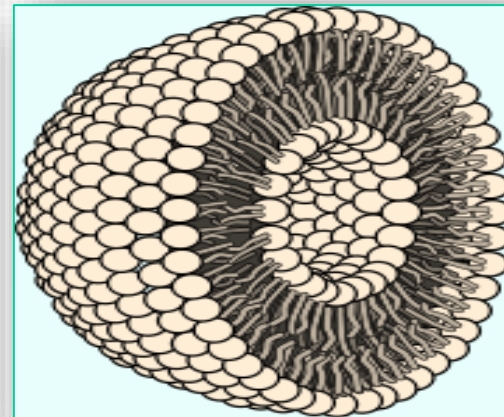


AC MVS Lips

Lip Plumping



Tomorrow's Vision... Today!®

AC MVS Lips

Technical Information:



Product Code: 60050

INCI Name: Glycine Soja (Soybean) Seed Extract & Glycyrrhiza
Glabra (Licorice) Leaf Extract & Phospholipids

INCI Status: Approved

Suggested Use Levels: 0.50 – 5.00%

Suggested Applications: Lip Plumping

Lips as a Fashion Accessory



Market Trends

- Popular for both aging populations & younger demographics
- Cosmetic surgery-type results from a topical cosmetic avoiding a large expense & painful recovery
- Hydrated, plumped & luscious lips



Plump Lips



Achieving the Look!

- We must look at the injectable preparations available within the medical profession
- To augment the naturally occurring lip tissue, the most commonly used products are:
 - Purified Collagen
 - Reconstituted Human Tissue Matrix (HTM)

The question then becomes, how can we topically deliver collagen to the lips so as to avoid medical procedures?

AC MVS Lips



Overcoming the Obstacle

- Most lip preparations are lipid-based:
 - Eliminates the possibility of using traditional delivery systems, i.e. liposomes
- Absence of hair follicles on the lips
 - Solid particulate delivery systems are inefficient & ineffective
- Active Concepts developed **AC MVS Lips**, a self-assembling, micro-scale delivery system

AC MVS Lips

Soybean Seed Extract



- Phospholipids are dispersed in a biomimetic fractionated soybean extract
 - Enables the product to be easily incorporated into a lipophilic environment of a traditional lip product
- Upon application, the phospholipids naturally seed & migrate to the more hydrophilic interior of the lips
- In the hydrophilic environment, the phospholipids readily assemble into a multi-vesicular system
 - Lips Swell
 - Enhances the appearance of increased volume of the lips

AC MVS Lips



Licorice Leaf Extract

- Licorice leaf extract has been shown to increase the rate of wound healing
 - Directly involves the generation of new collagen fibrils
- Naturally complementing the function of the self-assembling vesicles, Active Concepts incorporated Licorice Leaf Extract into the **AC MVS Lips** formulation to:
 - Induce the generation of new collagen
 - Supplement the existing collagen present in the lips

AC MVS Lips

In-vivo Sensory Study

Subject	Time Elapsed for Perceivable Effect
1	Perceivable effect within 5 minutes of application
2	Perceivable effect within 2 minutes of application
3	No perceivable effect within 5 minutes of application
4	Immediate perceivable effect upon application
5	Perceivable effect within 3 minutes of application

Results: The data suggests that using **AC MVS Lips** results in perceivable lip plumping effects within 5 minutes of application

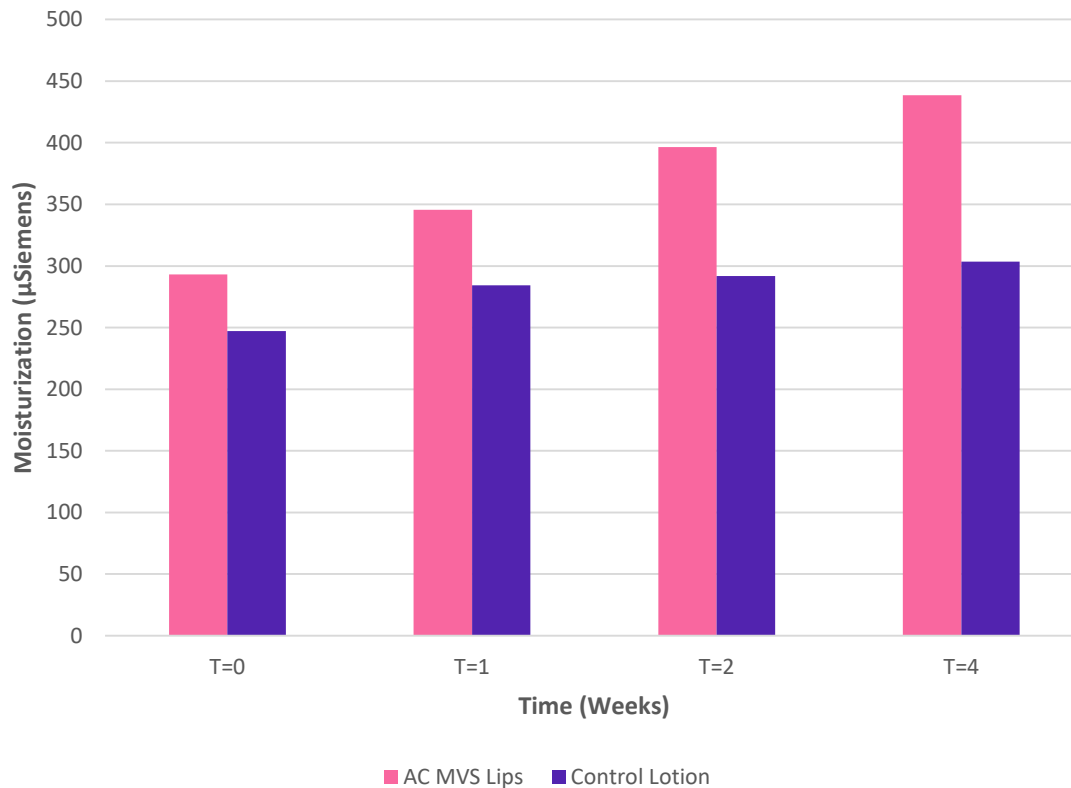


Protocol

- A panel of 5 women, ages 19-37, was assembled for testing
- Conducted to evaluate the ability of **AC MVS Lips** to effectively plump the lips & create perceivable fullness
- The women applied **AC MVS Lips** directly to their lips
- Each woman was asked to assess the amount of elapsed time prior to perceiving sensory plumping effects
- Each panelist abstained from using any lip care product for 3 days prior to the start of the study

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In-vivo Moisturization Study



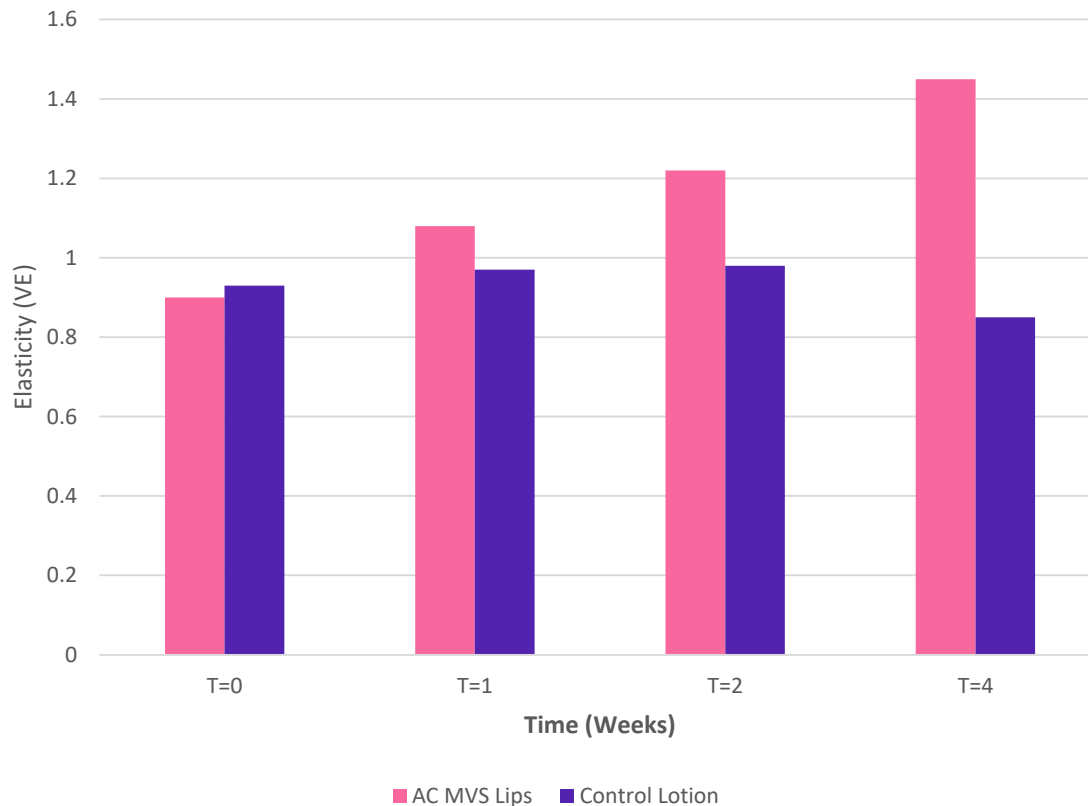
Protocol

- Equipment: DermaLab Skin Combo
- 10 M/F subjects
- 2 mg of each test material on their volar forearms
- Concentration: 2.0%
- **AC MVS Lips** is able to offer long term perceivable moisturization over time compared to control lotions in laboratory testing

Results: Offering as much as 35% more moisturization than controls

AC MVS Lips

In-vivo Elasticity Study



Results: Able to increase skin elasticity (VE) by nearly 45% over the course of four weeks



Protocol

- Elasticity is an excellent measure for a number of common aging symptoms
- 10 M/F subjects
- Equipment: DermaLab Skin Combo
- Test area: inner forearm
- Concentration: 3.0%

AC MVS Lips

Formulation Guidelines:

Suggested Use Level: 2.0 – 15.0%

pH Range Stability: 4 – 7

Solubility in Water: Water Dispersible

Temperature Stability: <50°C

Formulation Guideline: Incorporate during the cooling phase



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AC MVS Lips



THANK YOU

For more information –Visit our website!

www.activeconceptsllc.com