

PRODUCT, DESCRIPTION AND EVIDENCE

LIP PLUMPER

Intensely nourishing, with collagen stimulating peptides, this powerful vasodilator encourages blood flow to enhance and volumise lips. It is packed full of hydrating and protecting ingredients to help improve the shape, volume, tone, texture and condition of the lips. Can be used with or without lip fillers for a near instant improvement on demand.

KEY BENEFITS

- Enhances and volumizes appearance of lips.
- Improves texture and appearance of lip lines.
- Naturally supports the formation of collagen.
- Instant plumping effect.
- Helps to boost circulation in the lips.

DIRECTIONS FOR USE

Apply evenly to lips before applying lipstick. Apply generously to the Cupid's bow for a fuller result!

WARNINGS

For external use only. Avoid contact with eyes. If this occurs wash affected area thoroughly with water. If irritation occurs, discontinue use. Store this product below 40°C.

INGREDIENTS

Octyldodecanol, Dipentaerythrityl Hexacaprylate/Hexacaprate, Tridecyl Trimellitate, Glycine Soja Seed Extract, Ethylcellulose, Aqua, Hydrogenated Dilinoleyl Alcohol, Isostearyl Alcohol, Glycerin, Tridecyl Stearate, Neopentyl Glycol Dicaprylate/Dicaprate, Propylene Glycol, Tripeptide-29, Tocopherol, Sodium Hyaluronate, Citric Acid, Helianthus Annuus Seed Oil, Lactic Acid, Ascorbic Acid, Glycyrrhiza Glabra Leaf Extract, Panthenol, Phospholipids, Vanillyl Butyl Ether, Capsicum Frutescens Fruit Extract, Citrus Sinensis Peel Oil Expressed, Panax Ginseng Root Extract, Rubus Idaeus Fruit Extract, Citrus Aurantium Amara Fruit Extract, Citrus Aurantium Sinensis Peel Extract, Citrus Reticulata Fruit Extract, Yeast Extract, Leuconostoc/Radish Root Ferment Filtrate, Linalool, Phenoxyethanol, Citral, Benzyl Alcohol, Limonene, Pantolactone, [+/- CI 77163].

ACTIVE INGREDIENTS

Glycine Soja Seed Extract 9%
Glycyrrhiza Glabra Leaf Extract 0.75%
Glycerin 5%
Capsicum Frutescens Fruit Extract 0.23%
Yeast Extract 2.7mg
Sodium Hyaluronate 0.6mg
Rubus Idaeus Fruit Extract 0.1%
Tripeptide-29 1%
Panax Ginseng Root Extract 0.2%
Panthenol 0.75%
Vanillyl Butyl Ether 0.5%
Tocopherol 2.16mg

GLYCINE SOJA SEED EXTRACT

Glycine Soja, known as the soybean or soya bean, is a species of legume native to East Asia. Soya beans contain many functional components including phenolic acids, flavonoids and small proteins. Flavonoids have the potential to

treat rosacea, reduce inflammation and oxidative stress.

Soybean seed extract has been reported to possess the cosmeceutical and dermatological benefits such as anti-inflammatory, collagen stimulating effect, potent anti-oxidant scavenging peroxy radicals, skin lightening effect and protection against UV radiation.

Link: <https://www.ncbi.nlm.nih.gov/pubmed/25850195>

GLYCYRRHIZA GLABRA ROOT EXTRACT

A green ultrasound-assisted extraction (UAE) method using glycerol/water mixtures for extraction of licorice (*Glycyrrhiza glabra*) bioactive constituents was developed in this study. The response surface method, according to the Box-Behnken design, was employed to optimize the extraction parameters: glycerol concentration (X1), temperature (X2), and the amount of herbal drug used in the production (X3). The responses were content of total phenols (TP), TP extraction efficiency (TPy) and the content of licorice characteristic constituents, glabridin (Gla) and isoliquiritigenin (Iso). Response surface analysis predicted the optimal extraction conditions for maximized amounts of TP, Tpy, Gla, and Iso. The extracts were prepared using the calculated conditions. The analysis of the selected constituents confirmed the validity of the model. Furthermore, biological activity of the extracts was tested. The results demonstrate that UAE using glycerol is a fast and efficient method for preparation of extracts with excellent radical scavenging, Fe²⁺ chelating and antioxidant activity. Furthermore, the observed notable tyrosinase and elastase inhibitory activity of the extracts, as well as their anti-inflammatory activity, indicate the anti-aging properties of the investigated extracts. The fact that the extracts were prepared using the safe, cosmetically active solvent, glycerol, makes them suitable for direct use in specialized cosmeceutical formulations.

Produced from the roots and rhizomes of *Glycyrrhiza glabra*. It contains saponins, flavonoids, coumarins and triterpenoids. The polysaccharide fraction of licorice has shown remarkable immunomodulatory activity, especially by strengthening phagocytosis in the endothelial reticular system and stimulating interferon production. Glycyrrhizin has long demonstrated its strengthening action on hydrocortisone anti-inflammatory activity in rats. Other flavonoid components of licorice root, such as liquiritoside, have also shown in vitro anti-inflammatory activity.

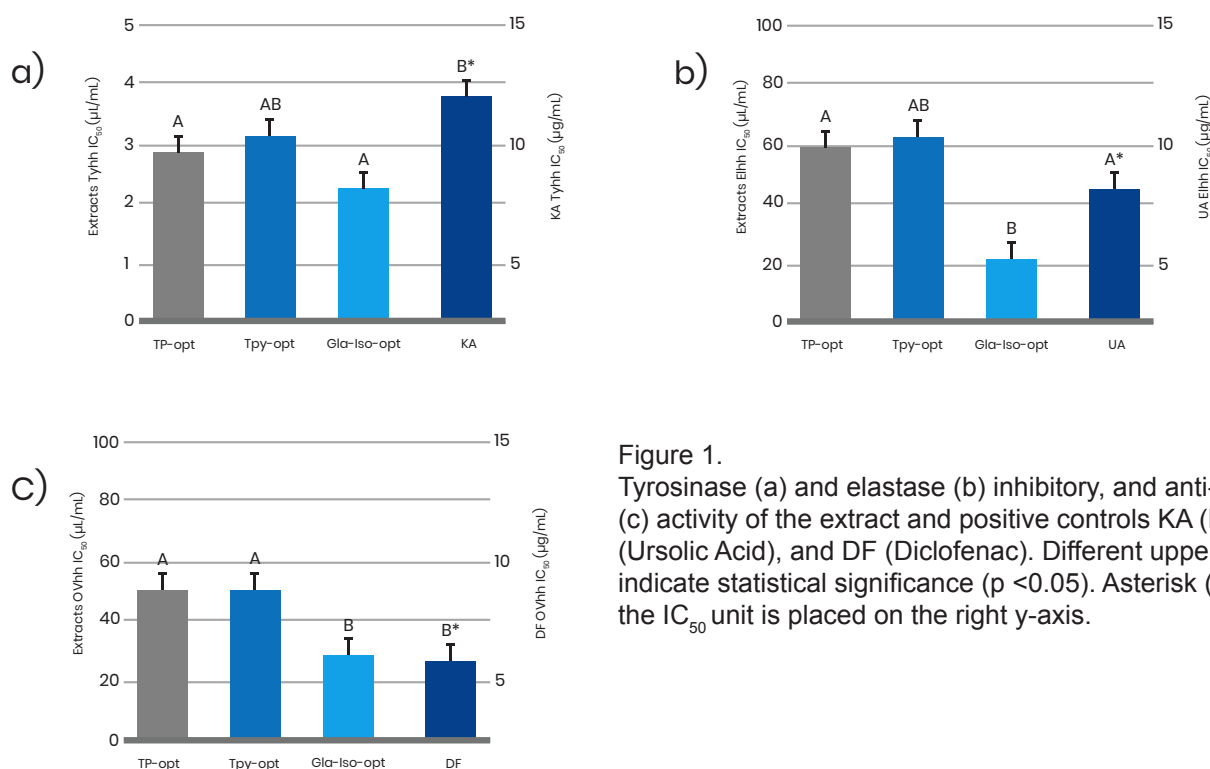


Figure 1. Tyrosinase (a) and elastase (b) inhibitory, and anti-inflammatory (c) activity of the extract and positive controls KA (Kojic Acid), UA (Ursolic Acid), and DF (Diclofenac). Different uppercase letters indicate statistical significance ($p < 0.05$). Asterisk (*) indicates that the IC₅₀ unit is placed on the right y-axis.

Licorice root contains numerous bioactive natural products, many of which are potent cosmeceutical ingredients. In this work, the UAE method for preparation of licorice root bioactive extracts was optimized. The extraction was performed using mixtures of water with glycerol, a biodegradable, safe, cosmetically active solvent. The prepared extracts displayed excellent radical scavenging, Fe²⁺ chelating, and antioxidant activity. In addition, tyrosinase and elastase inhibitory activity of the extracts, as well as their anti-inflammatory activity, indicated excellent anti-aging properties. Such attractive array of skin-related biological activities makes glycerolic licorice extracts promising constituents of specialized cosmeceutical formulations.

Link: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6826613/>

GLYCERIN

Glycerin is a humectant which is present in all-natural lipids. Derived from natural substances by hydrolysis of fats and by fermentation of sugars₁. Our palm-free vegetable glycerin is a skin-friendly humectant which draws water to the skin. It has wonderful emollient and water-retaining properties. Use it in your creams, lotions, and serums₂. Known for its fantastic emollient and hydrating abilities, glycerin is one of the most versatile and widely used skin care cosmetic ingredients on the market. It is a natural humectant and lubricant, making it an ideal cosmetic ingredient for skin and hair care products₃. Our palm-free glycerin is a non-irritating, soothing moisturiser that not only boosts skin elasticity, but it contains anti-bacterial and softening properties making it an ideal candidate for sensitive skin care; treating dry, cracked skin, eczema, acne or burns and rashes₄.

Link: [1: International Journal of Cosmetic Science, August 2016, ePublication](#)

Link: [2: British Journal of Dermatology, July 2008, pages 23-34](#)

Link: [3: Journal of Cosmetic Dermatology, June 2007, pages 75-82](#)

Link: [4: Proceeding of the National Academy of Sciences, June 2003, pages 7,360-7,365](#)

CAPSICUM FRUTESCENS FRUIT EXTRACT

Capsicum Frutescens Fruit extract is derived from the plant or the fruit of hot peppers. Capsaicin is a compound that is isolated from the fruit extract of those hot peppers. In skincare products it helps the circulatory system. It can control blood flow and improve circulation. It also strengthens capillaries improving blood flow to the tissues and thus improving the tone of the skin in the lips. It is also has antioxidant properties. When applied to lips an initial mild irritation causes blood to rush to the surface of the skin, which results in a mild and temporary plumping of the lips due to transient swelling.

One study demonstrated that the lip plumping product increased lip volume in almost all patients 15 minutes post-application and showed a continued improvement in lip fullness per investigator assessments 1 hour after application. Tingling or heat sensation were expected and observed as the topical product contained capsaicin, which can induce this sensation by the release of substance.

Link: <https://www.ncbi.nlm.nih.gov/pubmed/30235388>

YEAST EXTRACT

By helping to reduce the amount of oxidative stress that occurs on the skin, the benefits of yeast extract can induce a calming effect that can help soothe and alleviate problematic skin. The health benefits of yeast extract are directly related to its high nutrient content, including antioxidants which are capable of neutralising harmful free-radicals that are present in the environment. This protective mechanism makes it perfect for cosmetics as it not only helps to maintain the skin's quality and texture, but also allows skin to retain moisture. Yeast also contains a number of beneficial ingredients including proteins, minerals, antioxidants and a variety of vitamins.

Link: <https://bit.ly/2P09f3G>

Link: <https://bit.ly/2Ph7f7p>

Containing beta glucan, yeast extract is highly moisturising that is also a natural source of antioxidant compounds combined with the ability to soothe skin and enhance skin barrier function.

Link: <https://doi.org/10.1002/ptr.4963>

SODIUM HYALURONATE

Sodium Hyaluronate is the salt form of Hyaluronic Acid, a water-binding ingredient that has the ability to fill the spaces between the connective fibres known as collagen and elastin. Hyaluronic Acid hydrates and separates the skin, allowing it to retain water and create a plumping effect. Sodium Hyaluronate has been used for moisturisation and wound healing since its discover in the 1930s. It is comprised of small molecules that penetrate the skin easily, and can hold up to 1000 their own weight in water. Because the skin naturally loses its water composition as it ages (going from 10% - 20% water to less than 10%), Hyaluronic Acid and Sodium Hyaluronate can replace some of the water lost in the dermis, and potentially fight wrinkles and other signs of ageing. Hyaluronic acid is used in skincare as a humectant and has extreme hydration properties.

Link: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3583886/>

RUBUS IDAEUS FRUIT EXTRACT

Raspberry is one of the colourful berries that's not only delicious but contains many biologically active, healthy compounds. It has polyphenols including anthocyanins and ellagitannins that have antioxidant and anti-inflammatory properties. It has antibacterial as well.

Link: [J. Agric. Food Chem., 2010, 58 \(7\), pp 3901–3909, Identification of Flavonoid and Phenolic Antioxidants in Black Currants, Blueberries, Raspberries, Red Currants, and Cranberries](#)

Link: [J Agric Food Chem. 2012 Jun 13; 60\(23\): 5755–5762., Anti-Inflammatory Effects of Polyphenolic-Enriched Red Raspberry Extract in an Antigen Induced Arthritis Rat Model](#)

TRYPEPTIDE-29

Tripeptide-29 a highly purified peptide consisting of amino acids glycine and proline, plus amino acid derivative hydroxyproline. Applied to skin, it's been shown to strengthen the skin's supportive elements. This improves uneven texture and the look of fine lines and also helps reverse a dehydrated appearance.

Tripeptide 29's small size allows it to easily penetrate skin's uppermost layers so it can reach its target areas sooner. The theory behind Tripeptide-29 is the following: Collagen is a long sequence of amino acids and breaking it down produces short amino acid sequences, aka peptides. These peptides "signal" to the skin that collagen was lost and that new collagen should be produced. So putting collagen-fragment-identical peptides on the skin, tricks it into thinking that new collagen is needed thus creating new collagen and strengthening skin making it look younger and smoother.

Link: <https://onlinelibrary.wiley.com/doi/full/10.1111/jocd.12229>

PANAX GINSENG ROOT EXTRACT

With history stretching back thousands of years, Panax Ginseng root extract is a traditional and natural ingredient that delivers a number of different benefits to the skin. With antioxidant properties ginseng can help restore and repair the skin's natural protective barrier, resulting in the reduction of fine lines, wrinkles and other free radical damage, such as dark spots and hyperpigmentation. There has been a lot of research demonstrating the skin benefits of topically applying panax ginseng root extract resulting in any rough texture becoming smoothed and visibly improvement to the firmness of the skin. All in all the look, feel and health of your complexion is significantly improved.

Link: <https://pubmed.ncbi.nlm.nih.gov/33446178/>

PANTHENOL

Also known as pro-vitamin B5, Panthenol effectively penetrates the skin and has a moisturising effect on the skin by decreasing transepidermal water loss, making dry skin softer and more elastic. Topical application has been shown to aid in healing and skin barrier repair.

Links:

<https://pubmed.ncbi.nlm.nih.gov/21982351/>

<https://pubmed.ncbi.nlm.nih.gov/27545858/>

- Metabolises in the skin to form Pantothenic Acid.
- Is a deep penetration moisturiser.
- Stimulates cell proliferation.
- Promotes minor wound healing.
- Acts as an anti-inflammatory agent.
- Is effective in treating acute sunburn.

Link: <https://www.ncbi.nlm.nih.gov/pubmed/21982351>

In skin, Panthenol has the following properties:

- It improves and increases the humidity properties of the skin (moisturising effect); it also makes dry skin softer and more elastic
- It has an anti-inflammatory effect and soothes irritated skin
- It stimulates epithelisation and helps to heal minor wounds (shaving, skin grazes and blisters)

Link: [Data on file.](#)

TOCOPHEROL (VITAMIN E)

Tocopherol or Vitamin E is an important fat-soluble antioxidant and has been in use for more than 50 years in dermatology. It is an important ingredient in many cosmetic products. It protects the skin from various deleterious effects due to solar radiation by acting as a free-radical scavenger.

Link: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4976416/>

One of the most well-known and researched antioxidants for the body and for skin. Vitamin E occurs naturally in human skin, but can become depleted due to constant environmental exposure in the absence of sun protection. There are eight basic forms of the entire fat soluble vitamin E molecule, which are either synthetically or naturally derived. The most typical forms are d-alpha-tocopherol, d-alpha-tocopherol acetate, dl-alpha tocopherol, and dl-alpha tocopherol acetate. Research has shown that natural forms of vitamin E are more effective than their synthetic counterparts, but both definitely have antioxidant activity. Vitamin E is an important fat-soluble antioxidant and has been in use for more than 50 years in dermatology. It is an important ingredient in many cosmetic products. It protects the skin from various deleterious effects due to solar radiation by acting as a free-radical scavenger. Experimental studies suggest that vitamin E has photoprotective properties and is a powerful antioxidant

Link: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4976416/>

