

ATELIER | EXTRACTION | SÉLECTIVE

Distributed By –

Ingredients
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# ACTIFSOLEIS FRANKINCENSE<sup>TM</sup> APF 502-1

Powerful anti aging effect

A wonderful combination of bioactive cosmetic ingredients

Phoenix Dactylifera L.

« The Tree Of Life »

Boswellia Sacra

« The Oliban »







### ACTIFSOLEIS FRANKINCENSE<sup>TM</sup>



### A Natural Active Ingredient

Our laboratories have developed an innovative Supercritical CO2 extract combining two powerful actives (Date seeds and Boswellia Sacra resin), concentrating the best of nature and delivering their full potential to a high efficacy formulation.

ACTIFSOLEIS FRANKINCENSE<sup>TM</sup> is a rejuvenating, reparative and reviving formula supercharged with effective actives.

It is your daily dose of active ingredients that strengthens, improves skin firmness repairs the signs of the past and slow down the skin ageing by regenerating and activating skin cells.

This active precious mixture, has good skin compatibility and is "Dermatologically tested", "Clinically Tested" and "Tolerance Tested".

### PHOENIX DACTYLIFERA L. The Tree Of Life

Date Palm is the oldest fruit-bearing tree on earth, the fruits are nutritious and healthy. It has a wide range of therapeutic uses. Cultivated in Tunisia since 5000 years, the Date Palm Tree is often called « The tree of life » in the desertic region, so called for the high nutritional value of its dates praised all over the world.

As a source of essential fatty acids and vitamins, *Phoenix dactylifera L.*, seeds extract forms the essence of it all, it is known as an antioxidant and has been proven to have an exceptional affinity to skin.

### BOSWELLIA SACRA Rare and Precious Ingredient

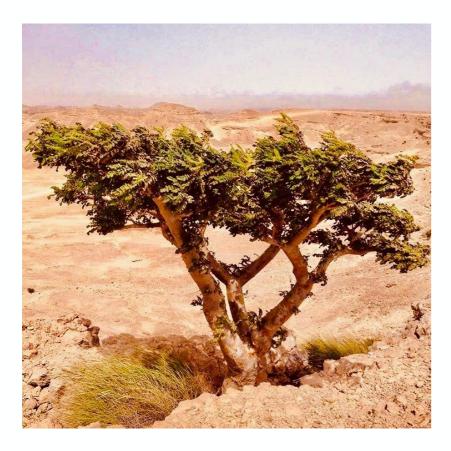
Frankincense Boswellia Sacra is a dried resin from desert tree in Southern Arabia, grows typically in Oman, it is an aromatic resin that is often used in perfumes and incense. At one time, Frankincense Boswellia Sacra was worth it's weight in gold, it's still rare and precious commodity. *Boswellia Sacra* has a history dating back thousands of years.

It is known for its high content of bioactive constituents; including specific terpenoid, namely Amyrin and Boswellic Acids, which are the main contributors to the biological activities of the frankincense species. As a source of antioxidants, Boswellia Sacra helps to reverse signs of skin aging.

Used in Ayurvedic medicine for hundreds of years, frankincense appears to offer certain health benefits, from improved arthritis and digestion to reduced asthma. It may even help fight certain types of cancer.



It has been traded in Northern Africa and the Arabian Peninsula for approximately five thousand years. Frankincense has also been depicted in ancient Egyptian murals. The ancient Romans and Greeks are also known to have imported large amounts of frankincense resin to burn as incense and use during cremation ceremonies.



INCI: PHOENIX DACTYLIFERA SEED EXTRACT (AND)

BOSWELIA SACRA (FRANKINCENSE) EXTRACT

CAS: 90027-90-0, 8050-07-5 EINECS: 289-776-1, 232-474-1

ORIGIN: Oman

PRODUCTION PROCESS: By supercritical fluid extraction using natural carbon dioxide as a solvent.

Appearance: Light yelow Liquid

Solubility: Soluble in oil

Insoluble in alcohol and water

Use level: 1 – 4 %

### Application:

Mature skin, Face contour, Lip care, Hand care, Body care, Bust & Decolleté, Moisturising, Smoothing, Anti-ageing, Revitalising treatments, Protective care Primers.

#### Claims:

Our Active Botanical Mixture is an alliance of high tech process (supercritical CO2 extraction) and ancestral beauty rituals, this precious mixture between date seeds and frankincense resin has the power to:

Significantly decrease area, length and depth of forehead and crow's feet wrinkles

Display antiaging effect after only 28 days of use

Slow down the skin ageing

Improve skin firmness

### Innocuity – safety:

Single Patch Test: Non-irritant

Good skin compatibility

Dermatologically tested

Clinically Tested

Tolerance Tested

### Regulation:

UE /USA /JAPAN : Approved

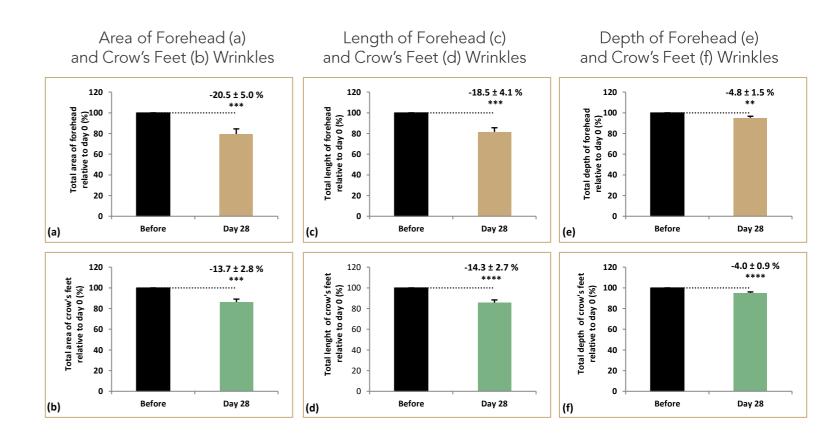
## ACTIFSOLEIS FRANKINCENSE<sup>TM</sup> REDUCES WRINKLES ON THE FACIAL AREA FOREHEAD AND CROW'S FEET ZONES

Test protocol: 19 volunteers (100 % Female; Between 35 and 65 years) were submitted to a 28-day topical treatment with a serum containing 2% of ACTIFSOLEIS FRANKINCENSE<sup>TM</sup> (twice per day).

Before (Day 0) and after 28 days of treatment (Day 28), images were taken with BIO3D STRUCTURED-LIGHT SCANNER from the FOREHEAD (glabellar lines) and CROW'S FEET (periocular wrinkles) AREAS.

Total area, length and depth of forehead and crow's feet wrinkles were obtained for each of the volunteers. All data were statistically analyzed.

The treatment reduces forehead wrinkles (area 21 %, length 19 % and depth 5 %) and crow's feet wrinkles (area 14 %, length 14 % and depth 4 %), comparing each volunteer with its own control at day 0 (paired Student's t-test).



Graphical representation of the total area (a,b), length (c,d) and depth (e,f) of forehead and crow's feet wrinkles, before (Day 0)

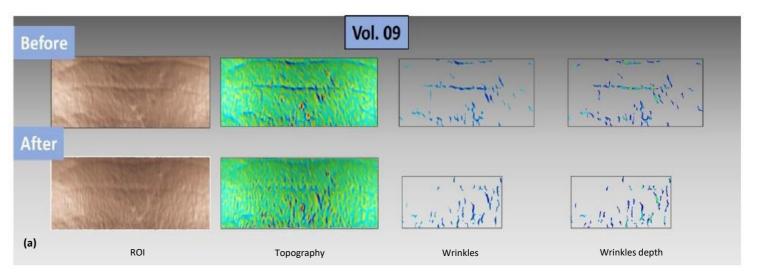
and after 28 days of treatment (Day 28) with ACTIFSOLEIS FRANKINCENSE™, in 19 human volunteers, comparing each volunteer with its own control at day 0.

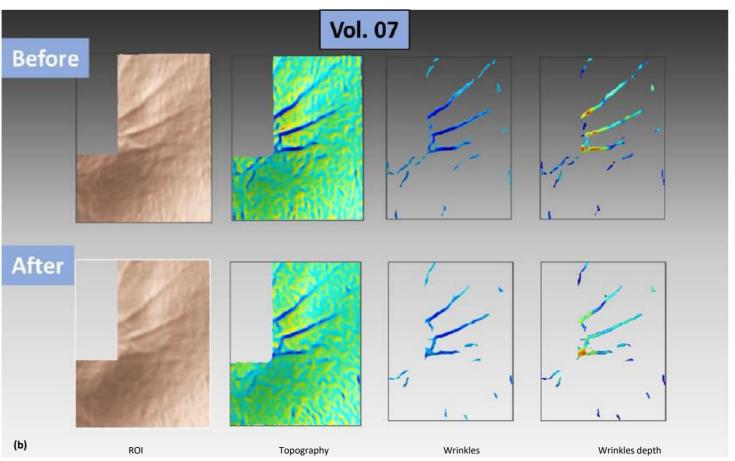
\*\* p value < 0.01. \*\*\* p-value < 0.001. \*\*\*\* p value < 0.0001.

# ACTIFSOLEIS FRANKINCENSE™ VISIBLY REDUCES THE WRINKLED APPEARANCE OF THE SKIN.

Experimental area was defined as the forehead (glabellar lines) and crow's feet areas, since these areas are the target of the specific treatment.

From the whole 3D reconstruction, a Region of Interest (ROI) is selected in which the wrinkles analysis is carried out.





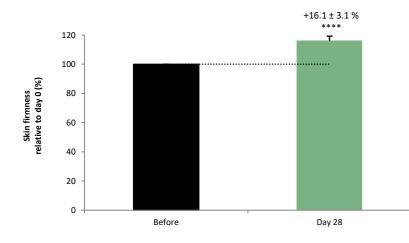
Images showing 3D area selected (ROI), curvature analysis from that selected area (Topography) and the area of wrinkles detected from the analysis, on the forehead (a) and crow's feet (b), before (Day 0) and after 28 days of treatment (Day 28) with ACTIFSOLEIS FRANKINCENSE<sup>TM</sup>.

### ACTIFSOLEIS FRANKINCENSE™ REDUCES SIGNS OF SAGGING SKIN

#### TEST PROTOCOL

19 volunteers (100 % Female; Between 35 and 65 years) were submitted to a 28-day topical treatment with a serum containing 2% of ActifSoleis Frankincense<sup>TM</sup> (twice per day). Skin firmness was assessed through Cutometer<sup>®</sup>.

Each volunteer answered a **self-assessment questionnaire** at the end of the treatment. All data were statistically analyzed.



Treatment with ACTIFSOLEIS FRANKINCENSE<sup>TM</sup> significantly increased skin firmness by 16 %, comparing each volunteer with its own control at day 0.

ACTIFSOLEIS FRANKINCENSE™ restores the firmness of the skin.

Graphical representation of skin firmness quantified in the skin through Cutometer, before (Day 0) and after 28 days of treatment (Day 28) with ACTIFSOLEIS FRANKINCENSE<sup>TM</sup>, in 19 human volunteers, comparing each volunteer with its own control at day 0.

\*\*\*\* p value < 0.0001.

#### SKIN COMPATIBILTY & ACCEPTABILITY

With regard to skin compatibility and acceptability, none of the volunteers showed any skin acceptability problem, neither manifested any adverse symptom or cutaneous reaction during the period of treatment or the days after.

Regarding dermatological surveillance, the product showed good skin compatibility and may claim "Dermatologically tested", "Clinically Tested" and "Tolerance Tested".

#### **SELF EVALUATION**

#### % of satisfied volunteers

For a significant percentage of volunteers, it is considered that:



The skin is firmer



The skin texture is softer



The skin is nourished

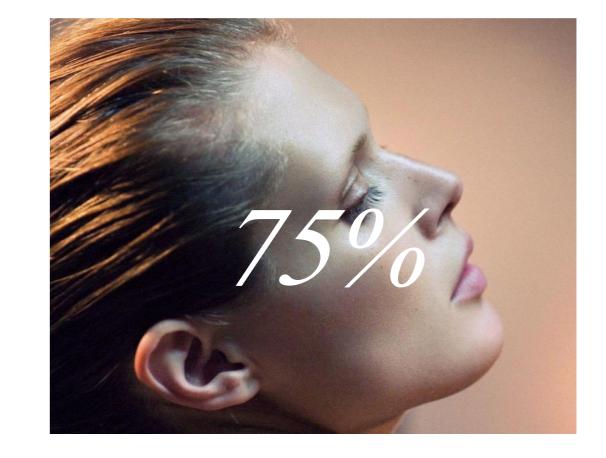
The in vivo topical treatment with ACTIFSOLEIS FRANKINCENSE<sup>TM</sup> significantly displays anti-aging and anti-wrinkle effects after 28 days of treatment in 19 human volunteers. After only one month of use, the skin appearance and quality on THE FACIAL AREA is significantly improved.

### The Results in Numbers

In a clinical trial...

75% of people were satisfied with the treatment and analyzed had a reduction in surface and depth of wrinkles as well as an increase of skin firmness.

70% of people would recommend the treatment and consider it to be high-end.





#### After 4 weeks of use...

95% of people agreed their skin was nourished.

80% of people agreed their skin was instantly firm and soft with a youthful look.

65% of people analyzed had significant improvement in appearance of fine lines and wrinkles after use.

60% of people agreed the product transformed their visible signs of aging.

65% of people saw significant anti aging effect.

### COMMON SIGNS OF AGING SKIN

Appearance of wrinkles

Loss of flexibility/elasticity

Reduction of the skin firmness

Slow sebum production / dehydration

Duller appearance for the skin

Sagging skin

MECHANISM BEHIND A WRINKLE Subjected to thousands of muscular microcontractions daily, the epidermis of our face marks the fold. As the years go by, this one is more and more marked, the damage is reflected in depth beyond the upper layer of the epidermis, the wrinkle is formed and accentuated.

Wrinkles appear preferentially on photo-exposed areas. The age of their appearance and their severity grade can be influenced by several factors aggravating skin aging: **Genetic, Environmental and lifestyle factors.** 

The appearance of the wrinkle is due to a sagging of the dermal structures caused by the gradual disappearance of two proteins:

Collagen: maintains structure, firmness, and strength of the skin

Elastin: acts on the suppleness of the skin, providing flexibility and elasticity

The appearance of the wrinkle, visible on the surface of the skin, reflects changes at the histological and molecular level of the different layers of the skin [1]:

Thinner epidermis at the wrinkle area with atrophy of the *stratum spinosum* in the bottom of the wrinkle in addition to a thickening of the *stratum corneum* resulting from an accumulation of corneocyte.

Collagen and elastosis atrophy in the dermis: more marked in the deepest point of the wrinkle.

Micro-contracture of the underlying muscles of the skin favoring the appearance of lines between which the skin tightens, stretches and finally wrinkles.

Intrinsic and photo-induced aging favoring the flattening of the junction between the dermis and the epidermis. Change in the skin relief and widening of the lines that put the skin in tension.

<sup>[1]</sup> Pensé-Lhéritier A.-M., Evaluation des produits cosmétiques: L'objectivation. Lavoisier, Paris (2016).

### ACTIFSOLEIS FRANKINCENSE TM

### RESPONSIBLE AND SUSTAINABLE SOURCING CSR APPROACH

We strongly believe in the potential of nature. ACTIFS PRECIEUX sources itself through fair trade cooperatives by creating jobs opportunities with the best social practices for rural employees.

Our Active Botanical Mixture is sourced from conscious growers around the globe. This co-extraction formulation of Green Frankincense resin and Date seeds using supercritical fluid extraction respects the ethics of green chemistry.

We do not only assemble the finest ingredients but also honor them throughout our process. All our actives come from natural plant resources that are selected according to exhaustive research on their composition.

Our team has been meticulously considering the ingredients, by ensuring to capture their full spectrum of nutrition to finally obtain an effective active anti-aging formula.

The ingredients we put in our formulations matter, as nowadays, clean products free from harmful toxins should be a universal standard.

We are focused on making the most sustainable choices for our products. We are actively engaged to set up and build a sustainable network of partners and suppliers in order to implement a sourcing procedure that fits the high level of specifications and quality commitments of the company.

ACTIFS PRECIEUX contributes to the protection of the environment, by reducing our ecological footprint. Our impact on the environment matters, that's why as a company in motion, we will continuously evolve, improve and challenge ourselves to be better and set cleaner and more ethical standards across beauty

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