Biomimetic Endorphin Wrinkle Lifting and «Botox like» Revitalization for skin resilience
Skin retexturizing
Peptilift: Neurocosmetics Technology

Active complex based on endorphin delivered through functional delivery system
Opioid peptide functionalized with CLA Glutathione
Wrinkle lifting effect through botox like action
CLA Glutathione: a smart delivery system and an anti-inflammaging active
Skin resilience factor: regenerates and repair
Stimulation of growth factors for skin revitalization
-55% Wrinkle volume reduction
Active on forehead lines, frown lines, crow’s feet, nasolabial folds
Elasticity increase (+49%)
Peptilift: Aging prevention through «Neuro Cosmetics»

Endorphin Rush

What happens when we get the endorphin rush? .. and when does it happen?

Activation of the neuronal opioid system
(physiologically activated by endorphins, in pharmacology triggered by opiateceous molecules etc)

Feeling sensations of wellness, stress killing, self gratification and fulfillment

Endorphin rush common causes:
After working out, practicing yoga, etc
After sexual activity, eating chocolate, etc
After receiving massage or acupuncture
After reaching personal accomplishments leading to happiness
**Aging Targets of Pepti Lift**

**Skin Aging Factors Targeted**

- Oxidative Stress
- UV exposure
- Environment Stress (pollution, smoke etc.)

**Mimic muscles contraction** (expression wrinkles)

**Micro-inflammation** (Inflammaging)

**Slow Cell Regeneration Rate** (barrier function & water content reduction)
FOREHEAD LINES APPEARANCE BEFORE AND AFTER A 4 WEEK TREATMENT WITH Peptilift

After 4 weeks, it was instrumentally determined that the panelists had a reduction of:

- wrinkle volume: -55%
- wrinkle area: -35%

Compared to a leading benchmark, Peptilift decreases forehead wrinkle depth by 29% in 2 weeks.
CROW’S FEET APPEARANCE BEFORE AND AFTER A 4 WEEK TREATMENT WITH Peptilift

After 4 weeks, it was instrumentally determined that the panelists had a reduction of:

- wrinkle volume: -10%
- wrinkle area: -18.3%

Compared to a leading benchmark, Peptilift decreases forehead wrinkle depth by 150% in 2 weeks
FROWN LINES

ii - 4 WEEK CHALLENGE- PICTURES AND RESULTS SUMMARY

FROWN LINES APPEARANCE BEFORE AND AFTER A 4 WEEK TREATMENT WITH Peptilift

After 4 weeks, it was instrumentally determined that the panelists had a reduction of:

- wrinkle volume: -21.3%
- wrinkle area: -31.4%

Compared to a leading benchmark, Peptilift decreases frown lines depth by 14.3% in 2 weeks.
NASOLABIAL FOLDS APPEARANCE BEFORE AND AFTER A 4 WEEK TREATMENT WITH Peptilift

After 4 weeks, it was instrumentally determined that the panelists had a reduction of:

- wrinkle volume: -41.2%
- wrinkle area: -14.1%

Compared to a leading benchmark, Peptilift decreases frown wrinkle depth by 87.5% in 2 weeks.
Peptilift cream performs better than the benchmark cream in each analyzed parameter.
Peptilift cream shows a perceived efficacy superior to the benchmark cream in each analyzed parameter.
FUNCTIONAL CLAIMS

- Biomimetic endorphin flood for wrinkle lifting
- Botox like endorphin, smartly delivered by an anti-pollution complex (cla-gsh)
- Advanced wrinkle reduction (outperforming a benchmark botox like peptide)
- Damaged skin revitalization (targeting key transcription factors)
- Skin retexturizing
- Anti-inflammaging & anti-pollution
- Elasticity increase (+49%)

MARKETING CLAIMS
**W AY O F U S E**

- Peptilift is a water based solution
- It has to be added to cosmetic formulations at room temperature after the preparation of the emulsion

*Ideal for:*

- serums
- creams
- foundations
- BB creams
- gels
- lotions

**RECOMMENDED USE**

Recommended dosage: \( 2.0 \div 10 \% \)

% of the in vivo tests displayed: \( 4.0 \% \)