



Persian silk tree, *Siegesbeckia orientalis*

Function:

Global eye contour treatment.

Definition:

Association of *Albizia julibrissin* extract and 500 ppm of darutoside from *Siegesbeckia orientalis* in a glycerin excipient.



Properties:

BEAUTIFEYE™ lifts the upper eyelid, reduces crow's feet wrinkles, fades away dark circles and diminishes puffiness.

Characteristics:

BEAUTIFEYE™ protects, strengthens and improves the dermis properties.

By consolidating the fragile microvascular network and stimulating the detoxifying systems, BEAUTIFEYE™ reduces capillary leakages and accumulation of glycotoxic pigments responsible for uneven coloration and fatigue appearance.

Points of interest:

For the first time in the cosmetics industry, an active ingredient demonstrates a lifting action on sagging upper eyelids. BEAUTIFEYE™ offers a gentle alternative to invasive surgery (blepharoplasty).

INCI Name:

Glycerin – Albizia Julibrissin Bark Extract – Darutoside

Applications:

All products intended for eye contour care and particularly designed to fight against drooping eyelids.

Formulation:

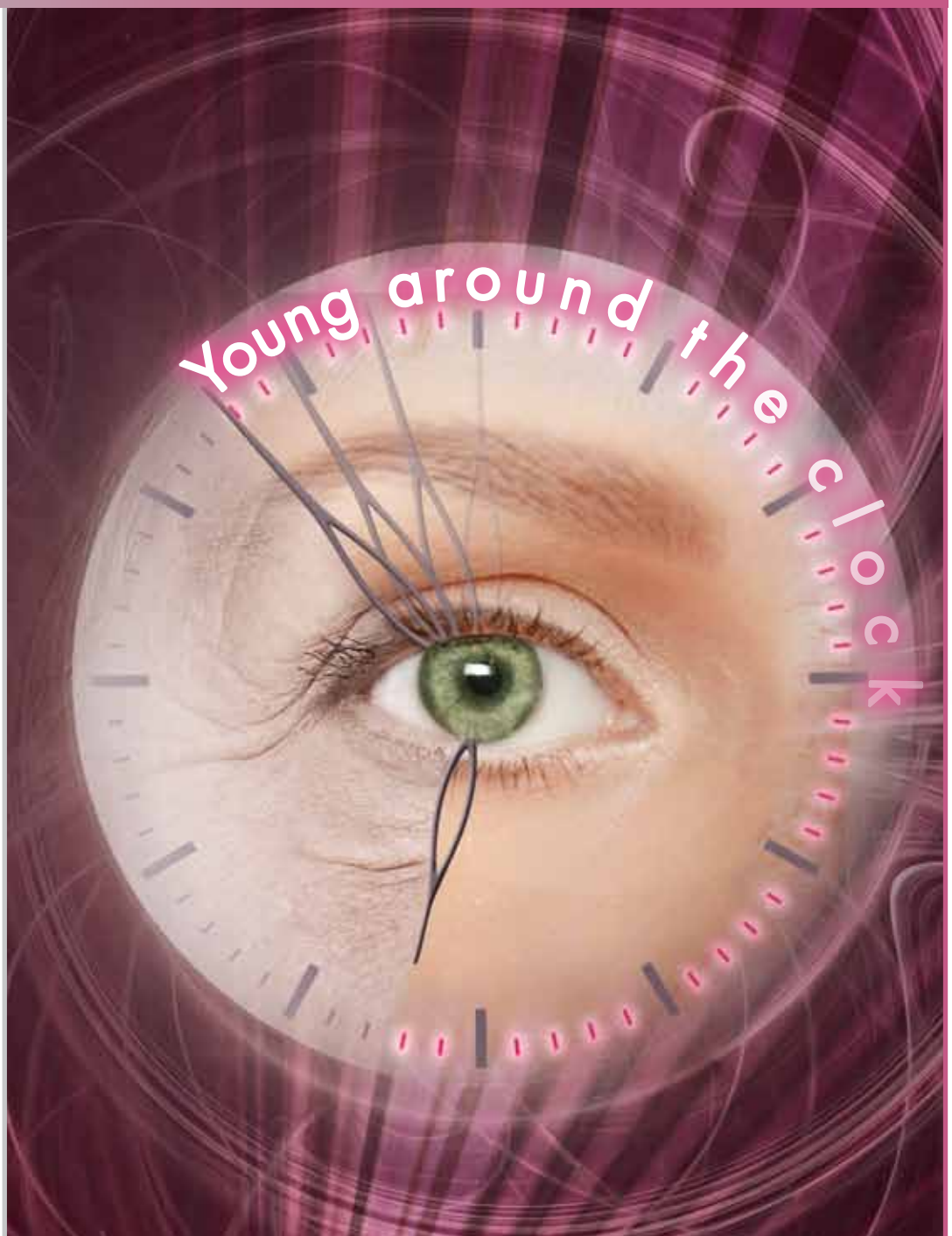
Water soluble. $4 < \text{pH} < 8$. Add to the formula between 25°C and 50°C.

Recommended use level:

3%

Patent:

Pending



Visibly lifts the drooping eyelids by 20% up to 91%

T0

T2 months



www.sederma.fr
E-mail: sederma@sederma.fr
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In vivo tests

24 female volunteers, mean age 60 (40 to 79 years old) with upper eyelid folds, crow's-feet wrinkles applied twice daily for 2 months a cream containing 3% BEAUTIFEYE™ around the eye against placebo, instrumental evaluation by Sederma.

● LIFTING UPPER EYELIDS n=18 volunteers

Fringe projection on the upper eyelid.

- Drooping surface (mm²) -13.7%/T0, p<0.05 up to -61%
- Fold height (mm) -20.4%/T0, p<0.01 up to -91%

BEAUTIFEYE™ is the first cosmetic ingredient to demonstrate a visible lifting action on sagging upper eyelids.

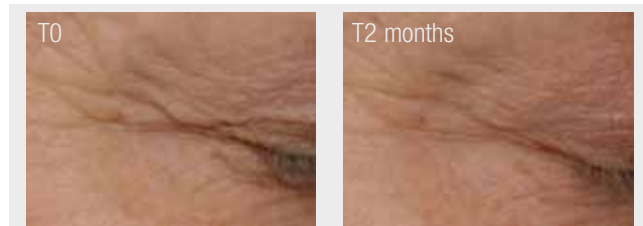


● SMOOTHING CROW'S FEET WRINKLES

Mean variation of main furrow after 2 months. Silicone replicas of the crow's feet area.

- Volume..... -14.1%/T0, p<0.01 up to -34%
- Depth..... -9.5%/T0, p<0.01 up to -33%
- Spread angle..... +11.2%/T0, p<0.01 up to +49%

BEAUTIFEYE™ visibly reduces wrinkle intensity.



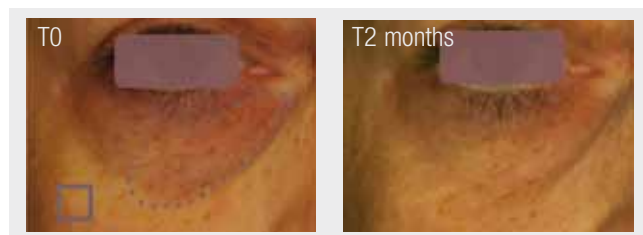
24 female volunteers, mean age 42, with dark circles applied twice daily for 2 months a cream containing 3% BEAUTIFEYE™ around the eye against placebo, instrumental evaluation by Farcoderm.

● FADING DARK CIRCLES

Assessment of the under eye red and blue colour components by image analysis.

- Δa+ -7.4%/T0, p<0.05 up to -32%
- Δb- -7.5%/T0, p<0.05 up to -30%

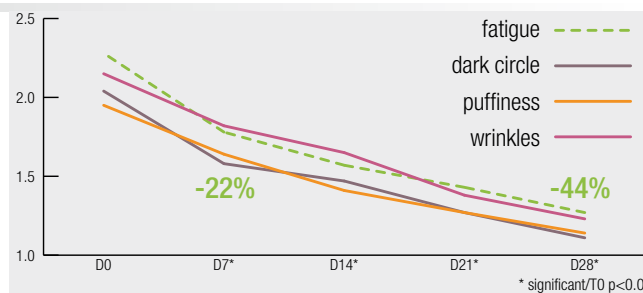
BEAUTIFEYE™ helps to significantly fade dark circles.



Consumer test

105 female volunteers, mean age 51 (40 to 60 years old), with a tired look characterised by wrinkles, puffiness and dark circles, applied twice daily for 28 days a cream containing 3% BEAUTIFEYE™ in the area around the eyes. Consumer test conducted by Eurofins.

Within 7 days only, BEAUTIFEYE™ influences the way volunteers perceive themselves. The aspect of fatigue of the eye area is significantly reduced.



In vitro tests

● COUNTERACTING THE DERMIS SAGGING

Strengthening of the dermis, on normal human fibroblasts, Beautifeye™ eq 2%

- Collagen synthesis +256%, p<0.01
- Elastin synthesis +229%, p<0.01

Protection of the dermis, on normal human fibroblast Beautifeye™ eq 0.25%

- MMP-2 production
 - Normal conditions -37%, p<0.01
 - Under pollution conditions -29%/stressed control, p<0.05
- Glycation of elastin -21%, p<0.05

Improvement of the contractile capacity, equivalent dermis including fibroblasts and collagens receive MGO or MGO + Beautifeye™ eq 0.17%

- Contraction increases by +68%/stressed control, p<0.01

● LESSENING DARK CIRCLES CAUSES

Consolidation of microvascular network, Beautifeye™ eq 2% Glycotoxins and glycation products have a deleterious effect on the vascular network by damaging the vessel wall, stimulating angiogenesis.

- Microvascular network damage -55%/stressed control, p<0.01

Preservation of detoxification systems, Beautifeye™ eq 0.17%

- Glyoxalase expression +41%/stressed control
- Proteasome activity +16%/stressed control, p<0.05

Reduction in the pigment accumulation, Beautifeye™ eq 0.17%

- Lipofuscin quantity -81%/stressed control, p<0.01

BEAUTIFEYE™ fights against glycating stress that leads to signs of fatigue and reinforces the major dermal constituents.