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 T1H), then after 27 days of twice-daily application (Day 28).
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% versus placebo.

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

Compared to placebo, 2% PLUMP Oléoactif® immediately moisturizes the skin up to +28.3% (T1H) and increases the skin hydration level up to +49.1% after 27 days of twice daily application.

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 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

FREE GMO Preservative Phthalate Chemical and Microbiological pollutant

APPLICATIONS

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