



**Lifting Cocktail: Ultra-firming Serum. Immediate lifting effect.**



**Lifting Cocktail** is an innovative treatment with a **marked lifting or tightening effect**, with both an **immediate action and a medium-term action**, as shown in **in-vivo efficacy studies**.

Our modern lifestyle demands a perfect image during long days over which fatigue is accumulated and this is reflected on our skin.

The cosmetic response to immediately eliminate these signs of fatigue and restore skin to all its glory can be found in the products with the so-called lifting effect. The "lifting" is an immediate tightening effect that visibly improves the appearance of skin as it reduces wrinkles, providing comfort and softness.

The active ingredients with a lifting action exert an immediate mechanical tension on the skin, resulting in a smoothing of the skin surface and showing a softer skin appearance.

This is achieved by **macromolecules** of various origins, which are **generally biopolymers**, which exert an immediate mechanical stress on the skin, which results in a smoothing of the skin surface, showing a more smooth appearance of the skin.

**These macromolecules form a surface film that smoothes the skin, erases wrinkles and lines of expression, and provides a more radiant and luminous appearance.**

**Lifting Cocktail** contains polysaccharide extract of Quinoa seeds whose 3D structure is optimally adjusted itself to the skin's surface, combined with DMAE and lactic acid, both actives with tensing and moisturizing properties that combat facial flaccidity achieving an **extremely potent immediate lifting effect** to which is added the **re-energizing properties of marine glycogen**, which provides the necessary substances to **restore the energy of epidermal cells** and **stimulate cellular metabolism along with the deep hydration provided by hyaluronic acid.**

This biological cocktail makes **Lifting Cocktail** a treatment that effectively combats facial flaccidity, visibly reaffirms the skin, deeply moisturizes, and re-energizes the skin cells.

### **BIOACTIVE compounds in Lifting Cocktail:**

#### **1) POLYSACCHARIDES FRACTION FROM QUINOA SEEDS: Peruvian Gold**



100 % natural sugar tensor purified fraction of polysaccharides extracted from Quinoa seeds. It is an innovative active ingredient with a marked filmogenic and tightening effect, as shown at in-vivo efficacy studies.

Peruvian Gold, the ancestral gift from the Andes. It is a 100 % natural sugar tensor purified fraction of polysaccharides extracted from Quinoa seeds. Quinoa is an Andean plant which originated in the area surrounding Lake Titicaca in Peru and Bolivia, is also known as Quínoa, kinuwa or Peruvian gold.

Polysaccharides are simple sugars. They fit between carbohydrates and fulfill various functions, especially energetic reserve, and structural ones. They have a key role in the living systems' molecules, such as forming its cells and tissues structural components.

Sacred to the Incas, Quinoa was referred by them as the mother of all grains. It is the only plant food that contains all the essential amino acids, trace elements, and vitamins.

Different active ingredients have been investigated to fight facial sagging.

Among them, high molecular weight polymers, such as proteins and polysaccharides, act as immediate skin tightening agents, by forming a film on the skin, leading to a stratum corneum retraction.

**COBIOLIFT has a high molecular weight three-dimensional configuration, stabilized by inter and intra-chain hydrogen bridges.**

This 3D structure optimally fits to the skin's surface by forming multiple hydrogen bonds between the polar heads of the lipids in the phospholipid bilayers in the corneum stratum, in particular, with ceramides, via their amide function and hydroxyl groups (Pascher,1976) , forming a cohesive and continuous biological film, strong and long lasting with lifting effect, that helps to bind skin cells closer together , improving the skin's barrier function, therefore preventing trans-epidermal water loss.

This interaction performs an immediate mechanical tension on the skin, which translates to a smoothing of the cutaneous surface, giving the skin a firmer, smooth and radiant appearance.

The biological film slows down trans-epidermal water loss, retaining moisture, and protects the skin from environmental stresses, such as pollution.

## **IN VIVO EVALUATION OF THE LIFTING EFFICACY OF A COSMETIC INGREDIENT**

A profilometry on 15 volunteers, mean age 35-50, showed the immediate anti-wrinkle roughness and crow's feet area and volume reduction efficacy effect of COBIOLIFT (vs. placebo), formulated at 0,5%, 1,5 % and 3% in an emulsion, after T30' and T1h with a single application on the crow's feet.

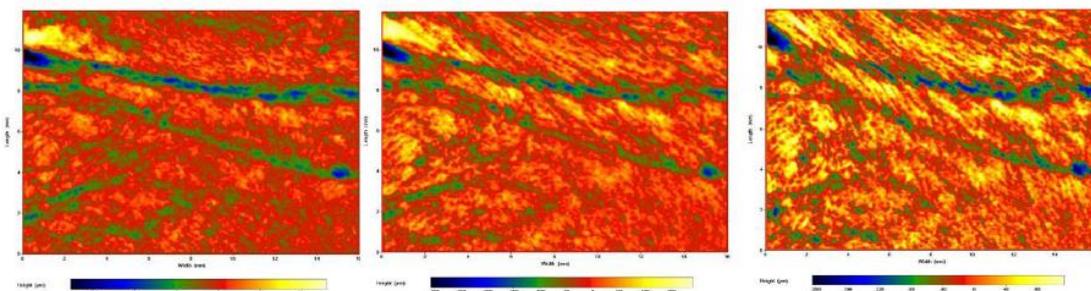
**At the minimum concentration, 0,5 % COBIOLIFT performs an immediate lifting effect at T=30' in the 54% of the volunteers.**

**At 1,5 % COBIOLIFT, up to 67% of the volunteers shows, wrinkle depth reduction ( $\mu\text{m}$ ), roughness of the crow's feet area reduction and volume of the crow's feet area reduction as shown in the Visioface® 1000 D Macro photographs and Eye filtered colored**

depth picture obtained with PRIMOS at time 0, 30' and 1h in the side of the Serum Cobiolift 1,5 %:



PRIMOS images of the eye contour, show the depth of the wrinkle with a different color at times 0, 30' and 1 h, with the 1.5% active:



## 2) DIMETHYLETHANOLAMINE, DEANOL (DMAE) + LACTIC ACID

It is indicated for the treatment of flaccid and/or aged skins. Contains Dimethylamino Ethanol (DMAE) and Lactic Acid, actives with tensing and moisturizing properties that combat facial and body flaccidity achieving an immediate lifting effect. It attenuates wrinkles by firming and improving skin elasticity.

Dimethylaminoethanol, dimethylethanolamine, deanol or DMAE, is a liquid and transparent organic compound. It is a natural nutrient that is part of our own organism (the human brain secretes it in small amounts) and is also present in large quantities in nature (especially in fish such as salmon, anchovy or sardines).

Dimethylaminoethanol is a biochemical precursor of acetylcholine, a neurotransmitter involved in multiple bodily activities.

## DMAE Mechanism of action

### **Skin aging:**

Intrinsic aging is related to the passage of time and individual genetic factors. Extrinsic aging depends on environmental factors such as solar radiation, cold, stress, pollution and tobacco consumption etc.

Morphologically the skin is dry, appears sagging, irregular pigmentation, wrinkles, and general atrophy.

There is an epidermal thinning with a decrease in the number of melanocytes. In the dermis, there is a decrease in fibroblasts, mast cells, and venules. This decrease in the vascular network causes atrophy of the glands and hair follicles with a lower proliferative capacity of the fibroblasts and decrease in the number of elastic fibers.

Clinically photoaging is translated into wrinkles, telangiectasia, atrophy and areas of depigmentation and keratosis.

In the processes of intrinsic and extrinsic aging are present free radicals that alter the cell membranes reducing their permeability and altering the collagen fibers.

DMAE acts on the membranes by stabilizing them and decreasing the concentration of free radicals. DMAE, dimethylethanolamine for its part, is used in anti-aging treatments and in improving skin tension. It makes the skin more resistant to stress, and offers protection against free radicals, without actually being considered an antioxidant.

**In aging the production of acetylcholine decreases and, consequently, a decrease of the effect of this substance on the muscle takes place.** The only method to reverse this process is the application of DMAE which increases muscle contraction and firmness of the skin, raising the level of active acetylcholine in the body.

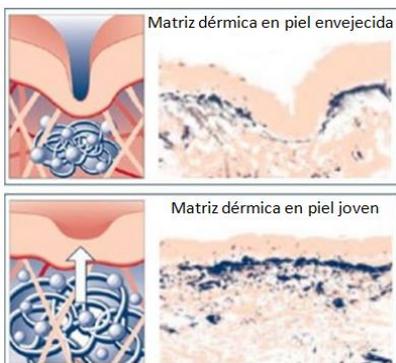
## 1. DMAE increases the synthesis/release of acetylcholine in such a way that it produces:



- ✓ **Immediate lifting effect:** Acetylcholine is received through the nicotinic receptors of the epidermis, producing a contraction of the epidermis, through the contracture of the epidermal keratinocytes, in this way a visible lifting effect (tensor effect) is produced in few minutes (and have a limited duration between 8-12h).

- ✓ **Long-lasting firming action:** The increase in the levels of acetylcholine increases the number of stimuli received by the muscle so that it contracts, that is, it increases the muscular activity. By increasing the contractions, the muscle appears more toned and presents a greater mechanical resistance.

## 2. DMAE stimulates the synthesis of collagen in such a way that:



- ✓ **Regenerates the dermal matrix:** by stimulating neo-collagenogenesis, increasing the production of new collagen fibers and inhibiting and reversing protein cross-linking (cross-linking, entanglement and loss of elasticity of collagen fibers).

## 3. DMAE increases the synthesis of phosphatidylcholine such that:

- ✓ **Stabilizes cell membranes:** by stimulating the synthesis of phosphatidylcholine (the main component of cell membranes) it repairs the damage caused by free radicals in cell membranes.

## Results

### ▪ Facial

- ✓ **Immediate Lifting:** "Stretches" and tightens the skin (softening wrinkles).
- ✓ **Lasting firming effect:** Combats sagging by improving muscle tone and strength. Redefine the facial oval (tightening the face and neck skin) and improves body contouring.
- ✓ **Increases elasticity:** Increases skin elasticity. Smooths wrinkles.

### ▪ Eye contour

- ✓ Improves palpebral bags and softens wrinkles.
- ✓ Raises eyebrows and drooping eyelids.

### ▪ Lip contour

- ✓ **Smooths wrinkles (barcode)**
- ✓ **Increase in volume**

## 3) LACTIC ACID: Natural moisturizing factor

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**This product combines DMAE with Lactic Acid.**

Lactic acid is an alpha hydroxy acid used as a softener. It is a natural component of the hydrolipidic layer of the skin and, consequently, plays a physiological activity, belongs to the hydrophilic components that make up the protective mantle of the skin.

It is mainly used to improve the texture of the skin.

Lactic acid is also a natural moisturizing factor (NMFs) of the skin, which favors the water-binding ability of the stratum corneum.

In dermatology has been used since the time of Cleopatra, who legend, bathed in sour milk (lactic acid) to keep his skin soft and smooth.

It favors the skin regeneration and has keratolytic activity, exerting a gentle exfoliative effect that favors the regeneration of the horny layer.

#### 4) PURIFIED MARINE GLUCOGEN: Energizing, restorative, anti-stress



**Glycogen provides the necessary substances to restore the energy of epidermal cells and stimulate cellular metabolism.**

It has a protective, regenerative and restorative function, it is a specific energizer with revitalizing, regenerating and strengthening effects.

Reinforces epidermal defense and its restorative capabilities.

Glycogen is a reserve polysaccharide, constituted from glucose molecules. It helps decrease the damage that occurs in the stressed skin, increasing oxygen consumption in epithelial cells. Glycogen is one of the main energy sources for cellular activity and metabolism. It is a source of energy reserve since it is stored for later use when necessary. The energy obtained from glycogen is used for cell defense and restoration.

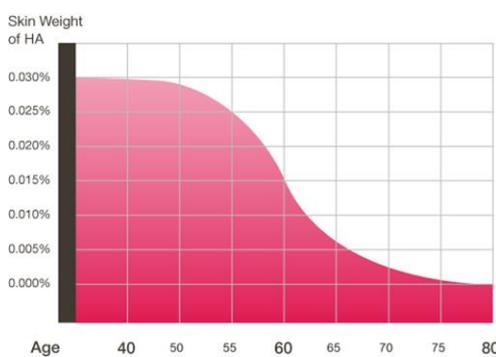
**Increases oxygen consumption in cells helps fight cell stress.**

#### 5) HYALURONIC ACID:



Hyaluronic acid (HA) is a polysaccharide from the type  $\beta$ - links glycosaminoglycans, having a structural function, such as chondroitin sulfates. It has the capacity to absorb more than 1000 times its volume in water.

That is why it is used in epidermis moisturizing as it reconstructs the fibers that hold skin tissues, giving a better shape. With a very high viscoelasticity, it is a natural component part of the skin and is essential to fight aging and wrinkles due to its high moisturizing power.



In the dermis, hyaluronic acid is the main component of the extracellular matrix (ECM).

Fibroblasts are a cell type responsible for the production of collagen and elastin in the skin. ECM extracellular matrix is the space between the skin cells. This makes the skin soft, smooth and elastic.

Young skin (soft and elastic) contains high amounts of HA (Hyaluronic acid).

Hyaluronic acid contained in GOLD 24K FLASH, is of biotechnological origin, has a molecular weight of 50-110 kDa:

- ✓ Retains moisture and elasticity in the tissues (moisture retention in the extracellular matrix (ECM))
- ✓ Protects against environmental stress
- ✓ Helps to reduce the appearance of wrinkles and expression lines.