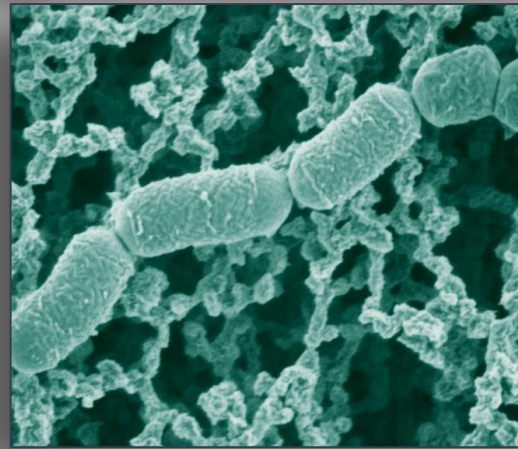


Revital Eyes

Anti-Aging, Anti-Wrinkle, Lifting, Dark Circles, Bags Under Eyes



Tomorrow's Vision... *Today!*®

Revital Eyes

Technical Information:



Product Code: 16671

INCI Name: Water & Lactobacillus Ferment Lysate & Camellia Sinensis Leaf Extract & Punica Granatum Extract & Caffeine

INCI Status: Approved

Suggested Use Levels: 1.0 – 10.0%

Suggested Applications: Anti-Wrinkle, Anti-Aging, Lifting, Dark Circles, Bags Under the Eyes

Solubility: Water Soluble

The Natural Aging Process



- The eyes are known as the “windows of the soul”
 - ✓ Aging appears here first!
- Aging around the eyes is due to:
 - Photo-exposure
 - Environmental Stressors
 - Blinking
 - Smiling
- These factors drastically affect the appearance around the eyes:
 - Accelerates collagen degradation & aging

The Natural Aging Process



- Skin around the eyes is 10X thinner than the skin on the rest of the face
- Collagen is responsible for upholding the skins' integrity
- Aging & Stress
 - Impairs Collagen Quality
 - Effects Skin Function
- Signs of aging start to appear:
 - Fine Lines & Wrinkles
 - Crow's feet



The Natural Aging Process



Aging & Current Trends

- Other problems around the eyes:
 - Dark Circles
 - Bags
 - Puffiness
- Consumers desire immediate & long-term anti-aging benefits
- Trends: Super fruits, Probiotics, Green Tea
- Products that protect against physical aging:
 - Nutrients
 - Skin firming agents

Revital Eyes: What is it?



Concept:
An inclusive, unique blend of:

- Probiotics – *Lactobacillus* Ferment
- Green Tea
- Pomegranate carbohydrates are cross-linked to form a biopolymer network on the skin (>500,000 Daltons)
- Caffeine

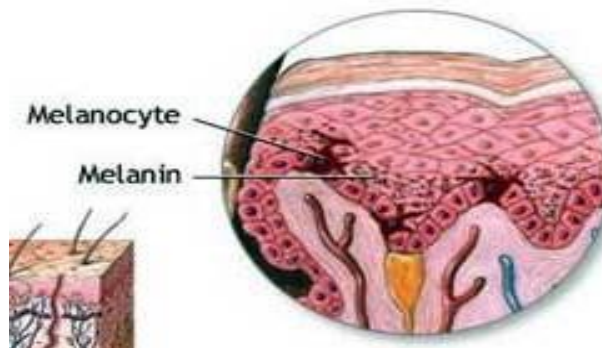


Revital Eyes: How does it work?

Probiotics – *Lactobacillus* Ferment Understanding Melanogenesis:



- The first step in melanogenesis (skin pigmentation):
 - Production of chemical messenger in the outermost layer of the skin
- These messengers include α MSH (Alpha-Melanocyte Stimulating Hormone) and are produced in response to stress
- α MSH migrates & stimulates the MC1R (Melanocortin Receptor)

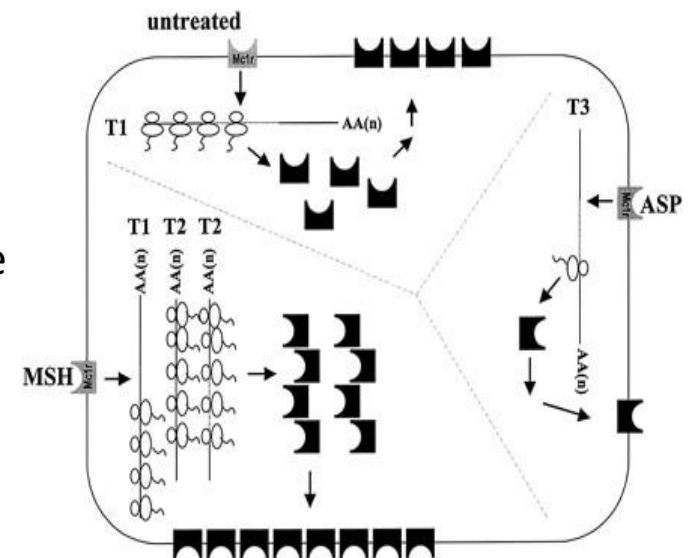


Revital Eyes: How does it work?

Probiotics – *Lactobacillus* Ferment

Understanding Melanogenesis:

- The resulting cascade of biochemical processes lead to an increase in melanin production
- ASP (Agouti Signal Protein) on the other side is an antagonist to MC1R that blocks melanogenesis that is stimulated by the α MSH



Revital Eyes: How does it work?

Probiotics – *Lactobacillus* Ferment Understanding Melanogenesis:



- ASP (Agouti Signal Protein) analogues isolate from Lactobacillus strains.
 - These analogues have key amino acid sequences that can induce changes in skin pigmentation through interactions with the MC1R.
- Inhibits Melanin Production
- Reduces hyperpigmented areas & helps achieve an even skin tone
- Reduces the appearance of dark circles

Revital Eyes: How does it work?

Green Tea



- Exceptionally rich in Proanthocyanidins
 - Potent Antioxidants – 20 times more than vitamin C and 50 times more potent than vitamin E
- **Benefits of Proanthocyanidins:**
 - Play a key role in the stabilization of collagen & maintenance of elastin
 - Protects from environmental stressors
 - Improves capillary strength
 - Reduces the leaking of capillaries & pooling of blood = Reduces dark circles

* Reference: Shi, John; Yu, Jianmel; Pohorly, Joseph E.; Kakuda, Yukio (2003). "Polyphenolics in Grape Seeds Biochemistry and Functionality". *Journal of Medicinal Food* 6 (4): 291–9.

Revital Eyes: How does it work?

Pomegranate Extract



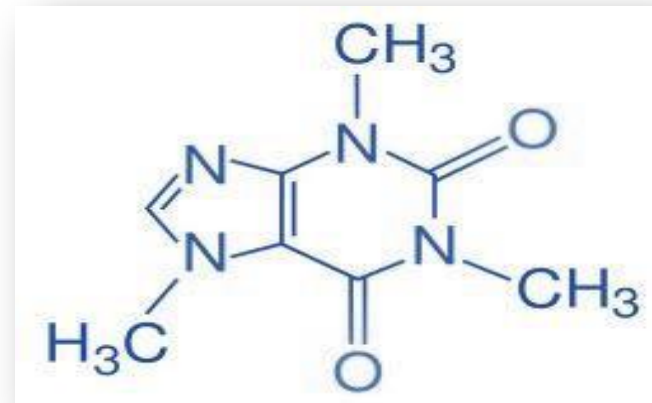
- Known for its high nutritional benefits & powerful antioxidant properties
- High molecular weight carbohydrates
 - Film former
 - Provides immediate skin tightening & lifting benefits
 - Coincides with the superfruit trends
 - Helps optimize hydration levels on the skin
 - Reduces the appearance of fine lines & wrinkles

Revital Eyes: How does it work?

Caffeine



- Vasoconstrictive properties (the ability to make blood vessels smaller)
 - Reduces puffiness
- Provides antioxidant benefits that help reduce photo-aging
- Diuretic Properties
 - Helps deflate puffiness
 - Minimizes dark circles
 - Increases circulation



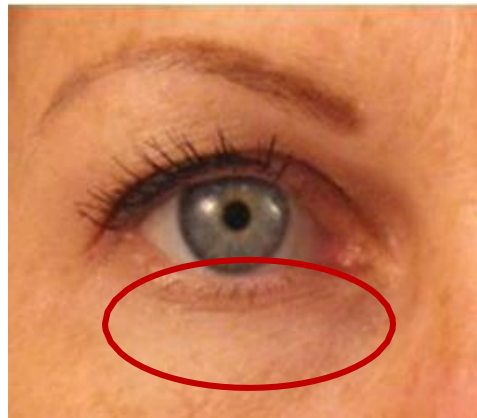
In-vivo Efficacy: Revital Eyes

Before



Subject #1

After



Subject #2



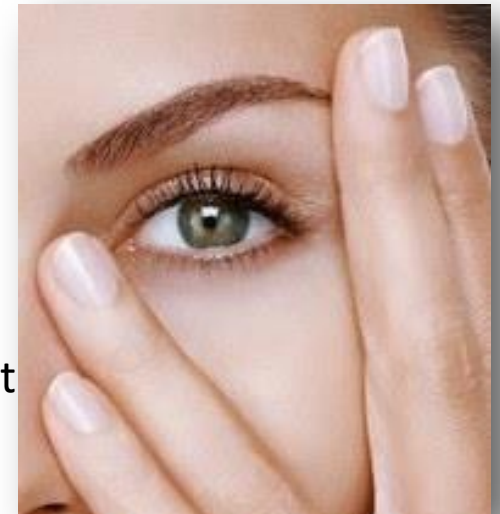
Protocol

- **Equipment:** Digital Camera (Pentax Optio RZ10 14 Mega Pixel)
- **Subjects:** 10 (m/f); Ages 24-45
- **Test area:** Eye area
- **Concentration of active used:** 5.0% Revital Eyes + Water v.s Water
- **Frequency of application:** Twice Daily, Over a period of three weeks

In-vivo Efficacy: Revital Eyes

in-vivo Before & After Pictures Results:

- **Revital Eyes** demonstrated to be effective for:
 - Reducing the appearance of wrinkles
 - Diminishing the appearance of dark circles under the eyes
 - Minimizing puffiness
 - Firming the skin around the eyes
- All eyes appeared more youthful at the end of the t



In-vitro Efficacy: Revital Eyes

ORAC Assay

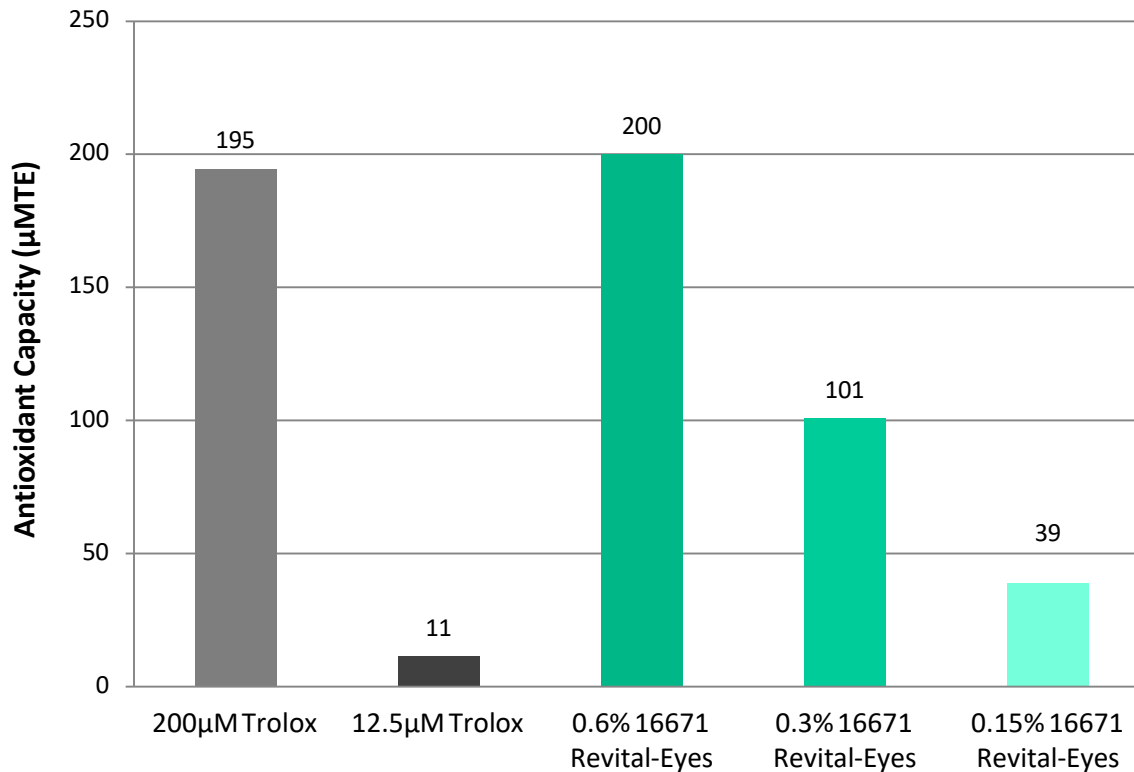


Figure 1. Antioxidant capacity of **Revital Eyes**.



Protocol

- Trolox was used as the positive control
- Solutions were prepared at three concentrations, as a reference
- Fluorescent measurements were taken every 2 minutes for 2 hours
- **Revital Eyes** showed antioxidant activity at 0.15% concentrations

Revital Eyes

Formulation Guidelines



Suggested Use Level: 1.0-10.0%

pH range stability: 4-7

Solubility in water: Soluble

Temperature Stability: <60°C

Formulation Guidelines: Incorporate during the cooling phase or after the emulsion has been formed

Revital Eyes



THANK YOU

For more information –Visit our website!

www.activeconceptsllc.com