



LOOK OLÉOACTIF®

Eye contour rejuvenation

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

HALLSTAR 
B E A U T Y

LOOK OLÉOACTIF®

A BIOMIMETIC EYE CARE ACTIVE FOR A YOUTHFUL LOOK

LOOK Oléoactif® is the first active ingredient dedicated to the rejuvenation of eye contour based on the new concept of skin biomimetism: OSMOS™. Obtained through the patented Oléo-éco-extraction technology, LOOK Oléoactif® captures the protective, cardiogenic molecules from *Terminalia arjuna*, a miraculous Ayurvedic tree. It decreases dark circles and eye bags and gives a fresher and younger look. LOOK Oléoactif® is oil-based, biomimetic, eco-designed, 100% vegetal, COSMOS-certified and totally safe, with proven efficacy *in vivo* at 1% dose.

TERMINALIA ARJUNA BARK PHYTOCOMPOUNDS CAPTURED AND DELIVERED THANKS TO AN INNOVATIVE BIOMIMETIC GREEN EXTRACTANT

LOOK Oléoactif® draws its phytomolecules from *Terminalia arjuna* bark, one of the most amazing and beneficial medicinal plant in Ayurveda, a traditional healthcare system of Indian medicine used since ancient time^{[1][2]}. It possesses wide-ranging therapeutic properties, especially those pertaining to the heart and blood circulation system. Legend says that the Arjuna plant reinforces emotional balance and confers courage and willingness. LOOK Oléoactif® combines different mechanisms of actions thanks to two types of key natural molecules that are extracted by Oléo-éco-extraction in OSMOS™, in a new biomimetic oil-based extractant.

- **Terpenoids:** arjunic acid and its derivatives^[3] with cardiogenic properties. *Terminalia arjuna* is one of the best cardio-protector thanks to the high content in triterpenoid molecules.
- **Flavonoids** (quercetin, rutin) and **phenolic acids** (gallic acid, ellagic acid)^{[4][5]} that confer a strong anti-free radical capacity thanks to the high concentration in polyphenol content.

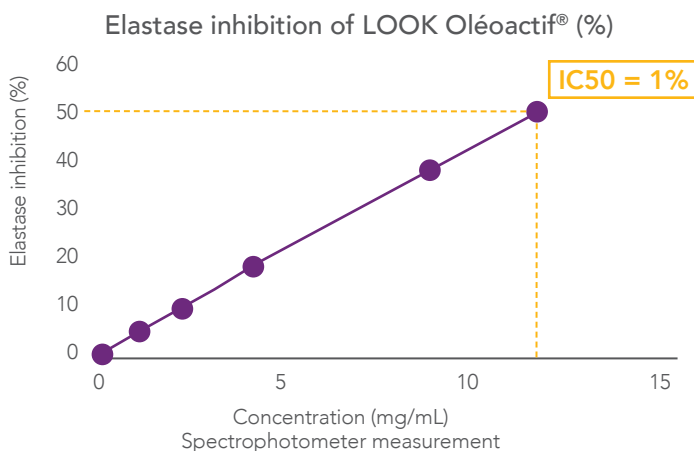
OSMOS™ is the new innovative skin biomimetism solvent of extraction, inspired from both plant lipids and skin lipids. This new system composed of Oleic acid and Phosphatidyl-Choline (Hydrogen Bond Donor/Hydrogen Bond Acceptor systems) both present in plant and skin cells is able to improve the extraction power by capturing a higher amount of active molecules from plant cells. OSMOS™ then boosts their bioavailability into the skin.

GLOBAL EYE CONTOUR REJUVENATION WITH A FOUR-LEVEL MECHANISM OF ACTION

Thanks to a richness of biomolecules, LOOK Oléoactif® acts at four synergistic levels involved in the connective tissue and microcirculation:

- **Redensification and elasticity:** It inhibits elastase and hyaluronidase^[6] and boosts collagen^[6] in the dermis. It restores skin thickness, firmness and elasticity, helping to minimize visible blood vessels and eye puffiness.
- **Microcirculation booster:** It acts as a vasoconstrictor, tones vascular and lymphatic networks and blocks blood stagnation, eliminating eye puffiness and dark circles pigmentation.
- **Vasculoprotection action:** Thanks to its flavonoids^[7] it decreases vessels' permeability and inhibits the blood extravasation that leads to redness and eye puffiness.
- **Angiogenesis inhibitor:** It limits the creation of new blood vessels which helps to reduce the visibility of the blood network and dark circles.

ELASTICITY RESTORATION



To maintain a youthful appearance of the skin, 1% of LOOK Oléoactif® inhibits 50% of elastase enzyme in a dose-dependent manner.

LOOK Oléoactif® is a potent active able to protect dermal attacks and to restore firmness and elasticity to eyelid tissue thanks to its anti-free radical activity and elastase inhibition.

TWO CLINICAL STUDIES TO DEMONSTRATE DARK CIRCLES AND PUFFINESS REDUCTION AT 1% DOSE



1 Microcirculation booster and dark circle reduction

24 caucasian women for LOOK Oléoactif® and Placebo with dark circles
Age: 40 years old and over



Twice-daily application on eye contour



Vascularization and dark circles

- Cutaneous microcirculation measurements (TiVi600®)
- Color measurements (Spectrophotometer® Minolta)

2 Eye puffiness reduction

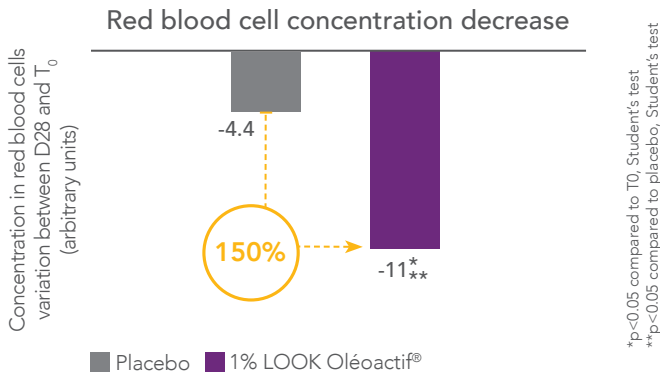
16 caucasian women for LOOK Oléoactif® and Placebo with puffiness under eyes, crow's feet and fine lines
Age: 23 years old and over

Eye puffiness volume

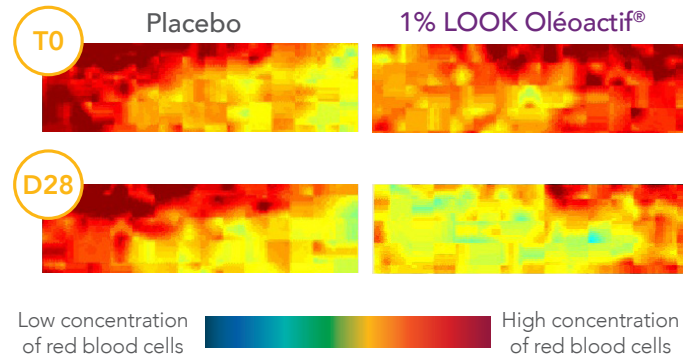
- Measurements (Primos^{Premium})
- Macrophotographs (Visioface 1000 D)

Self-evaluation questionnaire at D28

1 Microcirculation booster and dark circle reduction



Tissue Viability Imaging (TiVi600®) method: cutaneous microcirculation measurement in real time



Subepidermal imaging: photos taken beneath the eyes area with digital camera equipped with polarization filters

Shadows under eyes are caused by a slowed-down microcirculation. Thus, microcirculation stimulation enables an attenuation of dark shadows. This is shown by a decrease in the local concentration of red blood cells. After 28 days, 1% LOOK Oléoactif® reduces red blood cell concentration measured in real time. Thus, LOOK Oléoactif® boosts microcirculation by stimulating blood flow. The result is 150% greater microcirculation than the placebo. After 28 days, the microcirculation modulation effect of LOOK Oléoactif® is positively measured for more than 79% of volunteers.

LOOK Oléoactif® boosts microcirculation and avoids red blood cells stagnation responsible of redness. It acts as a vasoconstrictor, improves drainage and limits permeability. Dark circles and eye puffiness are blurred.



Spectrophotometer measurements: b* chrominance parameter, an increase in b* parameter characterizes an attenuation of the blue pigmentation of dark circles.

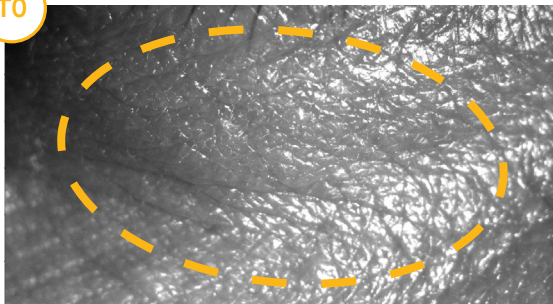
* p≤0.05 compared to placebo, Student's test

After 28 days, blue dark circles are reduced by an average of **3.5* times**.

LOOK Oléoactif® visibly reduces blue pigmentation of dark circles. The skin pigmentation of eye area is more homogeneous, less colored. The look is clearer and rested.

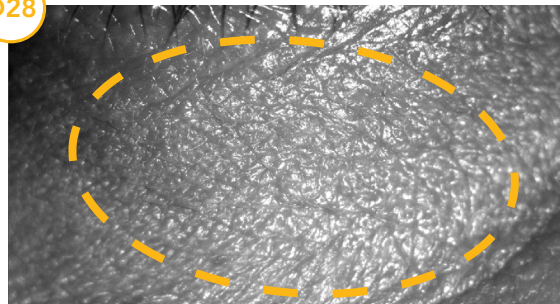
2 Eye puffiness reduction

T0



- 4.35%*
of eye
puffiness volume
* p<0.05 compared
to placebo

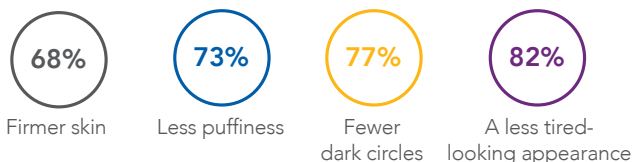
D28



LOOK Oléoactif® visibly reduces eye puffiness. After 28 days, the effect is positively measured for 75% of volunteers.

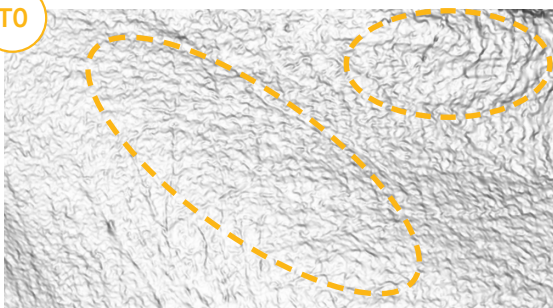
Self-evaluation

After 28 days of application of LOOK Oléoactif®, volunteers observe that their eye contour area is:

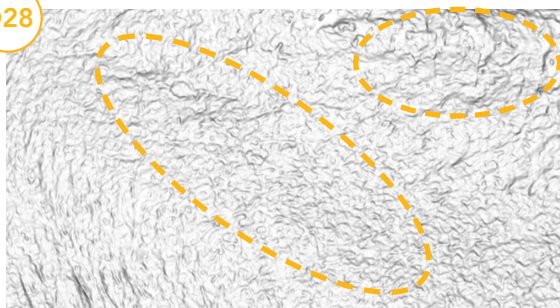


Smoothing wrinkles

T0



D28



LOOK Oléoactif®, by enhancing firmness and elasticity, visibly attenuates wrinkles and fine lines under eyes. It boosts tissues redensification and smoothes skin beneath the eyes.

TECHNICAL AND REGULATORY DATA

INCI NAME:	Oleic Acid (and) Terminalia Arjuna Extract (and) Lecithin
RECOMMENDED DOSE:	1% - 5%
RECOMMENDED pH:	3-10
SOLUBILITY:	Liposoluble
FORMULATION:	In the fatty phase before emulsification or at the end of the formulation process or directly in anhydrous formulas.
APPLICATIONS:	Global eyecare, anti-dark circle area, anti-puffiness care, smoothing and firmness care



^[1] A. Amalraj and Al. Medicinal properties of *Terminalia arjuna* (Roxb.) Wight & Arn., Journal of Traditional and Complementary Medicine, 2017, 65-78

^[2] N. Kumar, Phytopharmacological overview on *Terminalia arjuna* Wight and Arn, World Journal of Pharmaceutical Sciences, 2014 ; 2(11): 1557-1566

^[3] A. B. Choudhari and Al. Phytopharmacological review of Arjuna bark, Journal of Pharmacy Research Vol.4.Issue 3, 2011, 580-581

^[4] I. E. Cock, The medicinal properties and phytochemistry of plants of the genus *Terminalia* (Combretaceae), Inflammopharmacology, 2015, 23(5), 203-229

^[5] D. K. Patel, Development of bioanalytical parameters for standardization of *Terminalia arjuna*, Journal of Acute Disease, 2013, 287-291

^[6] Satardekar K.V and al., Anti-Ageing Ability of *Terminalia* Species with Special Reference to Hyaluronidase, Elastase Inhibition and Collagen Synthesis In Vitro, International Journal of Pharmacognosy and Phytochemical Research 2010, 2(3):30-34.

^[7] Jacek Arct and al., Flavonoids as components of biologically active cosmeceuticals, Clinics in Dermatology 2008, 26, 347-357