60050 AC MVS Lips
Plumping + Sensory + Moisturizing

Product Code: 60050

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

INCI Status: Approved

Suggested Use Levels: 2.0 – 15.0%

Suggested Applications: Lip and Skin Plumping, Sensorially Perceivable Benefits, Conditioning

Solubility: Oil Soluble
60050 AC MVS Lips

Lips as a Fashion Accessory

- Popular for aging populations and younger demographics.
- Cosmetic surgery-type results from a topical cosmetic avoiding a large expense and painful recovery.
- Hydrated, plump, and luscious lips.
- Injectable preparations medically available.
  - To augment the naturally occurring lip tissue, the most commonly used products are purified collagen and reconstituted Human Tissue Matrix (HTM).

Ultimate Question – How to topically deliver lip plumping benefits without medical procedures?
60050 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 and ineffective.

• Active Concepts developed **AC MVS Lips**, a self-assembling, micro-scale delivery system.
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 and 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.

60050 AC MVS Lips
Cosmetic Application
Licorice Leaf Extract

- Licorice leaf extract has been known 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.
Protocol

• 15 (m/f) volunteers between the ages of 20 and 60 years old and affected by slight to moderate facial wrinkling and/or drooping of the skin, were selected for the study.

• Each day participants applied a standardized amount of control lotion to one side of the face, and 5.0% AC MVS Lips in the control lotion to the other side of their face.

• This process was repeated twice per day throughout the 4 week study.

• Photos were taken before treatment began and then weekly throughout the study.

• Moisture, elasticity, and skin density levels were also measured once per week on each testing area of the face using the DermaLab Skin Combo instrumentation.
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*in-vivo* Skin Moisturization Study

**Protocol**

- **Equipment:** DermaLab Skin Combo

- **15 M/F participants**

- Test material was applied, in a lotion, onto one side of the face while the control lotion was applied to the other side of the face.

- **Concentration:** 5.0%

- AC MVS Lips is able to offer long term perceivable moisturization over time compared to the control lotion.

![Figure 3. Moisturization results of AC MVS Lips.](image-url)
**60050 AC MVS Lips**  
*in-vivo* Elasticity Study

**Protocol**

- **Equipment:** DermaLab Skin Combo
- **15 M/F participants**
- **Test material was applied, in a lotion, onto one side of the face while the control lotion was applied to the other side of the face.**
- **Concentration:** 5.0%
- **AC MVS Lips** is able to increase elasticity over the course of the 4 week study when compared to the control.

![Graph](image-url)

*Figure 4. Elasticity results of AC MVS Lips.*
Protocol

- **Equipment:** DermaLab Skin Combo

- 15 M/F participants

- Test material was applied, in a lotion, onto one side of the face while the control lotion was applied to the other side of the face.

- **Concentration:** 5.0%

- **AC MVS Lips** is able to increase skin density over the course of the 4 week study when compared to the control.

*Figure 5.* Skin density results of **AC MVS Lips**.
Protocol

- Testing included a panel of 5 women, ages 19-37.

- Conducted to evaluate the ability of AC MVS Lips to effectively plump the lips and create perceivable fullness by applying AC MVS Lips directly to the lips.

- Each woman assessed 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.

- Results indicate a perceivable lip plumping effect is attainable within 5 minutes.
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