



actifirm® ultra

advanced botanical ingredient

Complementary extracts against aging

Rebuilds dermal structure



Description

actifirm® ultra *advanced botanical ingredient* is a combination of three natural extracts that has been designed to boost and protect the structural elements that maintain the integrity of the skin, i.e. collagen, elastin and hyaluronic acid (HA). The ingredient increases thickness and density of the skin and provides firming and anti-wrinkle effects.

Appearance

Liquid containing:

- 45% Centella Asiatica Extract
- 25% Rosmarinus Officinalis (Rosemary) Leaf Extract
- 5% Echinacea Angustifolia Leaf Extract



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Centella Asiatica Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Dipropylene Glycol, Echinacea Angustifolia Leaf Extract, SD Alcohol 40-B.

Properties

actifirm® ultra *advanced botanical ingredient* improves skin firmness, both in superficial and deeper layers, reduces skin sagging and diminishes wrinkles for an overall younger looking skin.

Applications

actifirm® ultra *advanced botanical ingredient* can be incorporated into anti-aging formulations, specifically to provide a firming effect and/or reverse the appearance of wrinkles.

Lifts saggy skin in 2 weeks

Smooths lines and wrinkles

Science

With time, main structural components of the skin are reduced leading to a loss of firmness, elasticity and hydration and the appearance of aging signs. Collagen provides cohesion and firmness, but as it diminishes the skin loses its ability to resist pulling forces. Elastin allows the skin to stretch and recover, however the higher activity of elastases associated with aging and long-term inflammation causes its deterioration. HA contributes to skin hydration and volume, but with aging hyaluronidase activity increases causing a loss of HA.

actifirm® ultra *advanced botanical ingredient* is a blend of three complementary natural extracts. *Centella asiatica* has regenerating and anti-inflammatory properties, as the triterpene asiatic acid stimulates the production of collagen*. The aromatic herb *Rosmarinus officinalis* (rosemary) is rich in polyphenolic compounds that inhibit elastase*. *Echinacea angustifolia* (coneflower) with polyphenolic fractions that can inhibit hyaluronidase*. This blend has anti-wrinkle and anti-sagging properties due to the improvement of superficial and integral firmness and the increase of dermal thickness and density that it provides.

Dosage 2-5%

Solubility

Water soluble.



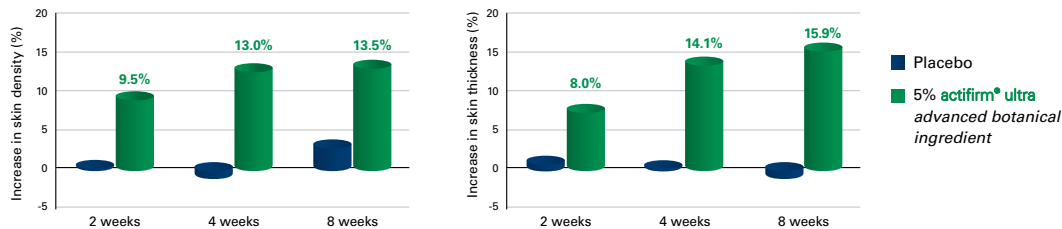
In vivo efficacy

ANTI-AGING AND FIRMING EFFECTS

10 subjects applied a cream containing 5% **actifirm® ultra advanced botanical ingredient** to the face twice a day. Measurements were taken before the treatment and after 2, 4 and 8 weeks.

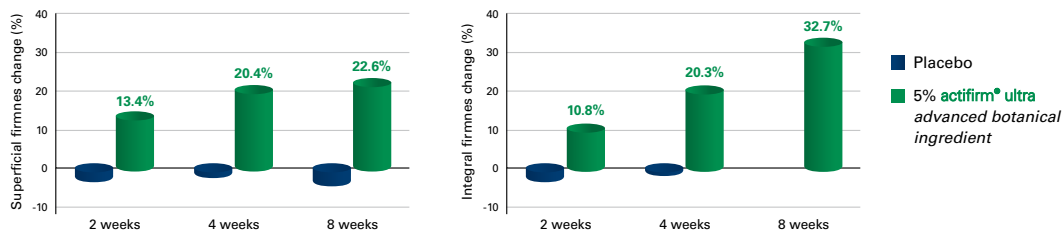
• Skin thickness and density

These parameters were evaluated by ultrasound analysis. Higher thickness and density, that means better compactness in the skin, reflect an enhanced state of the dermal structure.



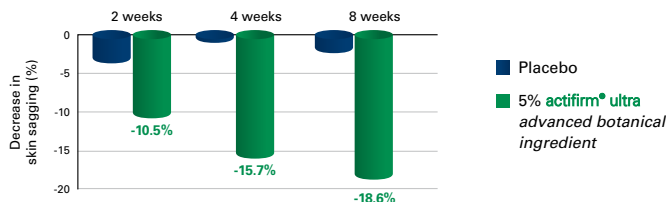
• Superficial and integral firmness

Skin firmness was tested by ballistometry. For superficial firmness, corresponding to the epidermal layer, a light weight was used to measure the ratio of the first to the second rebound height. To assess integral firmness in the epidermal and dermal layers, a heavier weight was used to measure indentation on the first impact.



• Skin sagging

A sagging quotient was calculated from the change in distances measured from fixed reference points in the face.



• Lines and wrinkles

Clinical assessment of the visible appearance of lines and wrinkles was performed through the method of Packman, in which the depth and number of lines and wrinkles in different face sectors were rated.

actifirm® ultra advanced botanical ingredient improves the structural properties of the dermis

Globally enhances the strength of the skin
32.7% enhancement of integral firmness after 8 weeks.

Skin sagging is reduced with actifirm® ultra advanced botanical ingredient

The skin becomes smoother
Wrinkles appearance diminished by 21.5% after 2 weeks and 41.9% after 8 weeks.

* Information based on bibliography.

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