

# LIFT OLÉOACTIF®

Multi-lifting effect

Substantiated oil-based active ingredient concentrated by  
Oléo-éco-extraction patented green process

**HALLSTAR**   
B E A U T Y

# LIFT OLÉOACTIF®

LIFT Oléoactif® is an eco-designed, high-performing, oil-based active extracted through patented Oléo-éco-extraction technology that concentrates key biomolecules from *Spilanthes Acmella* and *Astragalus Membranaceus*. It acts on the various visible signs of skin aging by correcting deep wrinkles and existing fine lines and improves skin quality by reorganizing the collagen network<sup>1</sup> and remodeling the cutaneous microrelief and increasing skin elasticity.

In record time, skin is rejuvenated, visibly younger, smoother and tighter. Thanks to this synergistic system, LIFT Oléoactif® has a powerful and fast multi-lifting effect even at a low dose and on mature skins. This 100% plant-based active is totally safe and organic certified.

## KEY COMPONENTS OF MULTI-LIFTING EFFECT

LIFT Oléoactif® combines complementary short and long term mechanisms, thanks to three types of key natural molecules that are for the first time extracted by Oléo-éco-extraction in an oil-based system, facilitating their skin penetration:

- Spilanthalol, a phyto-tensor extracted from *Spilanthes Acmella* flowers and leaves, bringing fast myorelaxant activity which inhibits facial contraction<sup>1</sup>.
- Flavonoids as calycosin and formononetin<sup>2</sup> are captured from *Astragalus Membranaceus* roots. They boost the hyaluronic acid synthesis<sup>3</sup>; the skin regains its suppleness.
- Saponins, whose Astragaloside IV from *Astragalus Membranaceus* roots, have multiple actions that extend cell lifespan: promotion of fibroblasts proliferation, prevention of collagen degradation and stimulation of DNA telomeres, well known to shorten with time.<sup>4</sup>
- Omega 6 linoleic acid, from organic virgin safflower oil and CoEnzyme Q10, which respectively reinforce skin barrier function<sup>5</sup> and combat signs of aging at cellular level<sup>6</sup>.

## TWO CLINICAL STUDIES FOR IMMEDIATE AND LONG-TERM LIFTING EFFECT AT 1% DOSE

### 1. Wrinkle study

- 10 Caucasian women with mature skin aged from 61 to 65. Simple-blind study
- Twice daily application of 1% LIFT Oléoactif® or placebo product
- Evaluation of wrinkles by fringe projection & digital camera - FOITS technic at T0, T5min (one application) and T28 days



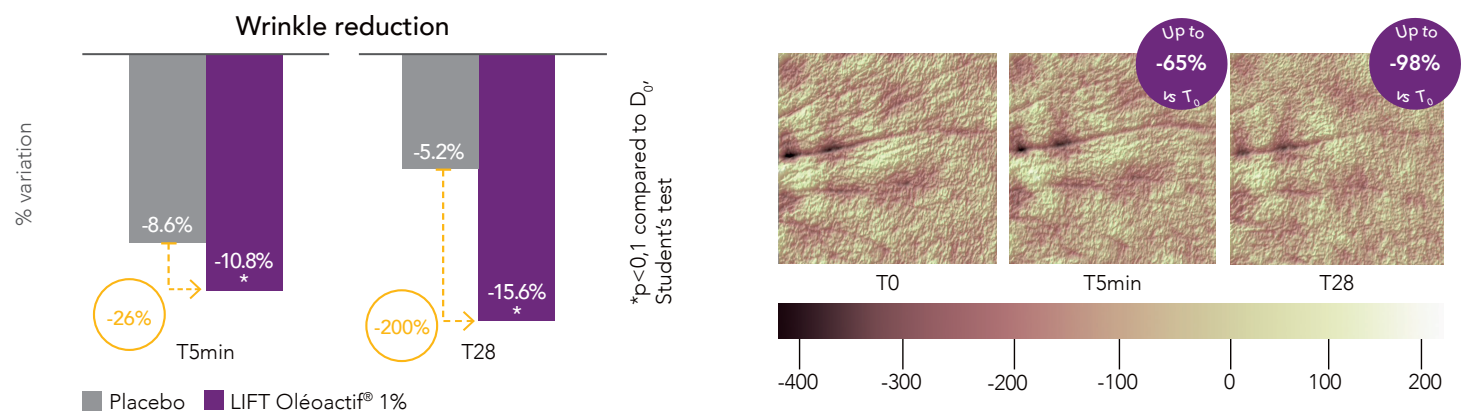
### 2. Microrelief study

- 12 Caucasian women with mature skin aged from 49 to 60. Simple-blind study
- Twice daily application of 1% LIFT Oléoactif® or placebo product
- Evaluation of microrelief by fringe projection & digital camera - FOITS technic at T0, T5min (one application), T28 and T56 days



### 1. Instant and visible wrinkle reduction after 5 minutes and 28 days

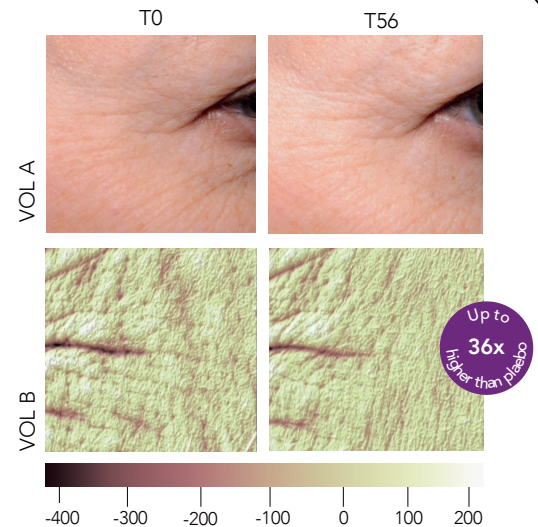
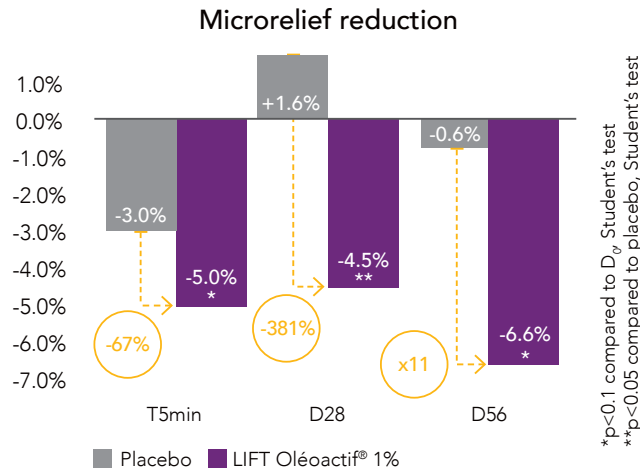
The more the primary wrinkle is reduced, the better the performance.



- In only 5 minutes, 1% of LIFT Oléoactif® reduces the primary wrinkle by -26% compared to a placebo.
- Its activity is reinforced over time with a reduction of the primary wrinkle by -200% after 28 days of application.
- The skin of more than 90% of the volunteers reacted rapidly to the lifting effects of LIFT Oléoactif®. The positive effects are maintained over time and an improvement is observed in 83% of the volunteers after 28 days.

## 2. Instant and visible microrelief remodeling after 5 minutes, 28 and 56 days

Roughness of skin microrelief is studied : the more it is reduced, the greater the dermis is restructured and smoothed.



- LIFT Oléoactif® has a **tensor effect** on microrelief **after only 1 application**.
- **Smoothing and tightening** effects by more than **381%** compared to a placebo after 28 days.
- After 56 days, skin quality improvement is confirmed. Even installed wrinkles of mature skin are erased.

LIFT Oléoactif® significantly decreases wrinkles and improves skin's structure. Over time, smoothing and lifting effects on skin are reinforced.

## A CLINICAL STUDY FOR SIGNIFICANT AND VISIBLE EFFECTS AT 5% DOSE

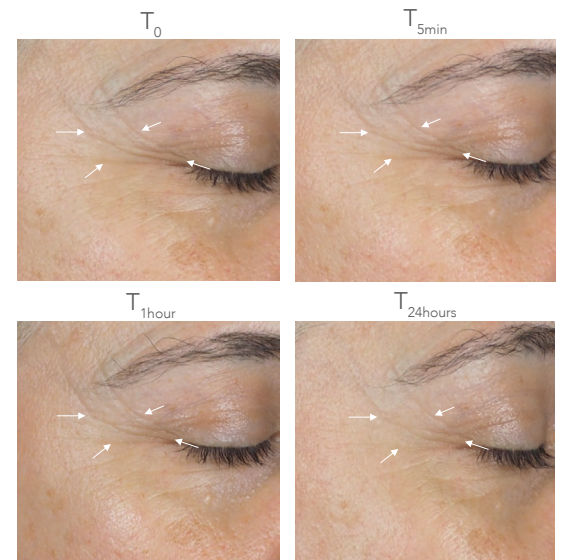
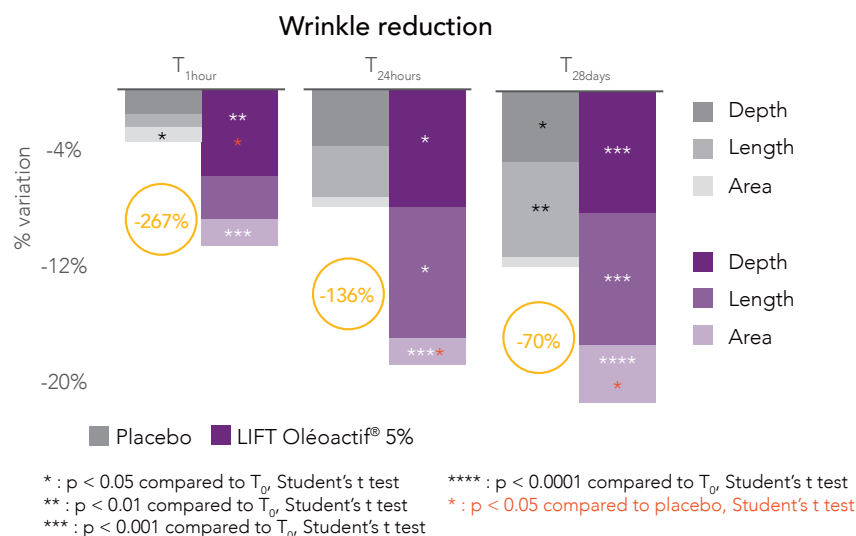
### Wrinkle and elasticity study

- 33 Caucasian women with mature skin aged from 47 to 64; double blind study.
- Evaluation of wrinkles with Structured-light 3D Scanner at T0, T5min (one application) and T28 days.
- Evaluation of elasticity with Cutometer® at T0 and 28 days.
- Self-evaluation after 28 days.



### Significant wrinkle reduction after 1h, 1 day and 28 days

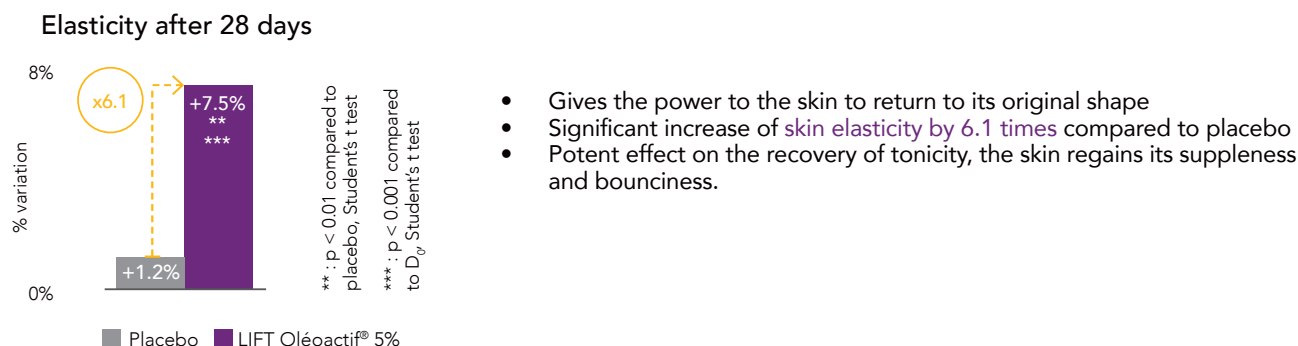
Skin surface and profile on crow's feet area are analyzed thanks to a 3D digitalization system based on structured-light fringe projection for a high resolution. Depth, length and area are quantified at different times point to follow the efficacy over time.



- LIFT Oléoactif® stops the contractions of subcutaneous muscles of the skin with a **botox-like effect**
- Crow's feet area significantly reduced by -4.3 times compared to placebo after 1 hour
- Crow's feet depth visibly decreased by -3.5 times compared to placebo after 24 hours

## Significant elasticity increase after 28 days

The evolution of elasticity parameter translates a change in the connective tissue structure. The more elasticity is increased, the greater extra cellular matrix is restructured. Skin regains its suppleness.



LIFT Oléactif® operates intensively to reduce periorcular wrinkles. Its botox-like performance is immediately and long-lasting visible: skin is lifted, smoothed and tightened. Skin elasticity is recovered.

## Self-evaluation

After 28 days



Smoothed



Quality improved



Younger/rejuvenated



With less wrinkles





Plumped



More supple

## TECHNICAL AND REGULATORY DATA

INCI NAME:	Carthamus Tinctorius (Safflower) Seed Oil (and) Spilanthes Acmella Flower/Leaf/Stem Extract (and) Astragalus Membranaceus Root Extract (and) Ubiquinone	 
RECOMMENDED DOSE:	1% - 5%	
RECOMMENDED pH:	4-8	
SOLUBILITY:	Liposoluble	
FORMULATION:	In the fatty phase before emulsification or at the end of the formulation process or directly in anhydrous formula	
APPLICATIONS:	Skin tightening care, Lifting care, Anti-aging care, Remodeling care, Redensifying care, Wrinkle filler, Firming care, Smoothing care. Serums, lotions, instant lifting masks, anti-aging formulas, make-up. Daily skin care for men and women.	

<sup>1</sup> Veda Prachayasittikul and al., High therapeutic potential of Spilanthes Acmella: a review. EXCLI Journal. 12:291-312 (2013)

<sup>2</sup> Tao Wu et al. Simultaneous determination of six isoflavonoids in commercial Radix Astragali by HPLC-UV, Fitoterapia, 2005, 76; 157- 165

<sup>3</sup> P.-J. Lee et al., The effect of Astragalus membranaceus methanol extract on hyaluronic acid production in HaCaT cells, The Journal of Korean Medical Ophthalmology & Otolaryngology & Dermatology 2013; 26 (1) :75-81

<sup>4</sup> Erin M. Buckingham and al., The role of telomeres in the ageing of human skin. Exp Dermatol. 20(4): 297-302 (2011)

<sup>5</sup> K. R. Feingold, The role of epidermal lipids in cutaneous permeability barrier homeostasis, Journal of Lipid Research, 2007; Volume 48

<sup>6</sup> S. Pahl and al., Aging skin is functionally anaerobic: Importance of coenzyme Q10 for anti aging skin care, BioFactors 32 245-255 (2008)