

# BRIGHT OLÉOACTIF®

Global complexion control

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

**HALLSTAR**   
B E A U T Y

# BRIGHT OLÉOACTIF®

## NATURAL BRIGHTENING, WHITENING AND ANTI-DARK SPOT INGREDIENT

BRIGHT Oléoactif® is an eco-designed oil-based active, extracted with rapeseed oil, using the patented Oléo-éco-extraction technology, from three plants screened for their complementary activities: marshmallow root, rice bran and licorice root. BRIGHT Oléoactif® is a totally safe, highly stable, 100% vegetable active that promotes skin brightening, whitening and reduction of hyperpigmentation. It can be used to provide a brighter or lighter complexion but also in sun care or in global anti-aging products to even the skin tone by reducing dark spots.

## GLOBAL INHIBITION OF PIGMENTATION WITH A FOUR-LEVEL MECHANISM

Due to its composition, BRIGHT Oléoactif® acts by complementary mechanisms on four key stages of the cutaneous pigmentation process:



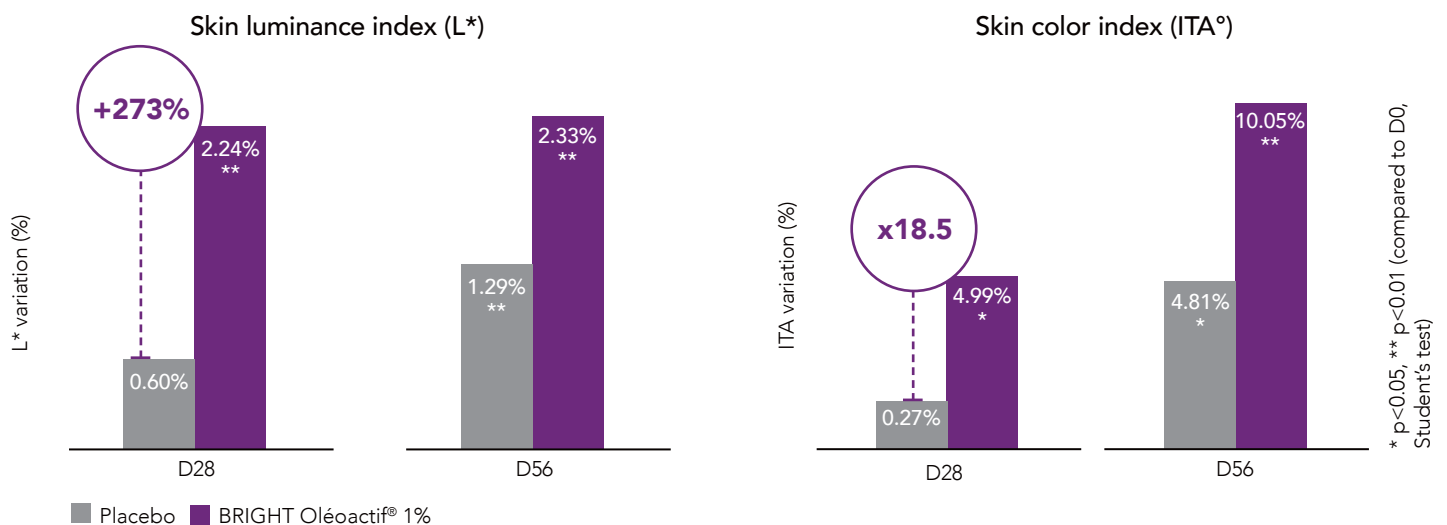
- Inhibition of the production of endothelin-1 in keratinocytes, which inhibits melanocyte differentiation<sup>1</sup>;
- Inhibition of endothelin-1-induced activation of the intracellular signal transduction pathway, which inhibits melanocyte proliferation<sup>1</sup>;
- Dose-dependent inhibition of the tyrosinase enzyme<sup>2,3</sup> (An in tubo tyrosinase inhibition study proves that at 0.5%, BRIGHT Oléoactif® inhibits 88% of the tyrosinase activity);
- Inhibition of the coloration of pre-existing melanin pigments.

## SIGNIFICANT RESULTS ON ASIAN SKIN AFTER TWO MONTHS OF TREATMENT AT 1% DOSE



### Brightening and whitening efficacy

20 Asian women (30-70 years old) with age spots applied either a cream containing 1% BRIGHT Oléoactif® or a placebo cream twice a day over a period of 56 days. Skin pigmentation was evaluated on non-hyperpigmented areas using a chromameter (CM2600d™) that measures two parameters, L\* and ITA°, before and after 28 and 56 days of treatment. The luminance (L\* in the chart below) represents the skin brightness. The more L\* is increased, the brighter the skin is. Individual Typological Angle (ITA°) corresponds to the skin pigmentation degree (color). The more ITA° is increased, the lighter the skin.



In just 28 days, volunteers showed visible improvement in the quality of their complexion: +273% increase of the luminance index and 18.5 times increase in skin lightness. After 56 days the results are even better with a significant increase of the ITA° value of +10.1%.

<sup>1</sup> Akemi Kobayashi and al., Inhibitory mechanism of an extract of *Althaea officinalis* L. on Endothelin-1-induced melanocyte activation. *Biol. Pharm. Bull.* 25(2) : 229-234 (2002).

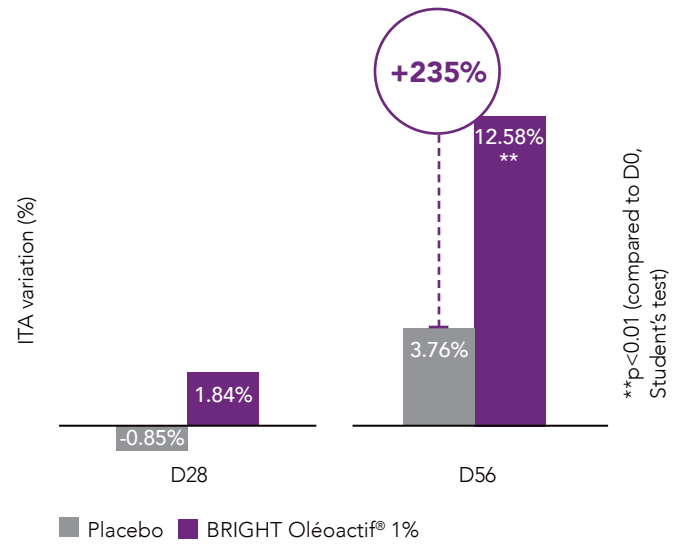
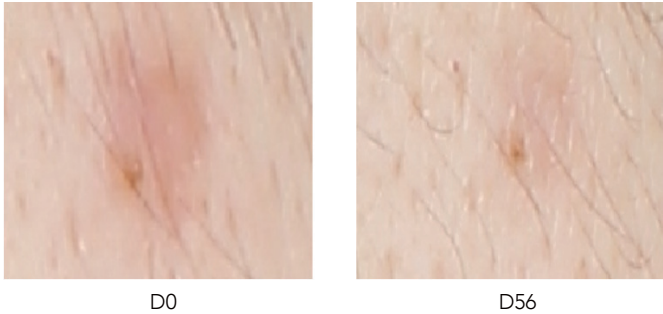
<sup>2</sup> Mitsuo Miyazawa and al., Tyrosinase inhibitor from black rice bran. *J. Agric. Food Chem.* 51 : 6953-6956 (2003).

<sup>3</sup> Tomohiro Yokota and al., The inhibitory effect of glabridin from licorice extracts on melanogenesis and inflammation. *Pigment Cell Res.* 11 : 355-361 (1998).

## Anti-dark spot action

### Increase of ITA°

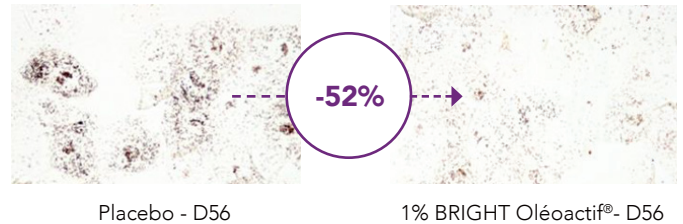
This study was performed on the previously described panel of volunteers. Colorimetric measurement of the skin ITA° is achieved on hyperpigmented areas before and after 28 and 56 days of treatment.



1% BRIGHT Oléoactif® is effective in reducing the appearance of dark spots. Visible signs of color reduction were observed after 56 days.

### Reduction of melanin content in dark spots

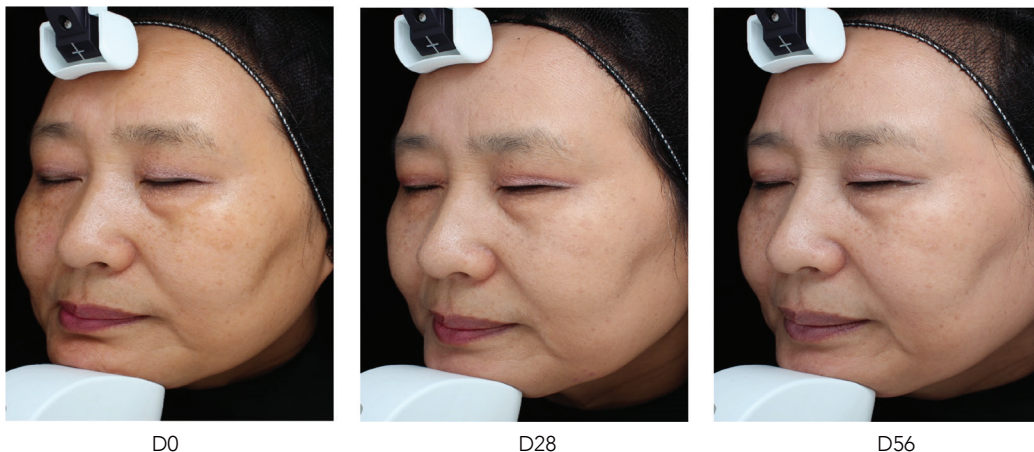
A data analysis was performed on skin-images of 3 volunteers to get a semi-quantification of melanin. After 56 days of treatment, 1% BRIGHT Oléoactif® decreases the quantity of melanin in dark spots up to -52% (compared to Placebo). The superficial corneocytes of the same volunteers were sampled with stripping discs and then colored by Fontana-Masson method to visualize the melanin.



Melanin content of dark spots is visibly and significantly decreased.

### Visualization of global complexion control

Full face analysis with VISIA-CR was performed to evaluate skin pigmentation of the volunteers (example below) before, during and after 28 and 56 days of treatment with 1% BRIGHT Oléoactif®.



BRIGHT Oléoactif® improves the quality of the complexion after only 28 days. The skin is lighter, more luminous, and dark spots are visibly reduced.

# BRIGHT OLÉOACTIF®

## TECHNICAL AND REGULATORY DATA

|                   |   |
|-------------------|---|
| INCI NAME:        | Brassica Campestris (Rapeseed) Seed Oil (and) Glycyrrhiza Glabra (Licorice) Root Extract (and) Polyglyceryl-3 Diisostearate (and) Althaea Officinalis Root Extract (and) Oryza Sativa (Rice) Bran Extract |
| RECOMMENDED DOSE: | 0.5% - 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  |

### SAFETY & GUARANTEE

NON

Cytotoxic  
Phototoxic  
Irritant  
Allergenic

GMO  
Additive  
Preservative  
Phthalate  
Chemical and  
Microbiological pollutant

FREE

### APPLICATIONS

- BRIGHTENING SKIN CARE
- WHITENING SKIN CARE
- REDUCTION OF HYPERPIGMENTATION
- GLOBAL ANTI-AGING
- WHITENING / SUN CARE PRODUCTS



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