

ADDITIONAL TEST

PLUMP OLÉOACTIF®

NATURAL SKIN MOISTURIZING ACTIVE INGREDIENT

PLUMP Oléoactif® is a new oil-based ingredient dedicated to lip care, obtained through patented Oléo-éco-extraction technology. By associating the powerful antioxidant activity of biomolecules extracted from pomegranate flowers with the restructuring efficacy of jojoba liquid wax, PLUMP Oléoactif® immediately gives lips a naturally firmer and fuller look by plumping and repairing them. Moreover, thanks to its proven moisturizing properties, PLUMP Oléoactif® is effective to provide instant and long-term skin hydration. PLUMP Oléoactif® is biomimetic, eco-designed, 100% vegetal, totally safe and COSMOS certified.

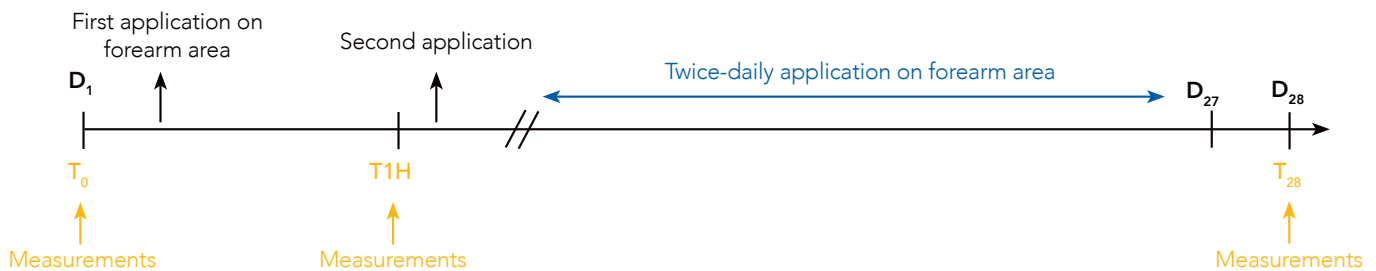
SIGNIFICANT SKIN MOISTURIZING COMPLEX: IMMEDIATE AND LONG-TERM EFFECTS AT 2% DOSE



Clinical study design

The instant and long-term moisturizing action of PLUMP Oléoactif® is demonstrated through a single-blind *in vivo* efficacy test. This test is carried out on a targeted group of 22 Caucasian women, aged from 27 to 50 years old and presenting dry skin on forearm area. For 27 days, subjects applied a cream containing 2% of PLUMP Oléoactif® and a placebo cream on forearms.

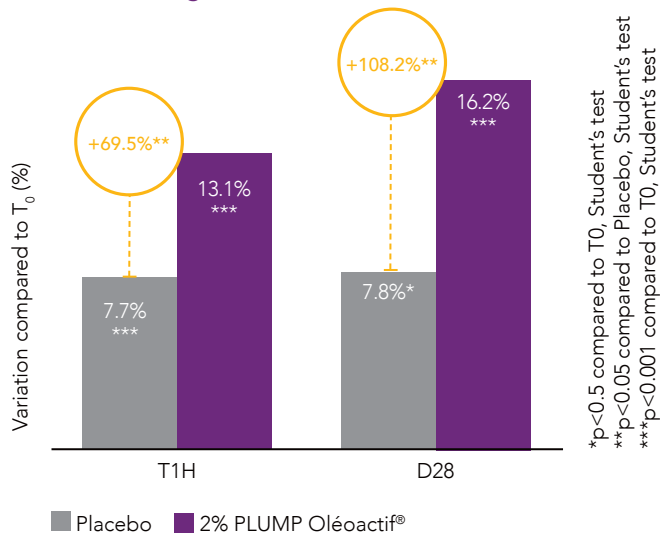
For each volunteer, skin hydration level is measured using a Corneometer® CM825 (Courage + Khazaka electronic GmbH), at the beginning of the study (Day 1 at T₀), 1 hour after the first application (Day 1 at T_{1H}), then after 27 days of twice-daily application (Day 28).



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Skin moisturizing action



Only 1H after the first application, 2% PLUMP Oléoactif® significantly increases skin hydration level by +13.1% compared to T0. PLUMP Oléoactif® significantly improves the skin hydration by +69.5% (up to 28.3%) versus placebo.

After 28 days, the moisturizing effect is confirmed with a significant increase of skin hydration by +16.2% (up to 49.1%). Compared to placebo, thanks to PLUMP Oléoactif®, the skin hydration is significantly increased by +108.2%.

Only 1H after one application, the moisturizing effect of PLUMP Oléoactif® is positively measured for more than 90% of volunteers (100% of volunteers at D28).

PLUMP Oléoactif® significantly moisturizes the skin providing instant and long-term benefits.

Thanks to its proven moisturizing efficacy, PLUMP Oléoactif® is a perfect active to protect the skin from dehydration.

TECHNICAL AND REGULATORY DATA

INCI NAME:	Simmondsia Chinensis (Jojoba) Seed Oil (and) Punica Granatum Flower Extract (and) Polyglyceryl-3 Diisostearate
RECOMMENDED DOSE:	2% - 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 formulas.

SAFETY & GUARANTEE

NON
Cytotoxic
Phototoxic
Irritant
Allergenic

GMO
Preservative
Phthalate
Chemical and
Microbiological pollutant

FREE

APPLICATIONS

- HYDRATES AND INCREASES LIP VOLUME
- GIVES THE LIP AREA A NATURALLY FIRMER AND FULLER LOOK
- RESTORES LIPS CONTOUR AND DEFINITION
- REINFORCES HYDROLIPIDIC FILM



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