

60050.

AC MVS Lips

DELIVERY SYSTEMS



VEGAN



IN VIVO



IN CHEMICO



CHINA



ISO 16128



THE FEATURES.

Plump, youthful lips are always in style, and AC MVS Lips is the secret to achieving them naturally, effortlessly, and without injections. This advanced lip-plumping ingredient uses the power of self-assembling microvesicles to deliver deep hydration and volume-enhancing benefits, creating a fuller, smoother pout. Its unique delivery system allows for enhanced penetration and absorption, maximizing efficacy where traditional liposomes fall short. AC MVS Lips is a luxurious, science-backed solution that visibly enhances lip volume, smoothness, and definition all without the need for cosmetic procedures!

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

actions

Lip Plumping
Enhances Gloss
Promotes Relaxation

TECHNICAL DATA SHEET.

THE REGULATION.

INCI. Glycine Soja (Soybean) Seed Extract & Glycyrrhiza Glabra (Licorice) Leaf Extract & Phospholipids
CAS. 9010-10-0 & 84775-66-6 & 123465-35-0
EINECS. 232-720-8 & 283-895-2 & N/A
EUROPE. Compliant
USA. Compliant
CHINA. Compliant

THE SPECIFICATION.

Origin. Botanical
Natural Antimicrobial. None
Preservatives. None
Solvents Used. None
Soluble/Miscible. Water Insoluble
Appearance. Amber Viscous Oily Liquid
Use Level. 2 - 15 %



THE STORY.

Luscious lips are more than just a trend—they're a beauty statement, a symbol of confidence and allure. Plump, full lips have long been associated with youth, sensuality, and vitality, making them one of the most sought-after features in today's beauty landscape. This trend isn't limited to those looking to restore lost volume due to aging—younger generations are also embracing the desire for a naturally enhanced, Instagram-worthy pout. As beauty standards evolve, so do consumer expectations, with many seeking effective, non-invasive alternatives that offer the same volumizing, smoothing, and hydrating effects as cosmetic procedures—without the needles. In response, the demand for lip-plumping skincare has skyrocketed, driving innovation in topical formulations that replicate the look and feel of professional treatments.

Inspired by this growing demand for fuller, more youthful-looking lips without injections, we set out to create a luxurious, effective, and science-driven solution that enhances lip volume naturally while deeply nourishing and conditioning the delicate lip area. This vision led to the development of AC MVS Lips, a breakthrough formula designed to plump, hydrate, and smooth for a noticeably fuller, more defined pout. At the heart of this innovation is licorice root extract, a powerhouse ingredient known for its ability to accelerate wound healing and stimulate collagen production—a key factor in maintaining firm, voluminous lips over time. AC MVS Lips works in perfect harmony with self-assembling vesicles, a cutting-edge delivery system that enhances absorption and maximizes results. The result? Lips that feel softer, smoother, and glossier, with a naturally enhanced fullness that lasts.

With its unique blend of science, skincare, and luxury, AC MVS Lips redefines the beauty of modern, non-invasive lip enhancement. Whether you're looking to restore lost volume, enhance your natural shape, or simply keep your lips soft and plump, this innovative formula delivers results you can see and feel—without the need for cosmetic procedures.

THE SCIENCE.

For optimal lip enhancement, the most effective formulations often utilize purified collagen or reconstituted Human Tissue Matrix (HTM) to support and enhance natural lip structure. The challenge lies in delivering these and other vital components efficiently. Traditional liposome-based delivery systems are incompatible with most lip formulations, as they are predominantly lipid-based. Additionally, because the lips lack follicles, which are key pathways for transdermal absorption, solid particulate delivery systems fail to provide effective penetration. To overcome these formulation concerns, Active Concepts has developed AC MVS Lips, a self-assembling micro-scale delivery system. Phospholipids are dispersed in a biomimetic fractionated soybean extract that enables the product to be easily incorporated into the lipophilic environment of a traditional lip product. Their amphiphilic nature allows them to potentially enhance ingredient delivery and interact effectively with skin cells.¹ Once hydrated, these phospholipids may expand, contributing to a fuller appearance.² When in the hydrophilic environment the phospholipids naturally assemble into a multivesicular system that swells to give the lips the appearance of increased volume.



Glycyrrhiza glabra has been studied for its ability to support collagen production.³ Research has shown that its extracts strongly inhibit enzymes that break down hyaluronic acid, elastin, and collagen—key components for maintaining skin firmness and elasticity. By preventing the premature degradation of these structural proteins, *Glycyrrhiza glabra* can support the skin's natural repair processes, helping to maintain smoother, firmer, and more youthful-looking lips. Beyond biochemical support, external factors like stress can also influence skin health. Active Concepts explores the connection between mood and skin, showing that stress-induced inflammation can impact the skin's structure and appearance. Since chronic stress can accelerate collagen breakdown and impair the skin barrier, managing stress may play a role in preserving lip health and resilience.

THE BENEFITS.

Skin

Lip Plumping *Sensory Plumping & Consumer Perception*

Amplifies Gloss *Gloss Assay*









Promotes relaxation and calmness *EEG Brainwave Study*



THE EFFICACY.

Sensory Plumping & Consumer Perception.

The Sensory Plumping & Consumer Perception Study visually demonstrates the perceivable plumping of the lips, while also assessing the perceived lip benefits associated with product application. 10 female volunteers between the ages of 22 and 45 and who were known to be free of any skin pathologies participated in this study. In a disposable lip gloss applicator, 1 mg of test material containing the Lip Gloss Base, or 5.0% AC MVS Lips in the Lip Gloss Base was provided to the participants. After applying the test material on their lips, participants were asked to assess the plumping properties of the test material after 5 minutes and 2 hours of application. Afterwards, participants continued to apply their designated test material twice daily for 1 week. In addition, participants rated a set of sensory parameters on a scale of 1 to 10, with 1 indicating the lowest and 10 representing the highest perceived benefit after immediate application, 2 hours after application, and 1 week of application.

Before Application		
5 Minutes After Initial Application		
2 Hours After Initial Application		
1 Week After Initial Application		
	Participant 3	Participant 4



Increased perceivable plumping effects by 71% after 1 week of application compared to the Lip Gloss Base alone (at 5.0%)

Plumping.

Improves sensorial assessment of overall lip health and product comfortability

Gloss Assay.

A gloss assay was conducted to evaluate the immediate and short-term ability of AC MVS Lips to increase gloss when added to a Lip Gloss Base. Test materials were applied to a silicone-based artificial skin sheet using an application template to display a thin uniform layer of product. The test materials were allowed to sit on the artificial skin sheet for 15 minutes prior to data collection. The skin test sites were treated with either the Lip Gloss Base or 7.0% AC MVS Lips in the Lip Gloss Base. Digital images of each test material were taken for visual qualification of gloss. A triangle test was also used to evaluate the visual differences between each test material on the artificial skin sheet. Five participants were instructed to note any perceived visual gloss differences between three 2 mg samples on a silicone skin sheet. The test materials consisted of two Lip Gloss Base swatches and one Lip Gloss Base swatch containing 7.0% AC MVS Lips.

	
Lip Gloss Base	7.0% AC MVS Lips

100% of participants recognized the superior shine compared to the Lip Gloss Base alone (at 7.0%)

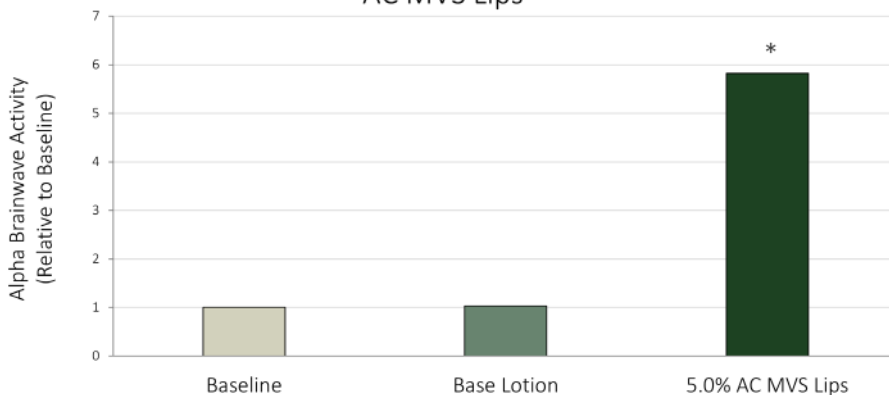
Enhances Gloss.

Enhanced skin gloss & Provided immediate and short-term glossiness

EEG Brainwave Study.

An EEG Brainwave Study was conducted to evaluate the immediate relaxation and calming properties of AC MVS Lips application. Prior to initiating the study protocol, participants were seated in a quiet room for 10 minutes with the Muse 2 Headband on to obtain Baseline brainwave activity. Two randomly assigned test sites were identified on the volar forearm of participants and the order of applying conditions was randomized for each participant. Following stable Baseline measurements, the principal investigator physically applied 0.2 g of the Base Lotion or 5.0% AC MVS Lips in the Base Lotion to the respective test sites for 30 seconds. After applying the first condition, brainwaves were monitored for 60 seconds without physical contact from the principal investigator. Once stable recordings were achieved, the principal investigator applied 0.2 g of the second condition to the respective test site for 30 seconds. The Muse 2 Headband smart device was used to detect and record Alpha brainwave data. Brainwave data was exported from the Muse 2 Application and uploaded to the Mind Monitor Application for individual brainwave analysis.

Relaxation During Application
AC MVS Lips



Increased Alpha brainwave activity by 582% compared to baseline and base lotion brainwave activity (at 5.0%)

Relaxing.

Mood Bosting

References:

1. Hoogevest, P., et al. "Phospholipids in Cosmetic Carriers." Nanocosmetics.
2. Sparr, E., et al. "Responding Phospholipid Membranes - Interplay between Hydration and Permeability." Biophysical Journal. 81.2 (2001): 1014-1028.
3. Garr, C., et al. "Antiaging and Antiwrinkle Potential of Glycyrrhiza glabra." Plant Archives. 19.2 (2019): 1151-1155.

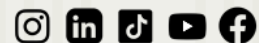
Active Concepts LLC
Lincolnton, NC - USA
Tel +1 704-276-7100
info@activeconceptsllc.com

Active Concepts SRL
Bareggio, (Milano) ITALY
Tel +39 02 90360719
info@activeconcepts.it

Active Concepts LLC, Asia
Kaohsiung, Taiwan
Tel + 886 73599900
info-asia@activeconceptsllc.com.tw



www.activeconceptsllc.com



Social Media
@activeconceptsglobal

Information contained in this technical literature is believed to be accurate and is offered in good faith for the benefit of the customer. The company, however, cannot assume any liability or risk involved in the use of its chemical products since the conditions of use are beyond our control. Statements concerning the possible use of our products are not intended as recommendations to use our products in the infringement of any patent. We make no warranty of any kind, expressed or implied, other than that the material conforms to the applicable standard specification. Freedom from patent infringement is not implied. All information is for investigative purposes only.