

MultiSal® Lip Vintage (MS LV)

Achieve fuller, plumper, and younger-looking lips.



UNIQUE FEATURES

- 1 IMMEDIATE SENSATION** that you can feel and see.
- 2 SAFE ALTERNATIVE** to surgical or injected lip enhancements.
- 3 NOTICEABLE**, natural-looking results that can be seen instantly.

VISIBLE RESULTS: IN-VIVO TESTING

MS LV plumps lips and reduces the appearance of fine lines in the lips within 1-3 minutes. A clinical study utilized (n=18) a lip gloss loaded with 3% MS LV technology (Figure 2).



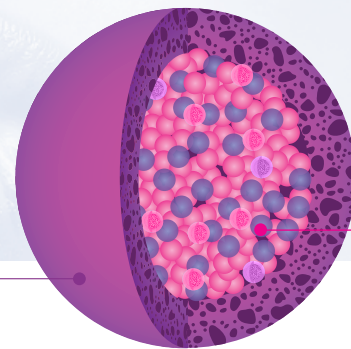
Figure 2: Comparison of before MS LV application (A) and after (B), where the lips appear noticeably fuller.

MS LV is the answer for those searching for natural-looking lip plumping.

Lip Vintage works in two important ways: it produces an immediate increase in hydration, resulting in noticeable plumping, and it works over time to temporarily enlarge lip size without pain. This is an exclusive technology that increases lip size safely and painlessly by stimulating the lips to produce their own collagen.

HOW THE TECHNOLOGY HELPS YOU

MultiSal® technology is a double-layered encapsulation system composed of a microsphere containing sub-micron spheres (Figure 1). The sub-micron spheres contain a blend of sensory and active ingredients that provide a tingling sensation to lip surface. The blend also contains peptides that restore glycosaminoglycans, collagen, and moisture while adding instant volume to the lips.



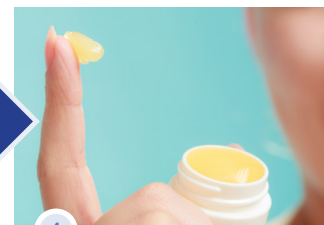
Shell

Core Caffeine
Peptide

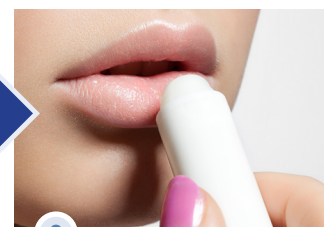
Figure 1: The sub-micron structure of MS LV, with the lip-plumping functional ingredients to plump the lips infused within the core.



MS LV raw



1 Lip balm



2 Lip gloss



3 Lip stick

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CONTINUOUS COOLING PERFORMANCE

- 1 CAFFEINE**
Stimulates blood flow while enhancing natural lip color.
- 2 MESSENGER PEPTIDE**
Patented peptides that hydrate and restore glycosaminoglycans and collagen, increasing lip moisture and adding volume to improve contour and definition.
- 3 FRESHCOOL**
Immediate sensation, letting users sense that the product is working.

VISIBLE RESULTS: IN VIVO TESTING

Participants experienced the tingling sensation immediately, and it lasted for 12-40 minutes. The general plumping sensation lasted for 1-2 hours (Figure 3).

The immediate and short term effect is critical to convey the sensation to the consumers, so that they will continue to use the product for longer until they see actual results from the addition of the peptides. The appearance of natural plumping of the lips can be observed after several weeks of daily use.

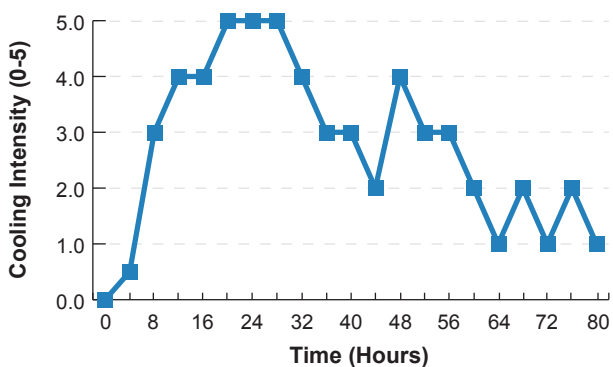


Figure 3: The volunteers self-evaluated the plumping intensity over time with the MS LV lipstick.

REDUCED PARTICLE SIZE

The encapsulation of all the functional ingredients into a single dosage form allows for usage in liquids and solids and reduces particle size. This allows for a smooth formula that feels pleasant on the lips. Small particle size (Figure 4) also makes it easier for the functional ingredients to absorb into the lip tissue, where they will be most effective.

FORMULATION

MS LV is compatible with both solid and liquid forms of lip care products. The technology must be store in a well-ventilated and dry area to protect from agglomeration.

Ingredients	(W/W %)
MultiSal® Lip Vantage	5
Lip Balm Base	95

TECHNICAL DATA

Appearance @ 20°C	Solid, fine powder
Applications	Anhydrous forms of lip and color cosmetic products such as lip balm, lip gloss, and lipstick
Color	White
Odor	Typical to flavor
pH (1 % solution)	4.0-6.0
Shelf Life (months)	24
Usage Level (wt%)	3-5%
Storage (°C)	Dry, closed container at 12-32° with <45% RH