

MultiSal® Dark Circle Eliminator (MS DCE)

Technology to reduce discoloration and puffiness under the eyes and promote glowing skin.

Technology to reduce puffiness and clears the skin.

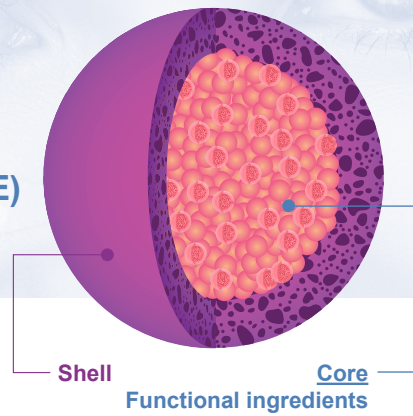


Figure 1: The structure of MS DCE, with the caffeine infused within the core.



UNIQUE FEATURES

- 1 **TARGETED DELIVERY**
MultiSal® technology ensures that the functional ingredients are delivered where they are needed most.
- 2 **LONG-LASTING BIOAVAILABILITY**
of caffeine.
- 3 **INSTANTLY VISIBLE RESULTS**
are visible as reduced puffiness and discoloration in a matter of minutes.
- 4 **EASE OF FORMULATION**

FUNCTIONAL INGREDIENTS

Dark circles are bilateral, round, homogenous blemishes that may be caused by several factors, including age-induced skin inflammation. This promotes blood vessel growth that is visible on the skin surface. Several ingredients have been found to help reduce the appearance of these dark circles under the eyes.

CAFFEINE has been shown to stimulate circulation and reduce swelling.¹ It also has anti-inflammatory properties that reduce puffiness associated with dark circles.

SHEA BUTTER is a unique blend of unsaponifiables and essential fatty acid triglycerides. It is derived from the nut of the African shea tree and has been proven to reduce inflammation, combat skin thinning, and eliminate dull-grayish complexion, which is prevalent in dark circles.²



MultiSal® Dark Circle Eliminator (MS DCE)

Technology to reduce discoloration and puffiness under the eyes and promote glowing skin.

HOW THE TECHNOLOGY HELPS YOU

MultiSal® is a microsphere delivery system with an inner core containing lipophilic sub-micron spheres. These sub-micron spheres encapsulate the caffeine and contain shea butter to moisturize the skin and reduce inflammation.

Upon rubbing a cream or serum into the skin, the microspheres break to release the sub-micron spheres onto the skin surface. These sub-micron spheres are lipophilic, enabling penetration to the stratum corneum while releasing caffeine. The caffeine content of these spheres is released in a controlled manner over time, sustaining and prolonging the benefits of the product.

QUICK, VISIBLE RESULTS

MS DCE provides visible results within minutes. Clinical testing with volunteers shows that, after 30 minutes, there is a distinct, visible reduction in the appearance of dark circles and skin laxity (Figure 2).

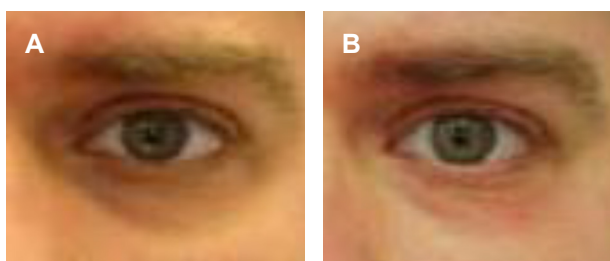


Figure 2: Photos taken before (A) and 30 minutes after application of a cream containing MS DCE (B), which was loaded at 3% caffeine.

FORMULATION

Ingredients	(W/W %)
MultiSal® Dark Circle Eliminator	15
Petrolatum	4.25
Sodium Stearoyl Lactylate	1.35
Isopropyl Palmitate	4.25
Joboba Seed Oil	1.70
Hydrogenated Coconut Oil	3.40
Glyceryl Stearate	3.40
Ceteryl Alcohol	2.55
Glycerin	2.60
Tetrasodium EDTA	0.10
DI Water	60.50
Preservative	0.90

TECHNICAL DATA

Appearance @ 20°C	Free flowing powder
Applications	Leave-on under-eye products, such as creams and serums
Color	White
Odor	Mild odor
pH (1 % solution)	3.0-5.0
Shelf Life (months)	24
Usage Level (wt%)	10-16.7%
Storage (°C)	Closed container at 12-32° with <45% RH

References

- <http://www.babcockdermatology.com/documents/A-WakeUp-Call-for-Caffeine.pdf>
- Pobeda M and Sousselier L, Shea Butter, The revival of an African wonder, <http://www.ceci.ca/assets/uploads/PDF-FR/Karite/SheaButterRevivalAfricanWonder.pdf>