

AC Southern Wood Plump BG PF

Anti-Aging + Elasticity + Anti-Wrinkle



Tomorrow's Vision... *Today!*[®]

AC Southern Wood Plump BG PF

Technical Information:



Product Code: 20419PF

INCI Name: Butylene Glycol & water & Artemisia Abrotanum Extract

INCI Status: Conforms

Suggested Use Levels: 2.0–4.0%

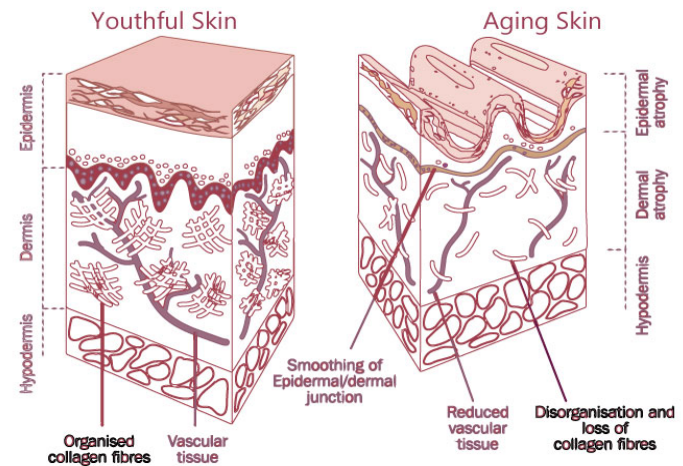
Suggested Applications: Anti-Aging, Anti-Wrinkle

Appearance of the Skin

Skin Changes Overtime:



- Increase in wrinkle formation
- Subcutaneous adipose tissue wane
- Sagging Skin
- Fine lines & wrinkles
- Crow's feet



AC Southern Wood Plump BG PF



- Consists of **oligosaccharides**, short chains of 3-9 simple sugars
 - Stimulates **adipogenesis**, the formation of adipocytes
 - Causes swelling of **adipocytes**, also known as fat cells
- Increase in adipose mimics the effects of surgeons injecting adipose tissue subcutaneously
- Natural way to increase adipose tissue
- Makes fine lines and wrinkles less noticeable

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The Pathway:

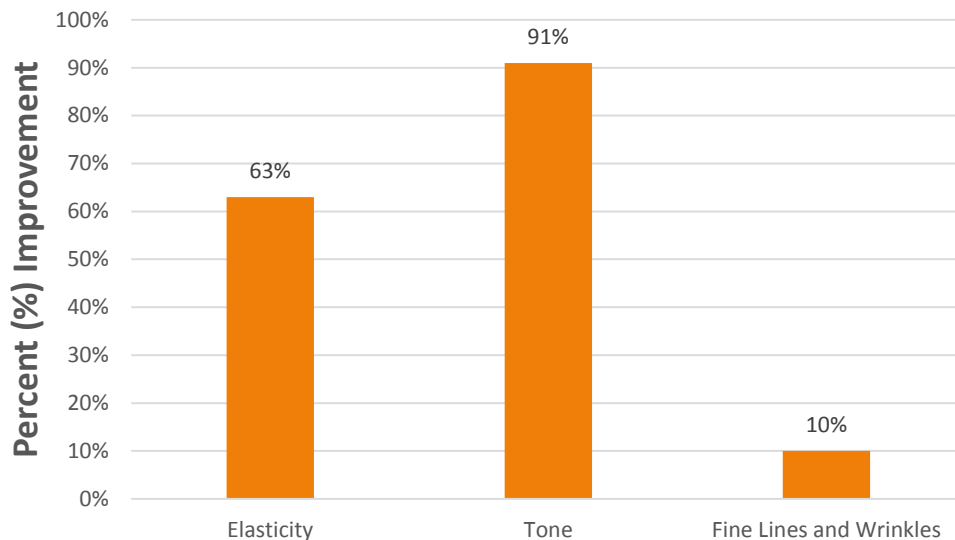


- Stimulates adipocyte differentiation by increasing the expression of mRNA
- mRNA codes for PPARs-g
 - Transcription factor involved in adipogenesis
- Increases activity of G3PDH
 - Glycerol-3-phosphate-dehydrogenase
 - This enzyme increases the concentration of triglycerides stored in mature adipocytes

Efficacy Assay Results

AC Southern Wood Plump BG PF

Sensory Assesment of Improvements in Skin Characteristics



Results

AC Southernwood Plump BG PF may improve epidermal elasticity by 63% while increasing tone by 91%. Laser profilometry revealed that it may also decrease the appearance of Crow's feet by 12% while decreasing fine lines and wrinkles on the cheeks by 10%. Further studies have shown that 4% **AC Southernwood Plump BG PF** may increase adipose tissue density by 25% when compared to the placebo



Protocol

20 M/F test subjects

Control: Cetaphil Lotion

Test materials:

a) 4% **AC Southern Wood Plump BG PF** in the control lotion

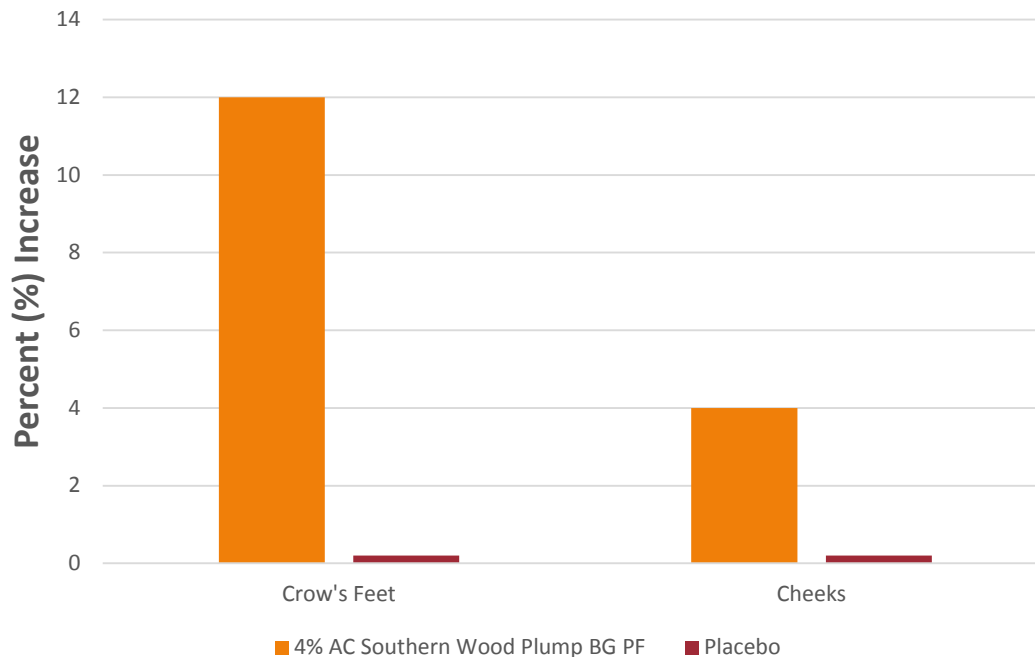
SEM 575 Cutometer was used to non-invasively quantify modifications in epidermal elasticity via suction

Results were compared to the baseline tone & elasticity at the start of the study

Efficacy Assay Results

AC Southern Wood Plump BG PF

Skin Smoothing Assessment



Protocol

20 M/F test subjects

Comparing silicone impressions that were made of the test sites before and after the 30 day twice daily treatment using 4.0% **AC Southernwood Plump BG PF**

Area 1 was treated with the variable, while area 2 was treated with the placebo

Both the variable and placebo were applied twice daily for 30 days

Results

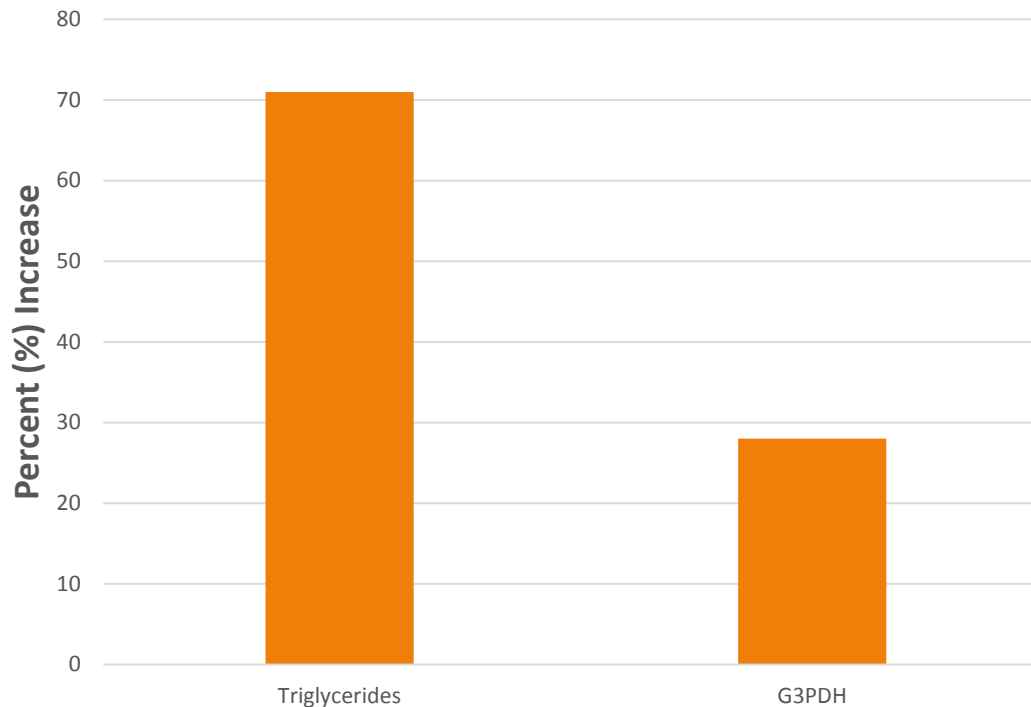
AC Southernwood Plump BG PF is capable of reducing the appearance of Crow's feet by 12.0% and reducing the appearance of wrinkles on the cheeks by 4.0%

Efficacy Assay Results

AC Southern Wood Plump BG PF



Increase in Triglycerides and G3PDH



Protocol

20 M/F test subjects

Adipocytes were incubated with 0.5% **AC Southernwood Plump BG PF** to determine whether or not it may increase the synthesis of triglycerides and G3PDH

Adipocytes were incubated for 10 days

Following the incubation period triglycerides and G3PDH were isolated from adipocytes cultured in both the control and variable medium

Results

AC Southernwood Plump BG PF may be effective at increasing the synthesis and storage of adipose tissue.

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Benefits:

- ✓ Anti-Aging
- ✓ Anti-Wrinkle
- ✓ Tones
- ✓ Improves Skin Elasticity
- ✓ Improves Overall Skin Appearance
 - X Fine lines
 - X Wrinkles
 - X Crow's feet



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ACTIVE CONCEPTS LLC



THANK YOU

For more information –Visit our website!

www.activeconceptsllc.com