

## AlphaAging

**Alphaaging is a new rejuvenating 100% natural, protector, nutritive with immediate lifting effect for the tretment against wrinkles, flaccidity, opacity and skin dryness.**

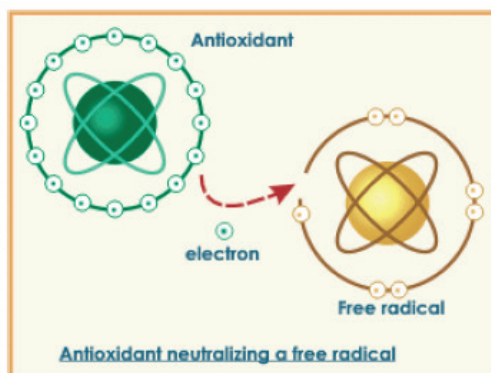
O **AlphaAging** has effect proven in the wrinkles. It can intervenes the protection of the cutaneous barrier decreasing the transepidermal water loss, extending the hydration and saving the skin of dryness and protecting against extern damagers. This natural and native product acts at tissue regeneration performing as a important agent on the formation and deposition of collagen fibers also protecting the new cells that comes from this process. Our product repairs also damages and streghens the cutaneous eslasticity and firmness. Another great point from this incredible product is that it has soothing effect unther the skin when it is exposed.

### ALPHAAGING® - MECHANISMS OF ACTIONS

The development of **AlphaAging** was made by synergy of *Mauritia flexuosa* fruit oil (Buriti Oil) and Natural Alpha Bisabolol from the sustainable manage of *Candeia* essential Oil (*Eremanthus* spp).

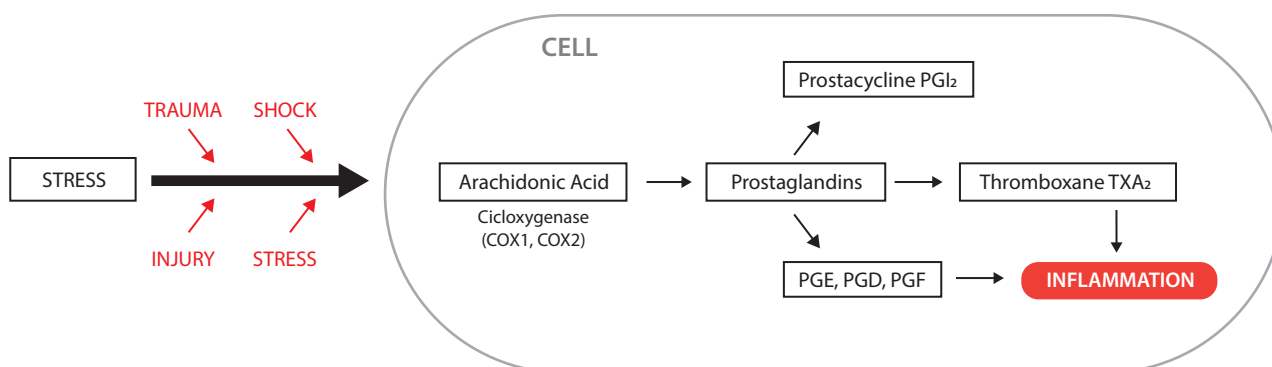
#### - Buriti (*Mauritia flexuosa* fruit oil)

Rich in fatty acids, carotenoids (provitamin A), in the form of  $\alpha$  and  $\beta$  carotene, and tocopherol (vitamin E), which are natural antioxidants. It has a beneficial effect on the process of tissue repair by binding to free radicals. The components of this oil are important for the formation and deposition of collagen fibers and for cell stimulation and proliferation. Carotenoids have the ability to deactivate singlet oxygen and neutralize peroxy radicals, reducing the oxidation of DNA and lipids, avoiding the loss of cell integrity that favors skin aging.

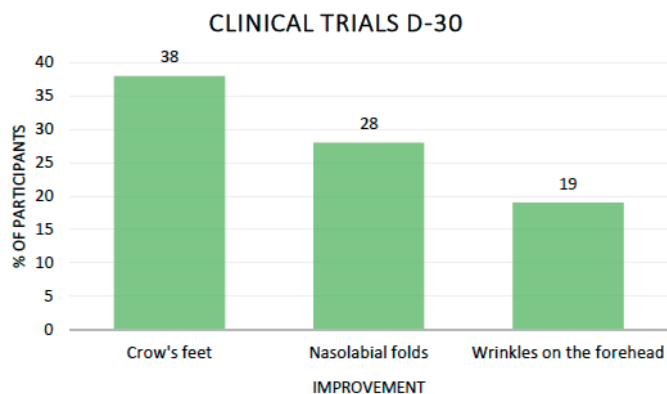


## Alpha Bisabolol Natural

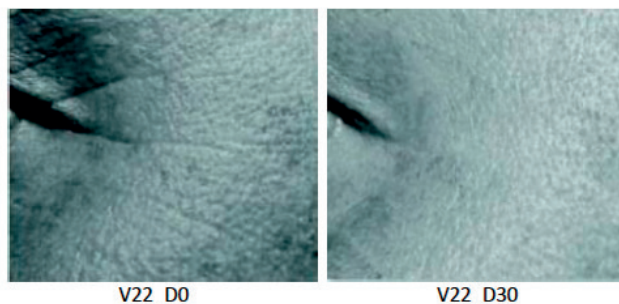
It has the anti-inflammatory, anti-irritant and anti-nematode activity of **Alpha Bisabolol**. It acts on the inhibition of lipoxygenase and cyclooxygenase, blocking the biosynthesis of leukotrienes and prostaglandins which are important chemical mediators of inflammation.



## ALPHAAGING – PROVEN EFFICACE BY IN VIVO TESTS



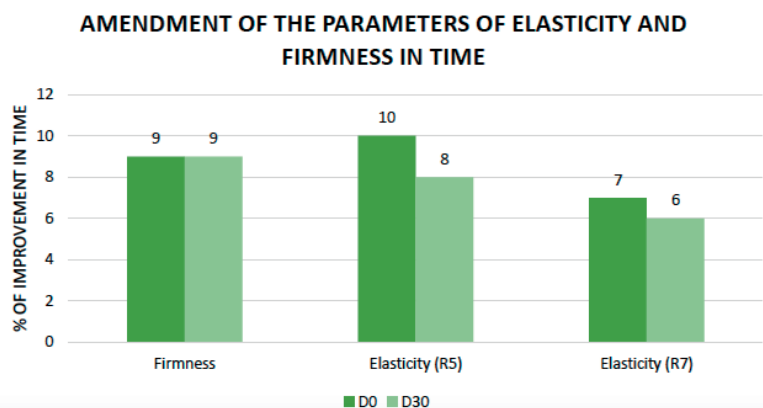
The product **AlphaAging** was effective to reduce the wrinkles and expression marks of the skin.



After 30 days using this product, 38% of participants showed a improvement on the crow's feet wrinkles, 28% showed a improvement on the nasolabial folds wrinkles and 19% on the forehead wrinkles.

## Immediate Lifting

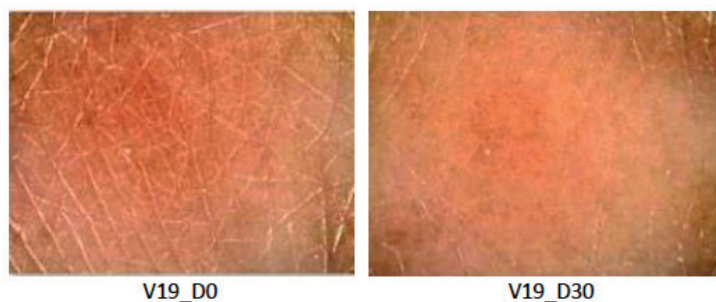
The objective of this experimente was mesure efficacy of tensor effect and cutaneous elasticity by cutumetry.



The result obtained immediately after product application allows to prove that the product AlphaAging has immediate lifting effect. And D30 still with improvement of the firmness and elasticity parameters.

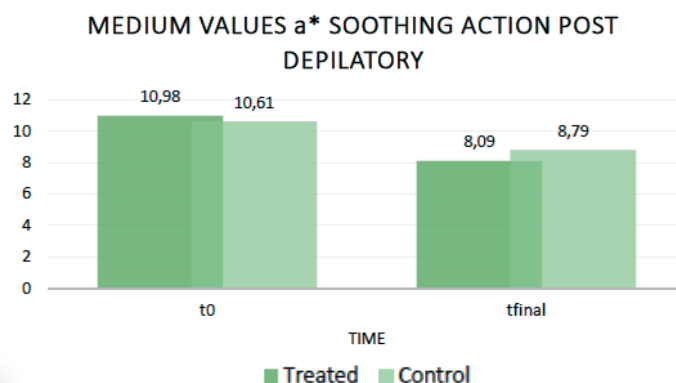
## Evaluation of visual skin texture improvement

In assessing the visual improvement of skin texture / morphology, it was found that AlphaAging was effective in 54% of participants after application of the product.



## Effect Soothing / Eritemas

Comparing the average of values of the redness área is possible see the reduction on the region tratade and to observe that this region was bigger than the control. It can demonstrate the effcay of the **AlphaAging** as soothing after sun and after depilatory.



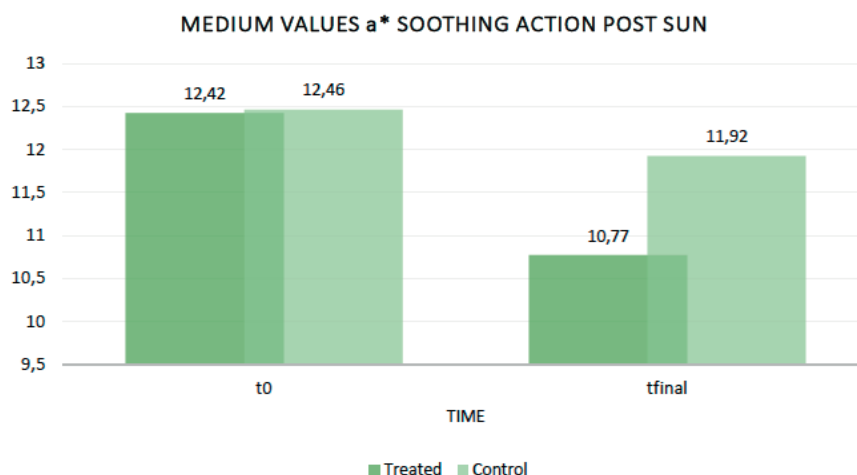
The **AlphaAging** was applied in 20 participants (Female) - **Age (21 to 45 years)**

Phototype (Fitzpatrick): II to III

Time: 2 hours

After 30 minutes AlphaAging promoted a post-waxing calming effect on the skin. Analyzing the graphic it was obtained a result around 26% with AlphaAging compared to 17% control.

In the Instrumental Efficacy of Cutaneous Barrier Protection by tewametria (TEWL – Transpidermal water loss) the AlphaAging improved trasnpidermal water lost by 35% after 2h, 43% after 4h and 28% after 8h. There is some reduction transepidermal water loss by experimental time.



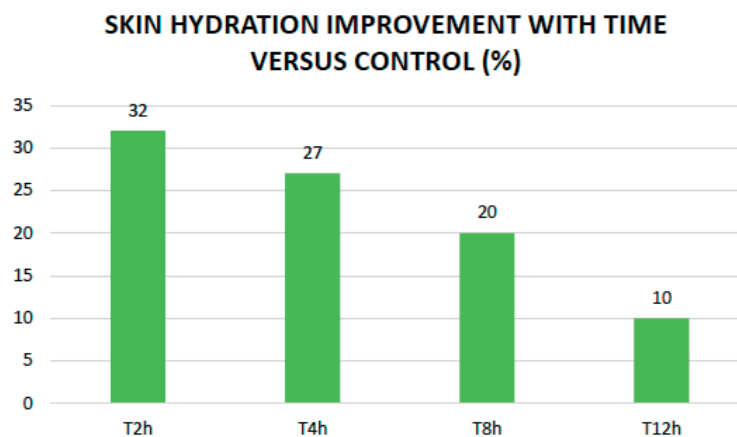
The **AlphaAging** was applied in 20 participants (Female and Male) - **Age (18 to 39 years)**

Phototype (Fitzpatrick): I to III

After 2 hours AlphaAging promoted a post-sun calming effect on the skin. Analyzing the graphic it was obtained a result of around 13% with AlphaAging compared to 4% of the control.

## Skin Hydration

Hydration percentage improvement of skin with the AlphaAging by experimental time comparing with control.





The **AlphaAging** was applied in 20 participants - **Age (34 to 65 years)**

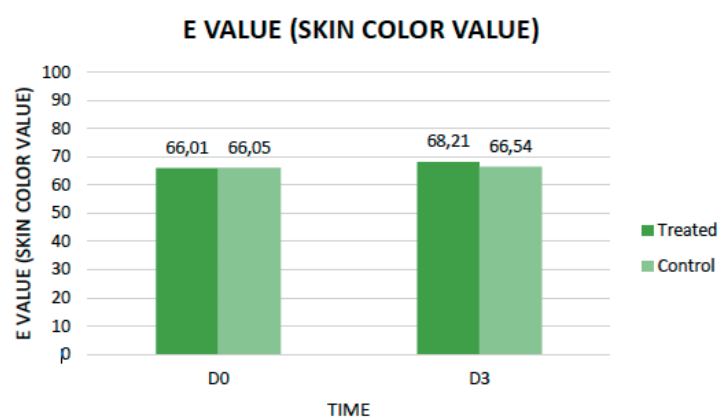
Phototype (Fitzpatrick): II to IV

AlphaAging presented significant efficacy in skin hydration improvement after 2, 4, 8 and 12 hours.

Skin hydration improvement of 32% after 2 hours, 27% after 4 hours, 20% after 8 hours and 10% after 12 hours, compared to the control.

## Tanning Accelerator

The use of AlphaAging showed statistically significant efficacy as Tanning accelerator ( $p > 0.05$ ) after 3 days of use.



When comparing skin color values between the times (t0 and t2h) for each treatment, it was found that AlphaAging promoted efficacy as a skin tanning accelerator of 3% after 3 days of use, compared to the control (standard shampoo).

## AValiação da Apreciabilidade Cosmética

- 100% noticed an improvement in skin hydration;
- 91% of the participants liked and would buy the product;
- 84% thought that the product made skin more luminous;
- 88% thought that the product made skin firmer;
- 78% noticed an improvement in face wrinkles.

## ALPHAAGING®- SAFETY TESTS

At the AlphaAging was aplicate the Dermal Evaluation of Primary Dermal Irritability, Accumulated and Sensitization compared to a control (patch test).

- On the application areas was not find adverse reaction with the active and control;
- No one had a discomfort sensation with the active or control;
- So, **AlphaAging** support the claim “**dermatologically tested**”.

## ALPHAAGING® - RECOMENDATION

- Recommended Concentration: 3,0 a 5,0 %;
- Skin care application (face & body);
- Products antiaging, hydrates, firming and reodelling;
- Products after cosmetic procedures.

## Differential of AlphaAging®

- Inovative, multifunctional, 100% natural vegetable;
- Rich in natural antioxidants;
- Neutralizer of free radicals;
- Stimulates the production of collagen and elastin;
- Proven efficacy in wrinkles and signs of expression after 30 days of use;
- To promote the immediate tensor effect (lifting);
- Firmness and elasticity;
- Prolonged hydration and light;
- Skin barrier protector;
- Soothing action after sun;
- With scarcity of irritation;
- Natural alternative to retinoids and synthetic assets;
- Can be used in a wide range of formulations;
- Free from preservatives and synthetic additives;
- No animal testing performed;
- Sustainable.

## AlphaAging - DADOS TOXICOLÓGICOS

Dermatological Assessment of Primary Dermal Irritability, Accumulated Dermal Irritability and Skin Sensitization was applied to AlphaAging compared to a patch test.

- No adverse reactions were detected in the areas of application of the product and control during the study period;
- No volunteers reported feeling discomfort to the product or control during the study;
- The AlphaAging did not induce skin irritation and sensitization during the study period and therefore supports the "dermatologically tested".

Note: All methodologies are validated by competent regulatory bodies and the results obtained were treated with adequate statistical robustness. Citróleo, in partnership with Avisa and IPclin (Laboratory including FAPESP project), sought to apply the best scientific protocols that support the real benefits of the studied blends.



POWERED BY NATURAL ALPHA BISABOOL