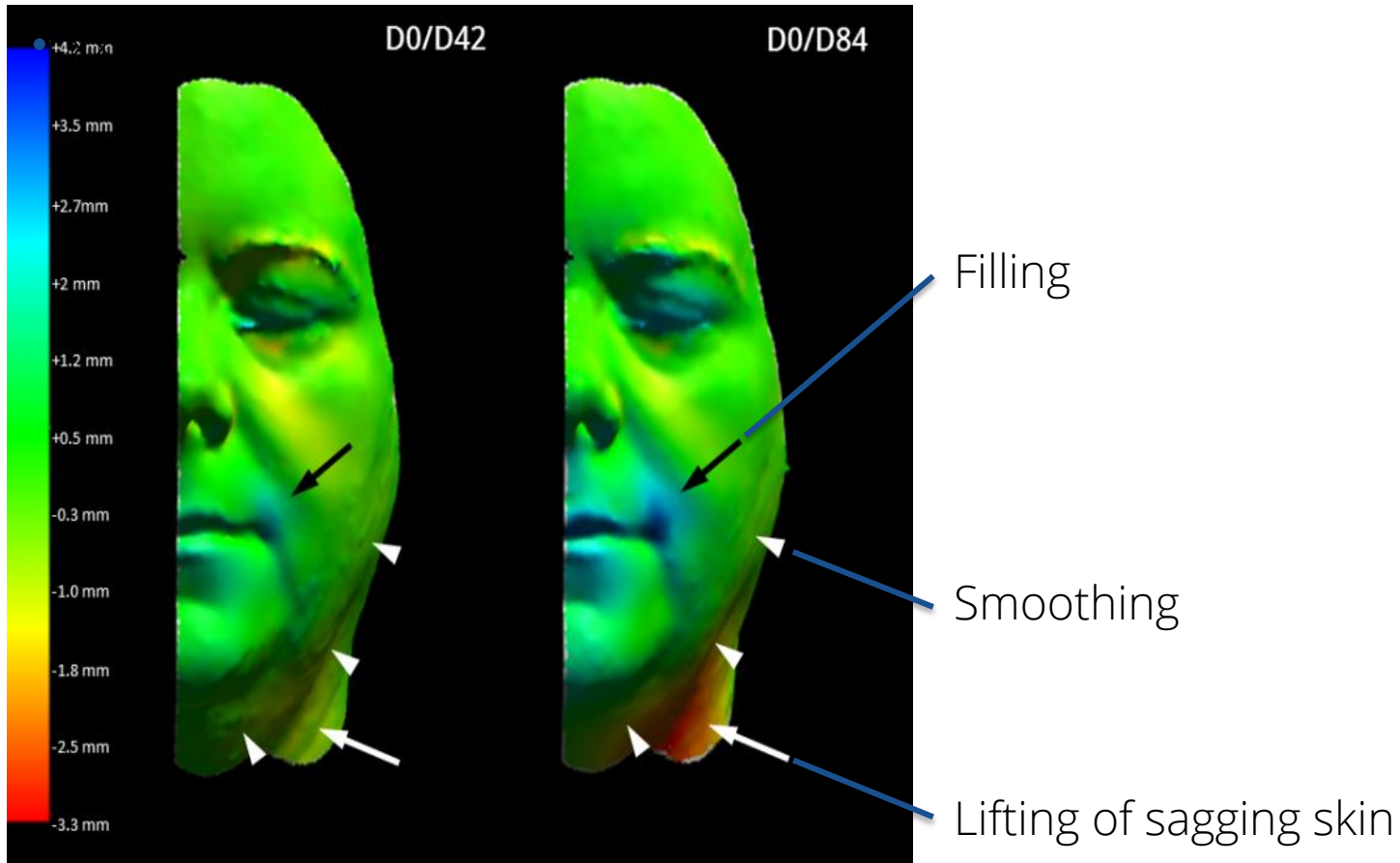
LIFTONIN[®]-XPERT improves

elasticity and firmness on the neck and in the eye area



Remodelling of facial contours

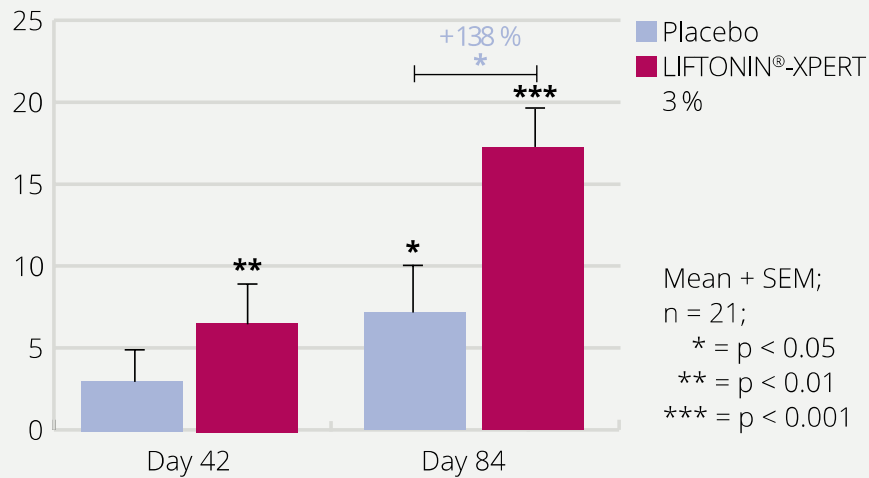
Lifting, filling, and smoothing



LIFTONIN[®]-XPERT improves wrinkle appearance and skin texture

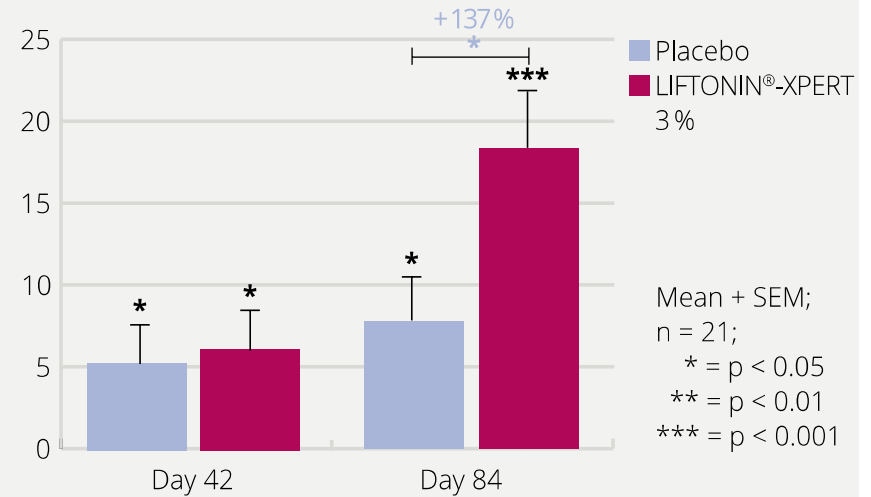
Improvement of wrinkle appearance

Reduction of WGS score relative to initial condition (%)



Improvement in skin texture

Reduction of texture score relative to initial condition (%)



LIFTONIN®-XPART visibly reduces wrinkles on the neck and in the eye area



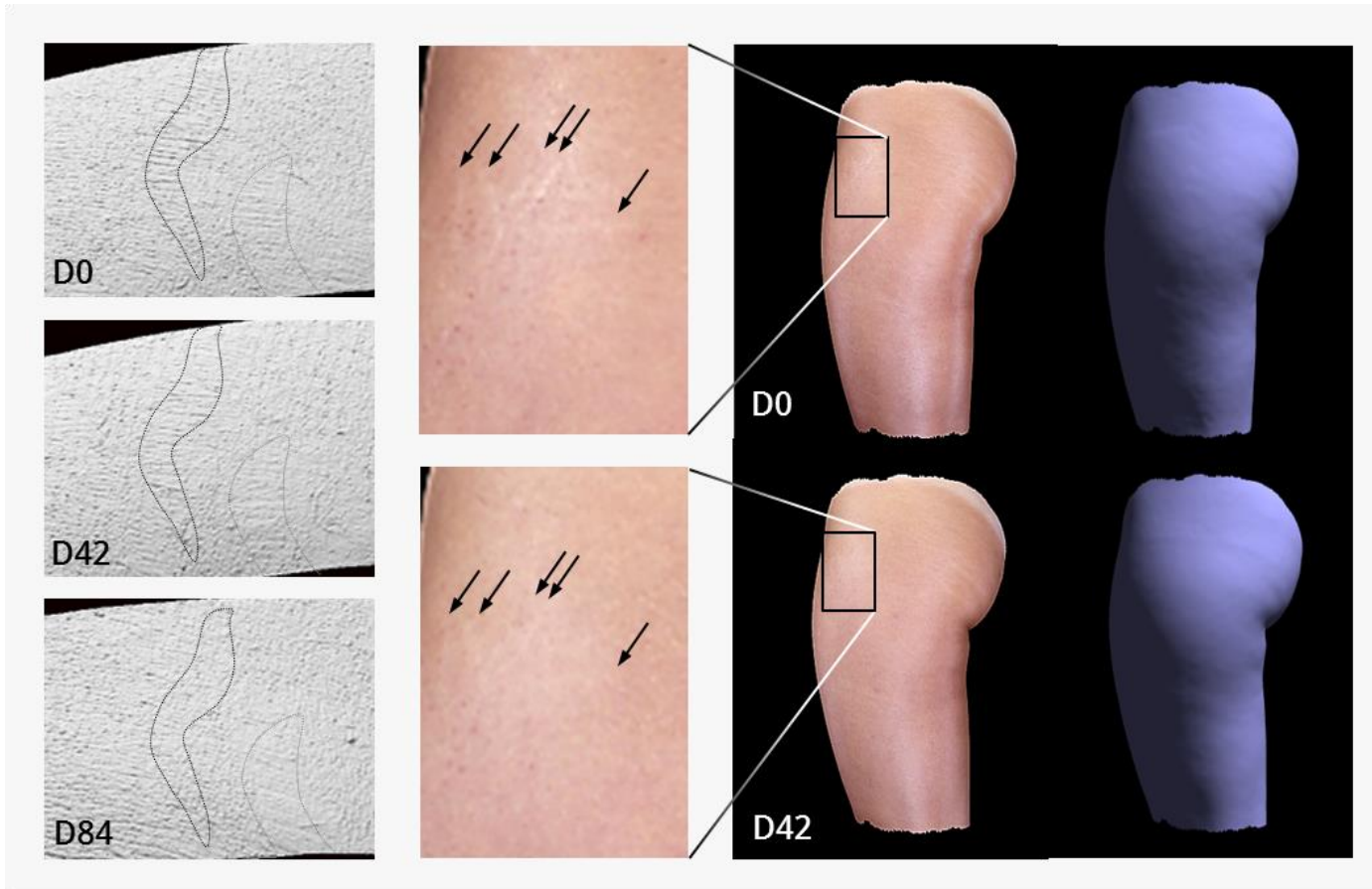
LIFTONIN®-XPERT visibly reduces wrinkles on the neck and in the eye area



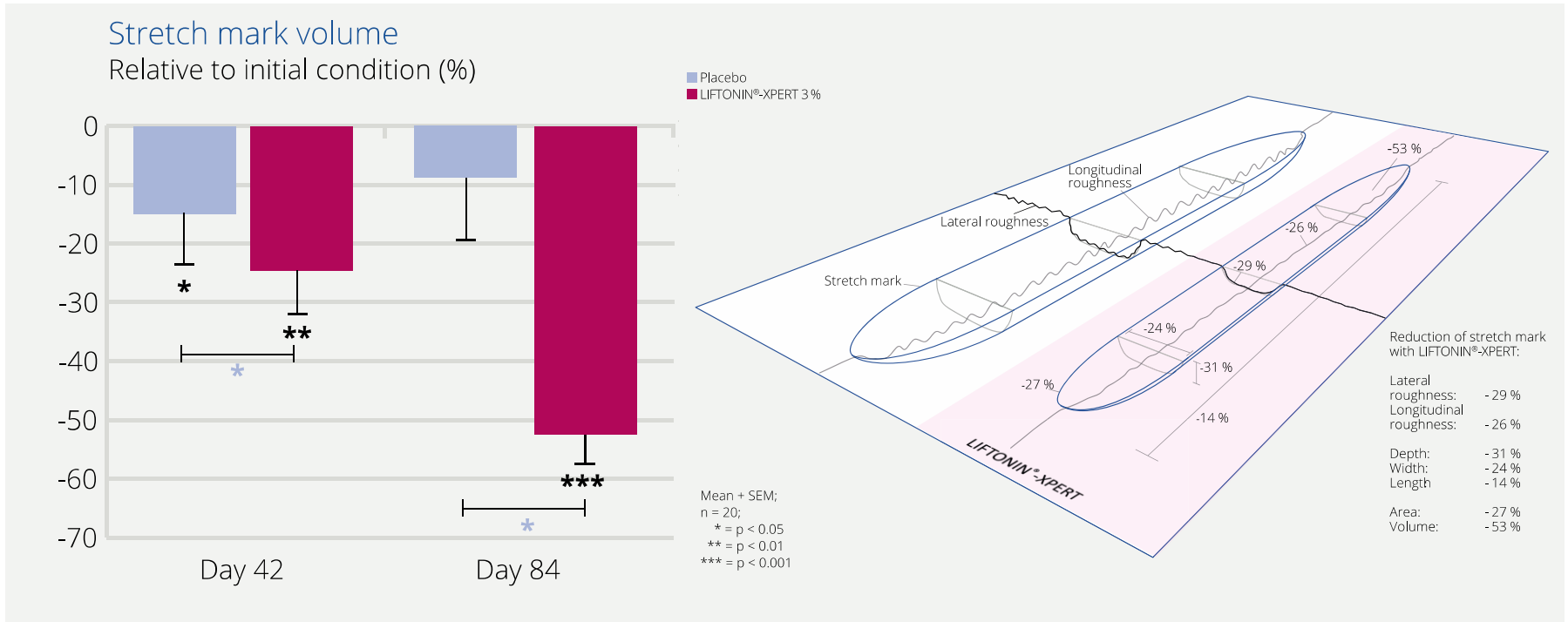
LIFTONIN[®]-XPART visibly reduces wrinkles on the neck and in the eye area



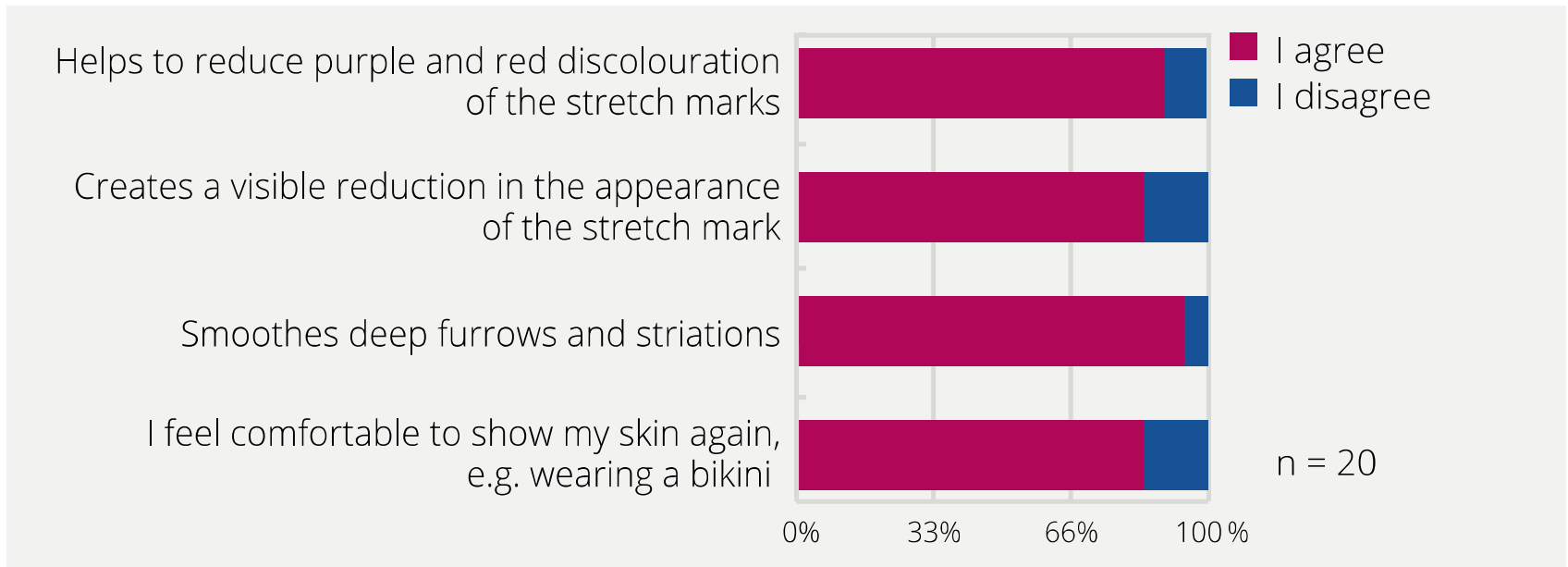
LIFTONIN®-XPERT visibly reduces the appearance of stretch marks



LIFTONIN®-XPART halves the dimensions of stretch marks



LIFTONIN[®]-XPART increases self esteem and self confidence of persons with stretch marks

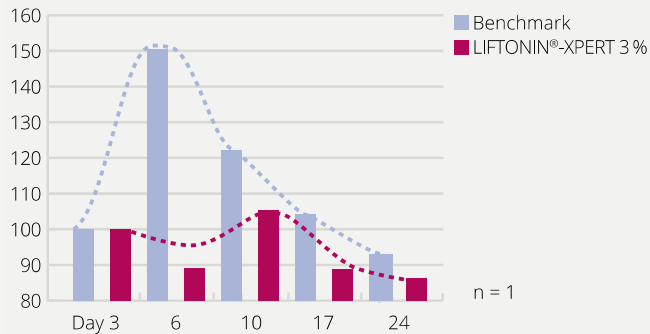


Immediate soothing effect after tattooing

Better adherence of the tattoo colour in the dermis

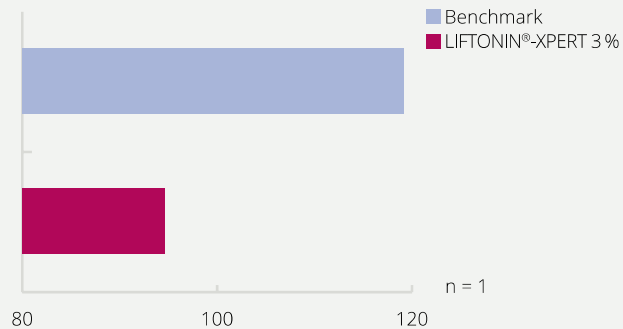
Skin redness

A-value relative to day 3 (%)



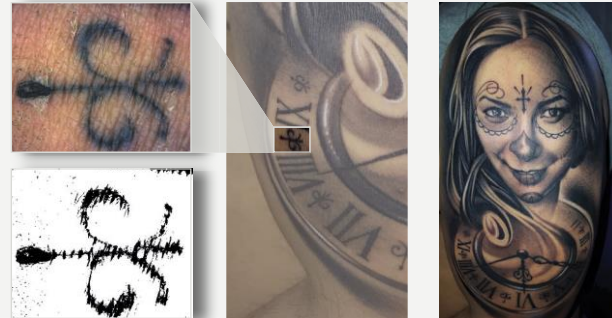
Bleaching of tattoo colour

L-value on day 6 relative to day 3 (%)

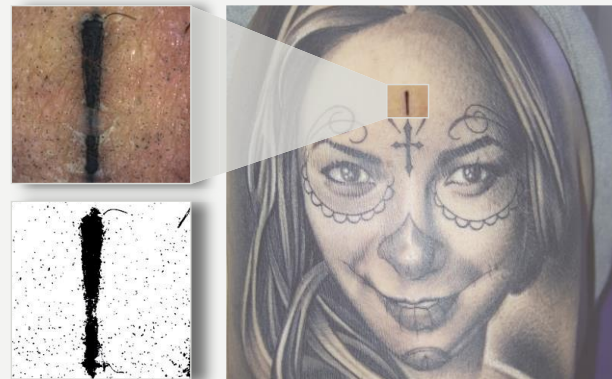


Benchmark

Overall view

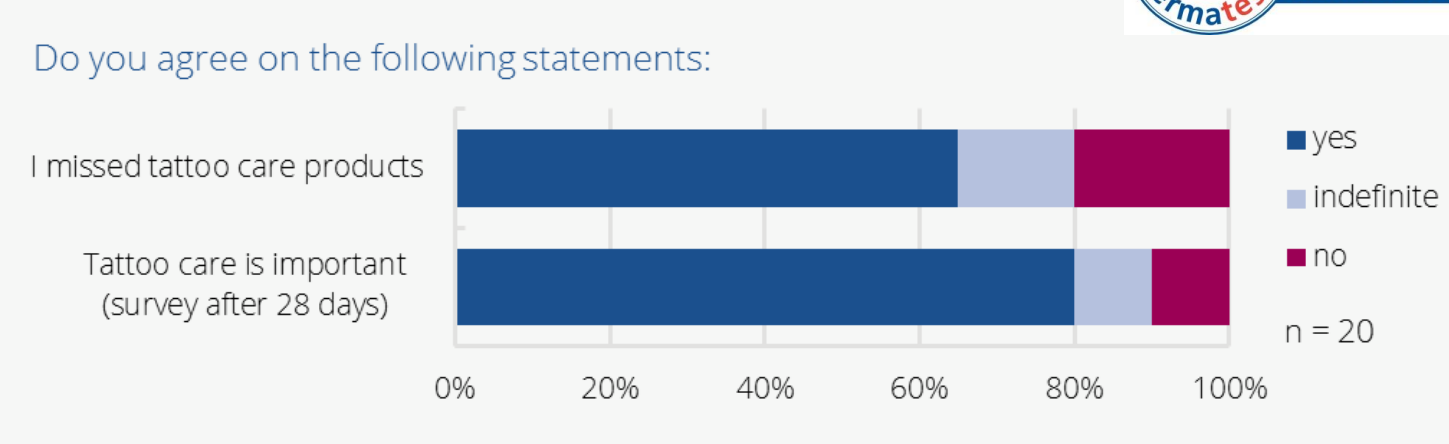
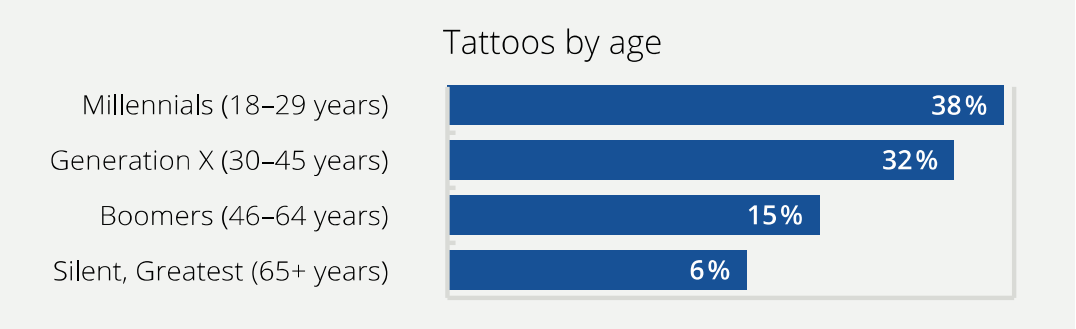


LIFTONIN®-XPRT

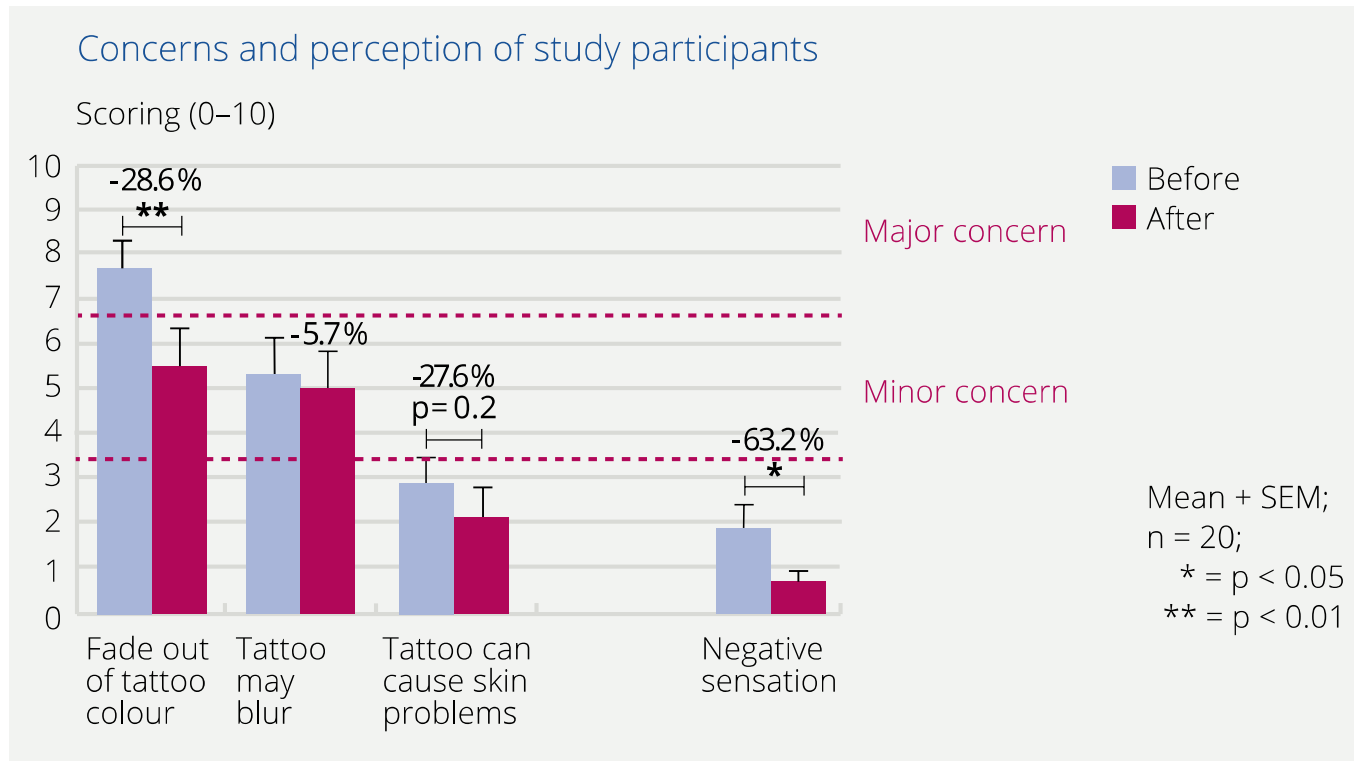


Tattoo after-care

a large and yet unmet demand



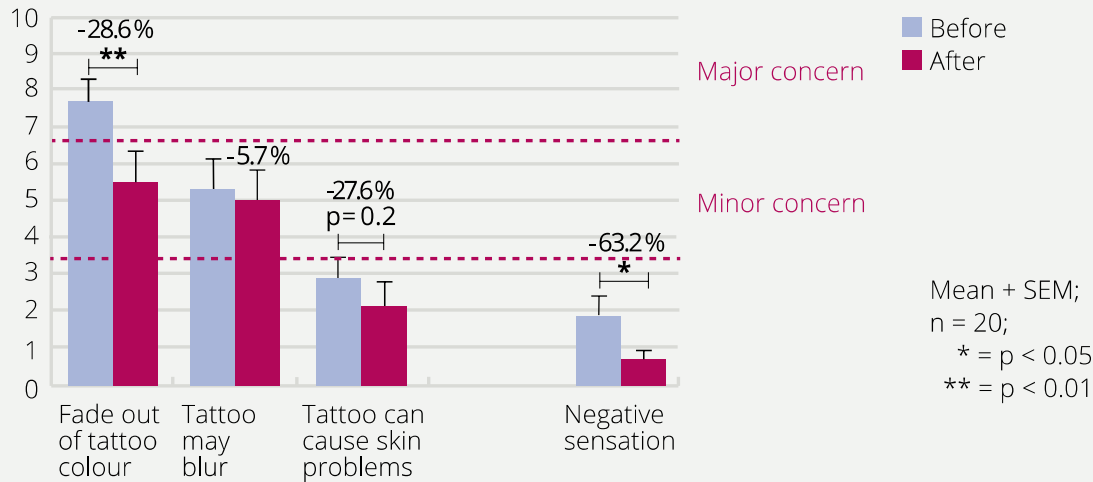
LIFTONIN[®]-XPERT relieves fear, sorrows and pain of tattooed people



LIFTONIN[®]-XPERT relieves fear, sorrows and pain of tattooed people

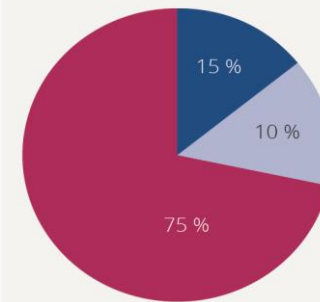
Concerns and perception of study participants

Scoring (0-10)

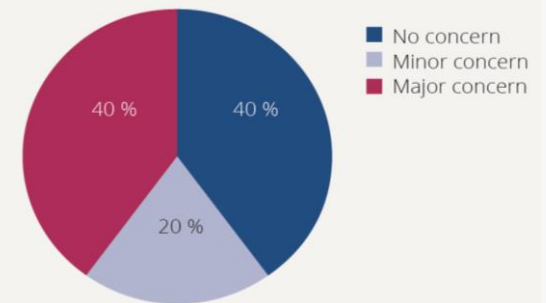


Concern that the tattoo colour will fade out

Before treatment

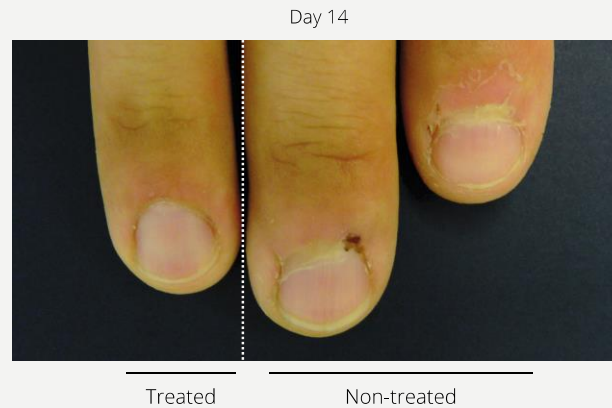


After treatment

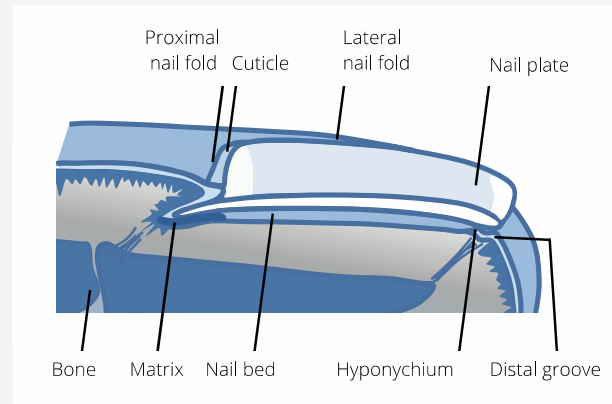
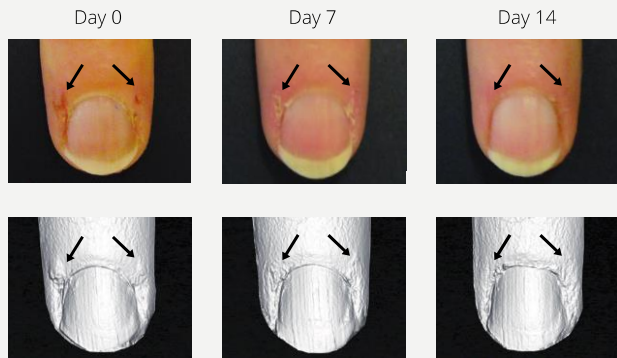


LIFTONIN[®]-XPART is an expert in repairing dry and brittle skin around the nails

N° 1; 35 years, male



N° 2; 47 years, female



LIFTONIN®-XPERT

Concepts

Skin architects for the face, neck and body

- **Wrinkle fillers** for eye area and neck
- **Lifting** treatments
- Products against **sagging** skin
- Contour **remodelling** creams

- Body lotions for firming and reduction of **stretch marks**
- **Tattoo** aftercare
- **Hands & Nail** products



Application

Areas of application

Anti-ageing products, body care products (stretch marks, hands and nail care, tattoo aftercare).

Recommended use level

1 - 3 %

Preservative system

0.4 % Sodium Benzoate, 0.2 % Potassium Sorbate

Solubility and Processing

Water soluble; should be processed at temperatures $< 50^{\circ}\text{C}$.

Natural cosmetics

Ecocert: listed, COSMOS: listed, NaTrue: certified



Registration

EU

Bulbine Frutescens Leaf Juice, Sodium Benzoate, Potassium Sorbate, Citric Acid

USA

Bulbine Frutescens Leaf Juice, Sodium Benzoate, Potassium Sorbate, Citric Acid

Japan

Bulbine Frutescens Leaf Juice, Sodium Benzoate, Potassium Sorbate, Citric Acid

China

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Presentation LIFTONIN®-XPRT Symposium 2016

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