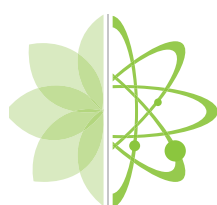


# LIFTONYL

For optimal and immediate lifting effect



**naturalis**®  
LIFE TECHNOLOGIES



**ISO 9001**  
LL-C (Certification)

## INTRODUCTION

LIFTONYL is an ideal ingredient to combat crow feet and strengthen the skin barrier of mature skin. It is based on a combination of solvent free acerola pulp fruit extract and pullulan, a natural film forming agent with excellent adhesion properties to the skin surface. The high level of antioxidants and bioflavonoids of acerola fruit extract help to prevent the onset of skin age-related signs while, pullulan biopolymer, thanks to its tri-dimensional and high molecular weight configuration, is able to perfectly fit the skin microrelief, providing an immediate smoothing and lifting effect visible on the skin surface. LIFTONYL is recommended for all skin care and make-up products for its immediate esthetic benefits.

## WHAT IS IT:

the new anti-wrinkles based on combination of a concentrated cold pressed and solvent free Acerola (*Malpighia emarginata*) pulp fruit extract and the natural film former pullulan.

## BENEFITS FOR SKIN

Liftonyl is designed to:

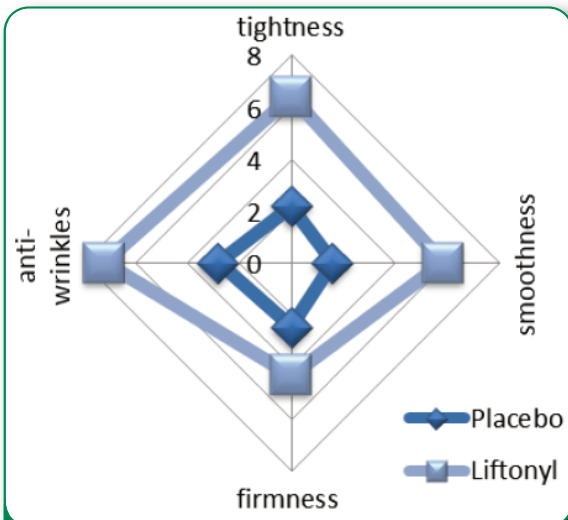
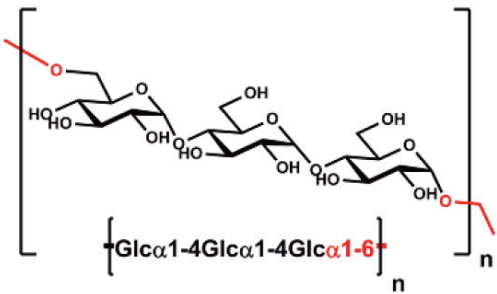
- provide immediate skin lifting effect
- minimize the appearance of wrinkles and temporarily tighten skin
- promote collagen synthesis, moisture, antioxidant and anti-inflammatory activities.
- protect the skin from aggressive cleaners

## HOW DOES IT WORK:

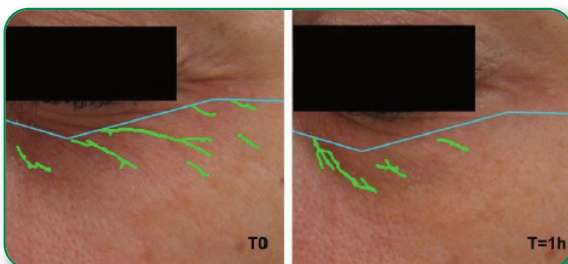
The polysaccharide component of Liftonyl, thanks to its tri-dimensional and high molecular weight configuration, is able to perfectly fit the skin microrelief, providing an immediate smoothing and lifting effect visible at the skin surface. The extraordinary content of vitamin C contained in Acerola (*Malpighia emarginata*) pulp fruit extract, triggers collagen synthesis increasing dermal density.

## EFFICACY DATA SENSORY ANALYSIS: IMMEDIATE SKIN LIFTING BENEFITS

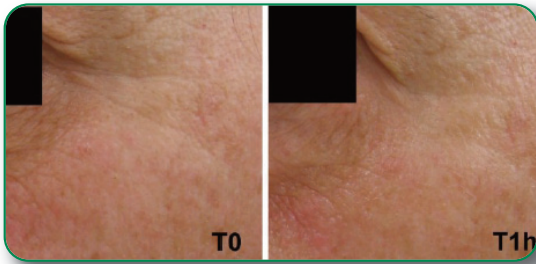
The study was carried out on 18 M/F volunteers (31-56 years). All subjects were asked to apply 0,5 g of each tested materials: 1) cream containing 4% Liftonyl on their left eye contour; 2) Placebo cream, on their right contour. 3 minutes after application of both products, the subjects were asked to rank the improvement on the perceived tightness, smoo-



**LIFTONYL provides significant improvement in smoothness and tightness**



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thness, firmness and anti-wrinkles effect.

The perceived improvements were ranked in a range from 0 to 10, where 0 represent no perceived improvement. Data reported indicate mean values improvement.

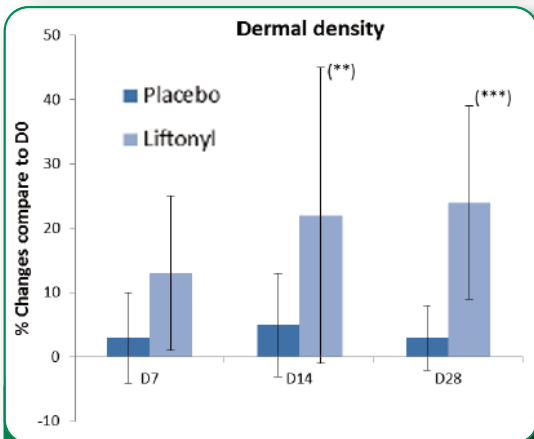
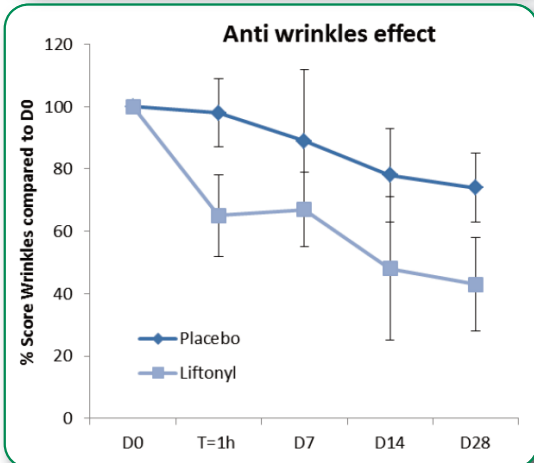
## IN VIVO TEST: ANTI-WRINKLES EFFECT

Test protocol: 18 M/F volunteers (age between 31-56 years); 2 applications/Day on split face with a cream with 4% Liftonyl vs placebo; period of treatment 28 days. Analysis of skin texture carried out with numerical picture using VISIA equipment (Canfield US)

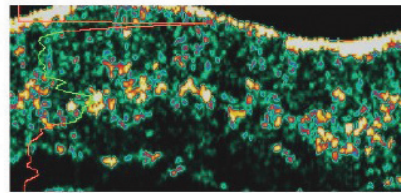
**Significant improvement of eye contour wrinkles just after 1h (-38%)**

## IN VIVO TEST: EFFECT ON DERMAL DENSITY

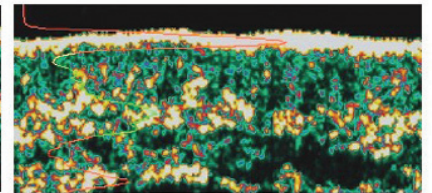
Test protocol: 18 M/F (age between 31-56 years); 2 applications/Day on split face with a cream with 4% Liftonyl vs placebo; period of treatment 28 days. Analysis of skin texture carried out by dermascan equipped with ultrasound probe (Cortex Technology Danmark).



D28



Placebo



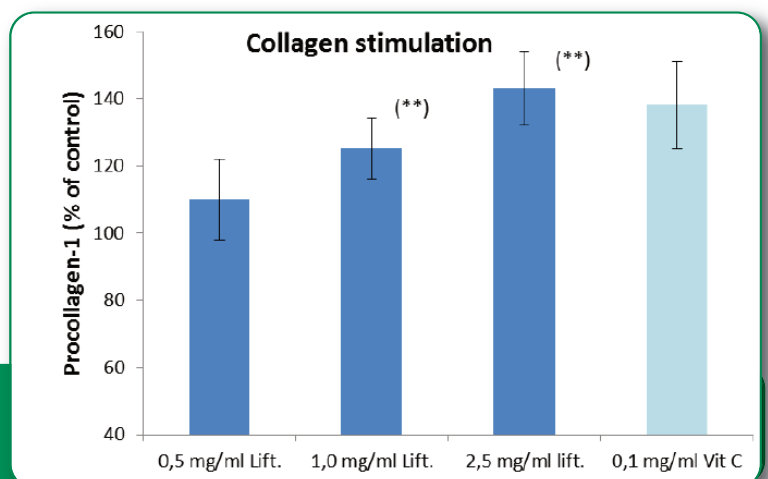
Liftonyl (4%)

**Liftonyl improves dermal density (+25%)**

## IN VITRO TEST: CHANGES IN COLLAGEN SYNTHESIS

Test protocol: fibroblast cell cultures (NIH 3T3) were treated with different concentrations of Liftonyl. Procollagen levels were determined by Mouse Type I Collagen Detection Kit (CONDREX Inc. US) at 490 nm. Total protein contents were determined by Bradford method.

**Liftonyl triggers collagen synthesis (+40%)**





**PRODUCT DESCRIPTION:** INCI NAME: Aqua (and) Malpighia Emarginata Fruit Extract (and) Pullulan (and) Glycerin

**SPECIFICATION:**

Density (at 20°C)	1,05-1,10
pH	4,0-5,0
Appearance	Amber viscous and cloudy solution
Refractive index	1,40-1,44
Dry Matter	15% Min
Bacteria	< 100 cfu/ml
Yeast & Moulds	< 10 cfu/ml

**PRESERVATIVE:** Sodium Benzoate (0,2%) Potassium Sorbate (0,12%)

**SOLUBILITY:** Soluble in water phase

**DOSAGE:** 3,0-5,0%

**OPTIMUM PH:** 4.0-7.0

**CERTIFICATION STATUS:** Natural product, ECOCERT Approved, GMO Free, Not Tested on animals

**SAFETY & TOXICITY:** Non Irritating, Non Toxic (EC N° 897/2008; EC N° 1907/2006 REACH)

**PACKAGING:** 10 kg Plastic drums

**COMPLIANT WITH REGULATION:** China, EU, US Japan, Canada, Australia



**Naturalis Srl** Via Ozanam, 20811 - Cesano Maderno (MB) - Italy

Phone +39 0362 545457 - Fax +39 0362 526364 - [www.naturalis.it](http://www.naturalis.it) - [info@naturalis.it](mailto:info@naturalis.it)