LIFTING MASK URBAN

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 Booster 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.**

BIOACTIVE:

1) 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.

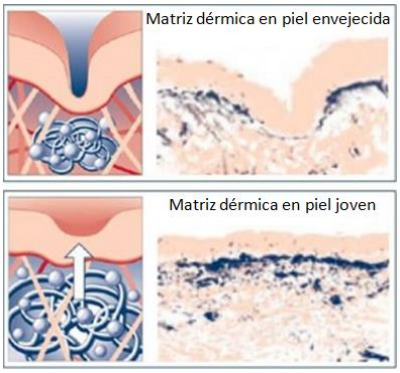
DMAE acts on the membranes by stabilizing them and decreasing the concentration of free radicals. DMAE, dimethylethanolamine for its part, is used in anti-aging treatments and in improving skin tension. It makes the skin more resistant to stress, and offers protection against free radicals, without actually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

▪ Eye contour

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

▪ Lip contour

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

2) LACTIC ACID: Natural moisturizing factor

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.

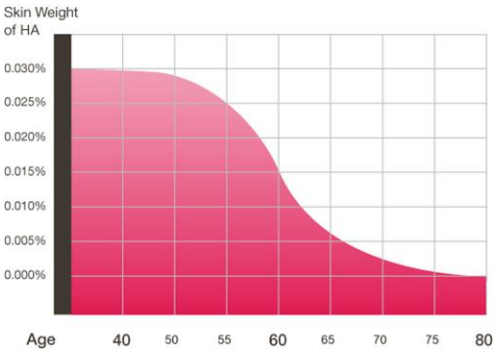
It favors the skin regeneration and has keratolytic activity, exerting a gentle exfoliative effect that favors the regeneration of the horny layer.

to restore the energy of epidermal cells and stimulate cellular metabolism.
The energy obtained from glycogen is used for cell defense and restoration.
Increases oxygen consumption in cells helps fight cell stress.

3) HYALURONIC ACID:

Hyaluronic acid (HA) is a polysaccharide from the type β- 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 the 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).

- ✓ 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.