

AC PARTY FACE POM

Efficacious + Improve Appearance of Fine Lines & Wrinkles + Instant Lifting



Tomorrow's Vision... Today!®

AC PARTY FACE POM

Technical Information:



Product Code: 20447

INCI Name: Water & Punica Granatum Extract & Citrus Aurantium Dulcis (Orange) Flower Extract

INCI Status: Conforms

Suggested Use Levels: 2.0 – 5.0%

Suggested Applications: Improves appearance of fine lines & wrinkles, lifting/ tightening of skin, anti-aging

Solubility: Water Soluble

AGING + THE PROCESS



The Natural Aging Process

- Over time, the rate of cellular proliferation decreases
- Metabolic functions slow down
- Signs of physical damage to the skin become more apparent
- Both intrinsic and extrinsic factors play a role in the aging process

SKIN TIGHTENING + TYPICAL METHODS



Traditional methods used to lift & tighten the skin:

- Surgery
- Application of Bovine Serum Albumin (BSA)
- Chemical Peels

- Consumers want alternatives! Surgery is painful and time consuming and animal derived products have lost favor in the market

- Peptide technology is quite appealing amongst consumers

CONCEPTUALIZING AN ALTERNATIVE



Concept:

Sweet Orange Peptides + Pomegranate Carbohydrates

- Sweet orange peptides have a low molecular weight (<400 daltons)
- Pomegranate carbohydrates are cross-linked to form a biopolymer network on the skin (>500,000 daltons)
- The low molecular weight of sweet orange peptides allows for maximum efficacy for deeply nurtured cells
 - Stimulate the proliferation of fibroblasts
 - Increase cellular propagation and metabolism
- The high molecular weight of pomegranate carbohydrates create a lifting effect while smoothing the skin to reduce the appearance of wrinkles



MARKET TRENDS



Pomegranates + Sweet Oranges

- Both coincide with the continuously growing superfruit trend
- Superfruits are known for their high nutrient content, health benefits and for their superb commercial success
- Sales of pomegranate products have increased more than 400% in the last several years



MARKET TRENDS

Pomegranates + Sweet Oranges

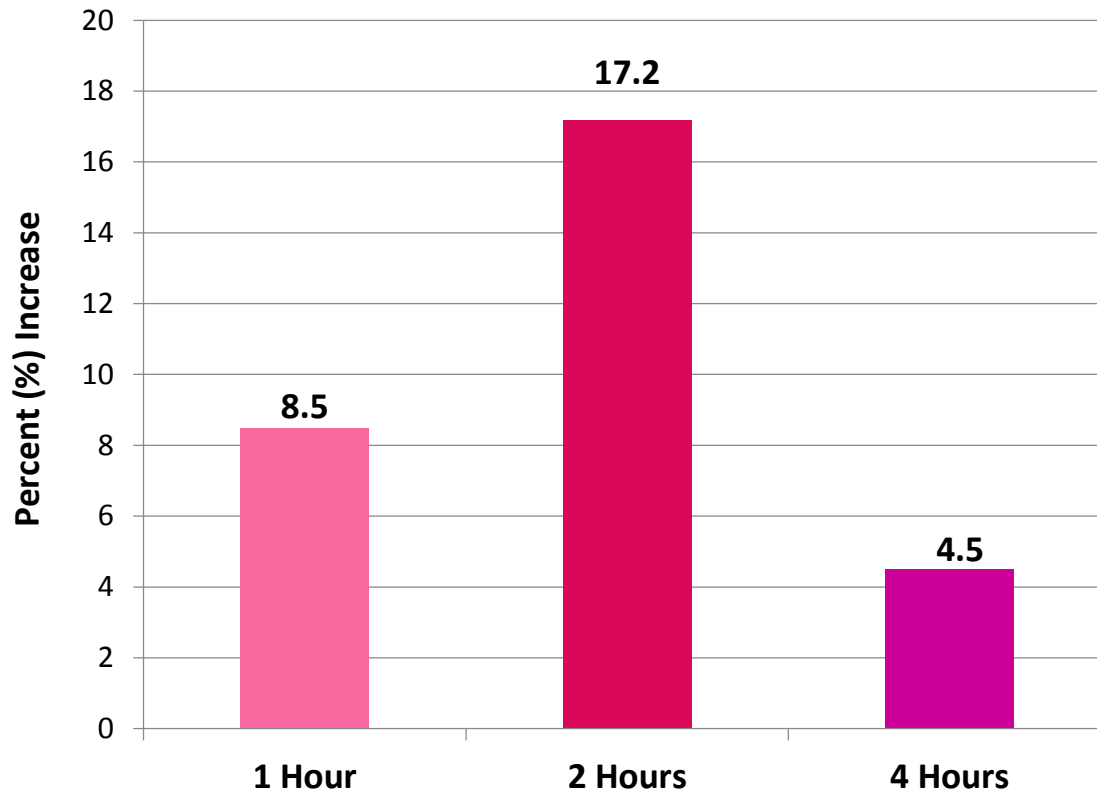


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AC PARTY FACE POM EFFICACY ASSAY RESULTS

in-vivo Skin Lifting Durability Assay

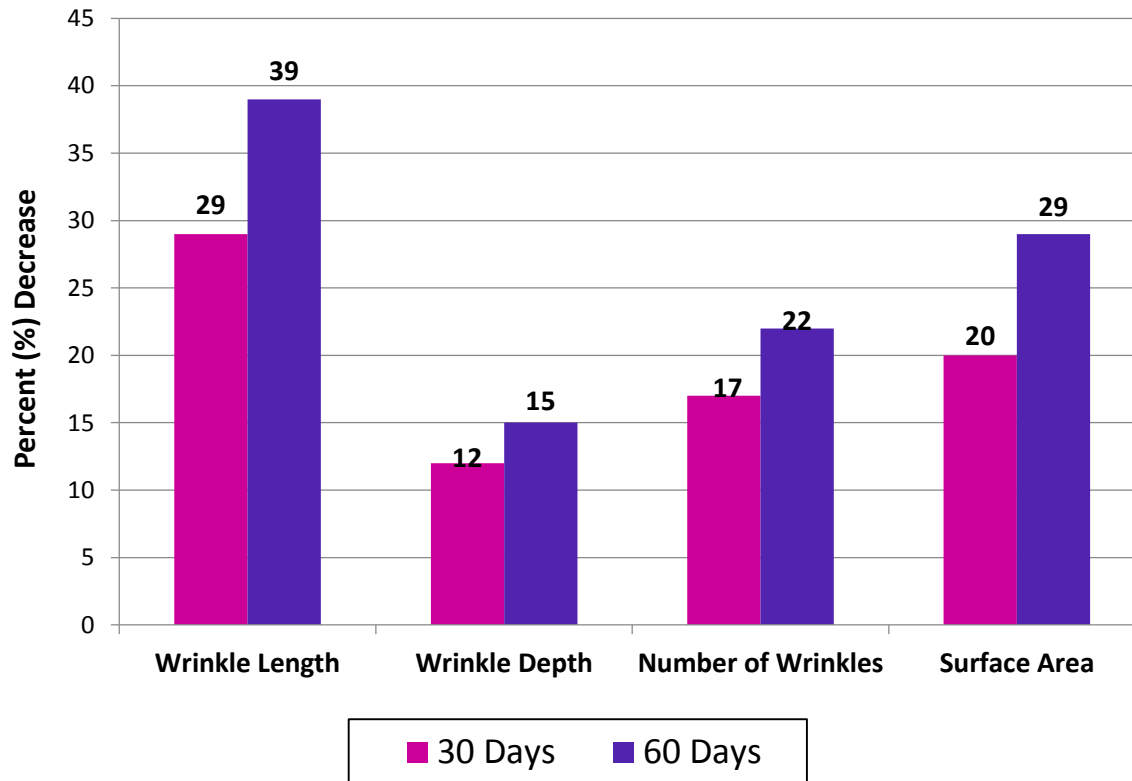


Protocol

- 13 m/f volunteers between the ages of 34 and 67 were given an O/W emulsion containing 4.0% AC Party Face Pom which was applied to the right thigh
- A cutometer (Courage-Khazaka electronic GmbH – MPA 580) was used to measure changes in skin lifting properties
- Baseline measurements were taken and then readings after 1, 2, and 4 hours were recorded

AC PARTY FACE POM EFFICACY ASSAY RESULTS

in-vivo Wrinkle Reduction Assay

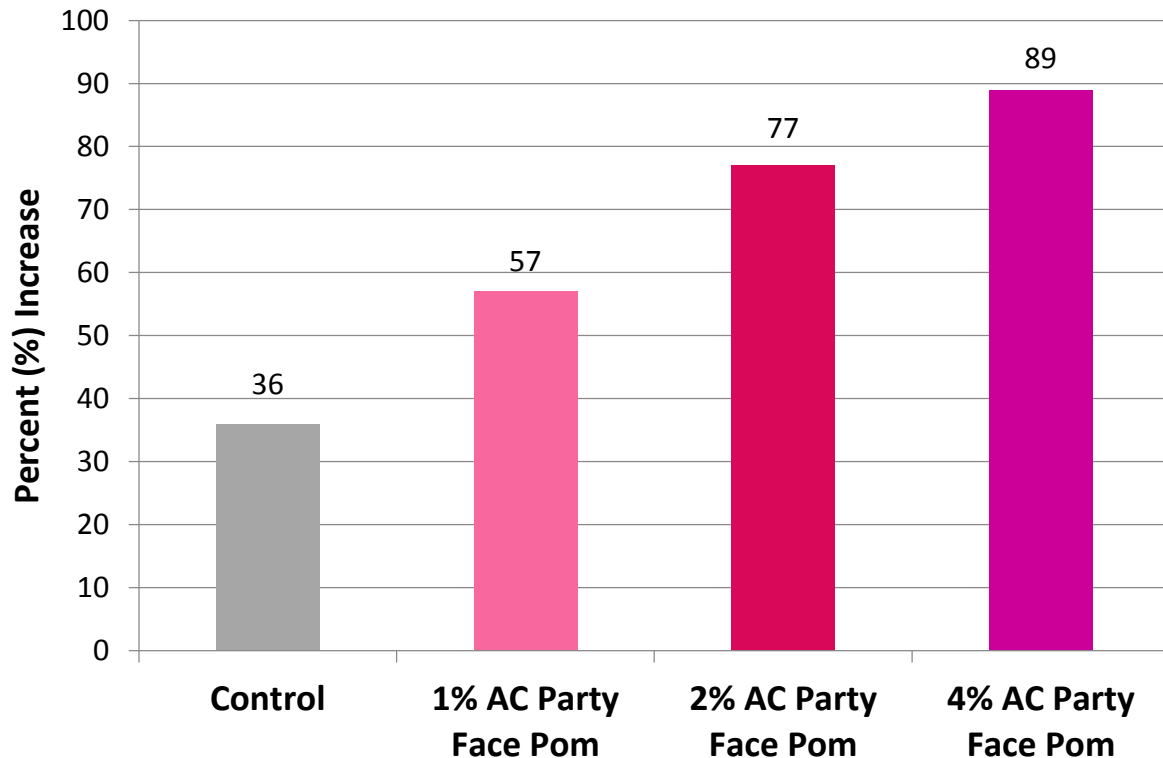


Protocol

- 10 m/f volunteers between the ages 36 and 70 applied a topical containing 4.0% AC Party Face Pom to their outer eye area (crow's feet) twice daily for 60 days
- Equipment: An optical profilometer (Nanovea PS50) with an image analyzer (Nanovea 3D Software)
- 1cm² silicone polymer replicas were made at baseline, after 30 & 60 days
- The length, depth, quantity and surface area of the wrinkles in the replicas were measured using a specialized computer program (Quantirides Software from Monaderm)

AC PARTY FACE POM EFFICACY ASSAY RESULTS

in-vitro Collagen I Synthesis Assay

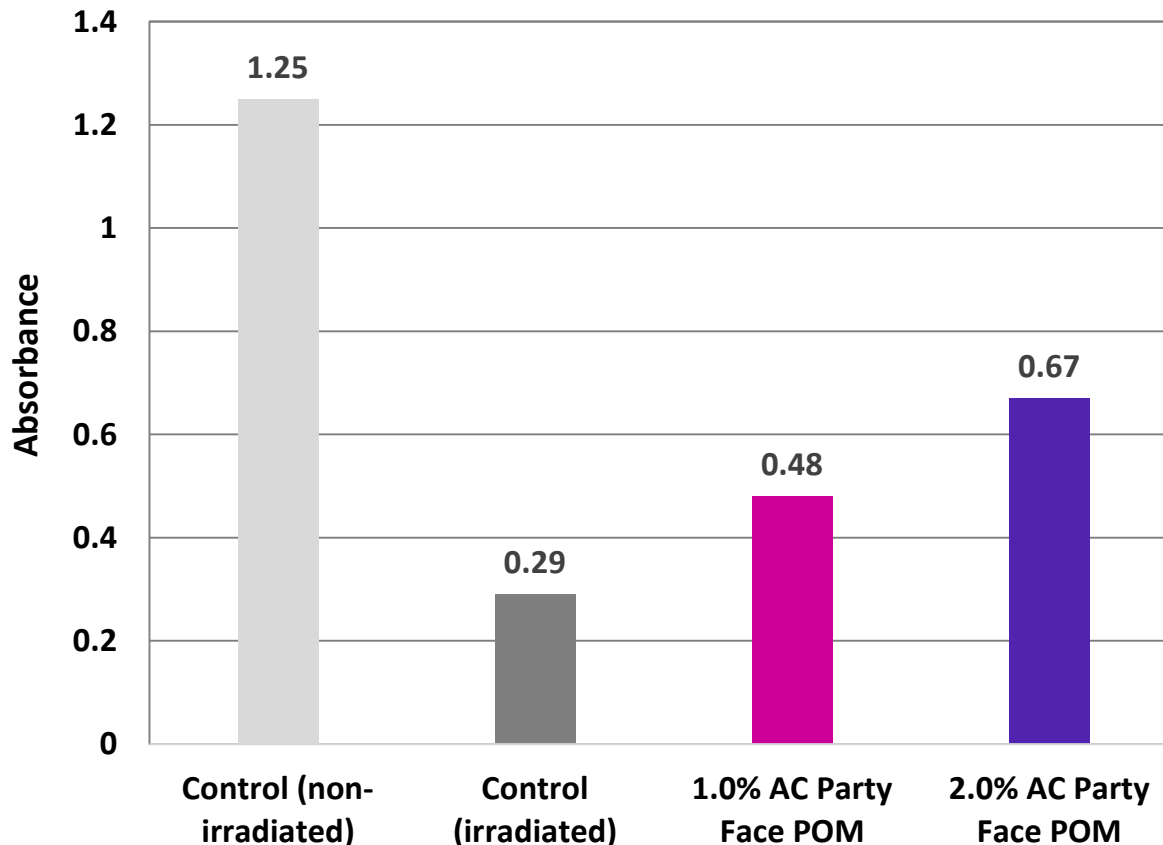


Protocol

- Human fibroblasts were inoculated at a concentration of approximately 6,000 cells per dish
- Cells were then removed and placed into an amino acid deficient medium and supplemented with AC Party Face Pom at levels of 1.0%, 2.0% and 4.0%
- Samples were compared to a control of amino acid deficient medium sans supplement
- Collagen I synthesis was determined by immunolabeling with primary and secondary antibodies

AC PARTY FACE POM EFFICACY ASSAY RESULTS

in-vitro Fibroblast Revitalization Assay

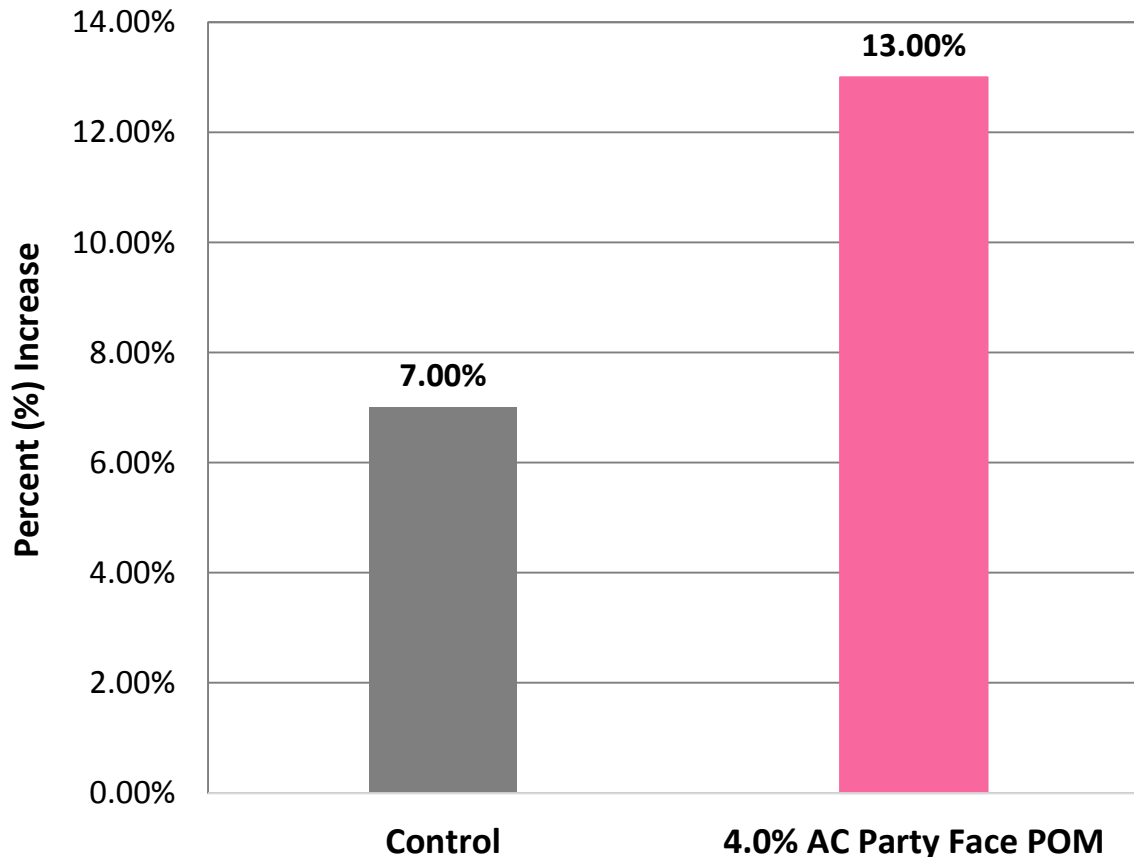


Protocol

- Human fibroblasts were grown in a medium containing 1.0% and 2.0% AC Party Face Pom for 72 hours
- Cells were the subjected to UV stress
- One control was irradiated without being given any supplement; the other control was not irradiated
- Cellular revitalization was then measured 72 hours after UV exposure

AC PARTY FACE POM EFFICACY ASSAY RESULTS

in-vivo Increase in Smoothness Assay

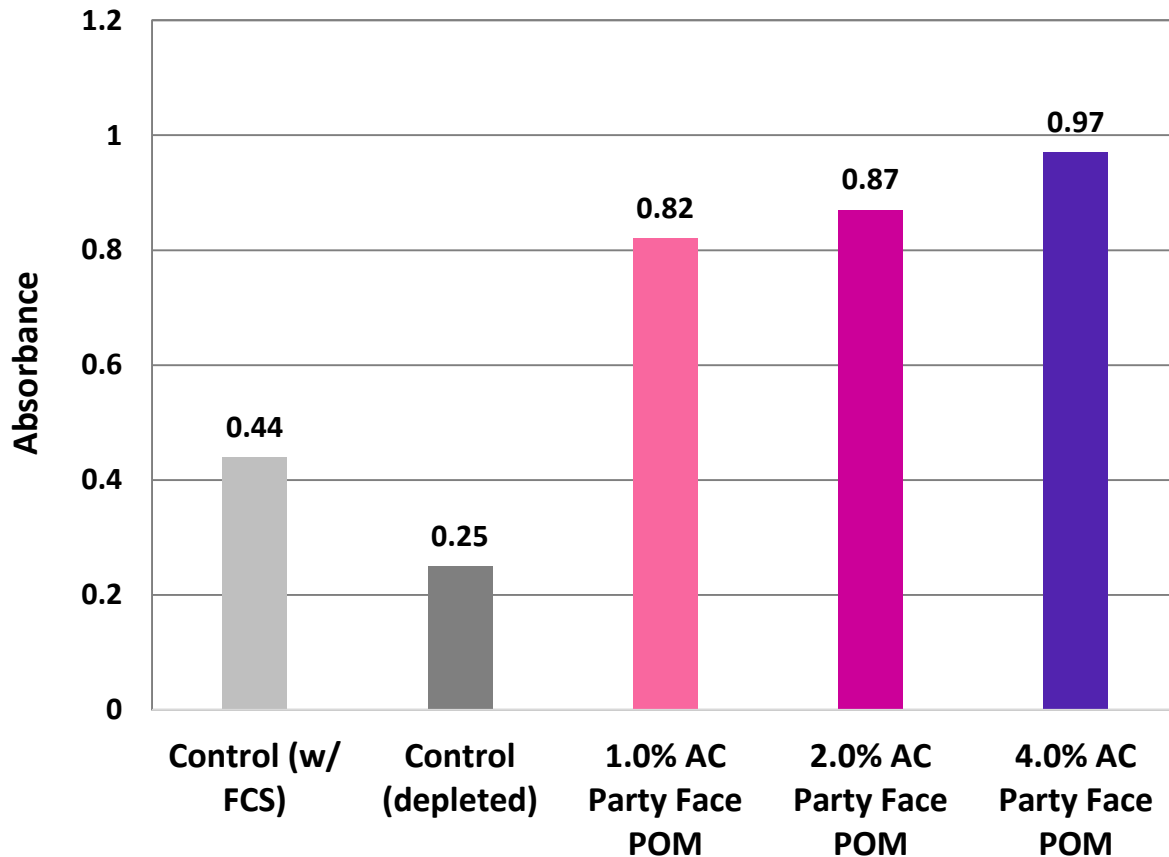


Protocol

- 15 volunteers between the ages of 36 – 65
- One forearm was treated with 4.0% AC Party Face Pom and the other forearm was used as the control
- Silicone polymer casts were made before and after product application
- The smoothing effect was observed with a profilometer equipped with an image analyzer

AC PARTY FACE POM EFFICACY ASSAY RESULTS

in-vitro Increase in Cellular Proliferation



Protocol

- Human fibroblasts were inoculated at a concentration of approximately 6,000 cells per dish
- Cells were then removed and placed into an amino acid deficient medium and supplemented with AC Party Face Pom at levels of 1.0%, 2.0% and 4.0%
- Samples were compared to a control (an amino acid deficient medium without any supplement)

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