

# MARKETING FILE

## Crème Contour Yeux et Lèvres Biofixine



TREATMENT STAGE



## Product description

**Crème Contour Yeux et Lèvres Biofixine:** lifting anti-wrinkle cream adapted to the skin of the eye and lip contour

**Skin Instants®:** recommended for all Skin Instants®. Ideal for devitalized Skin Instants® marked by the signs of aging.

## Formats available and packages description

**Retail format:** 30ml airless bottle

**Professional format:** 100 ml airless bottle

### 1/ The Biologique Recherche findings

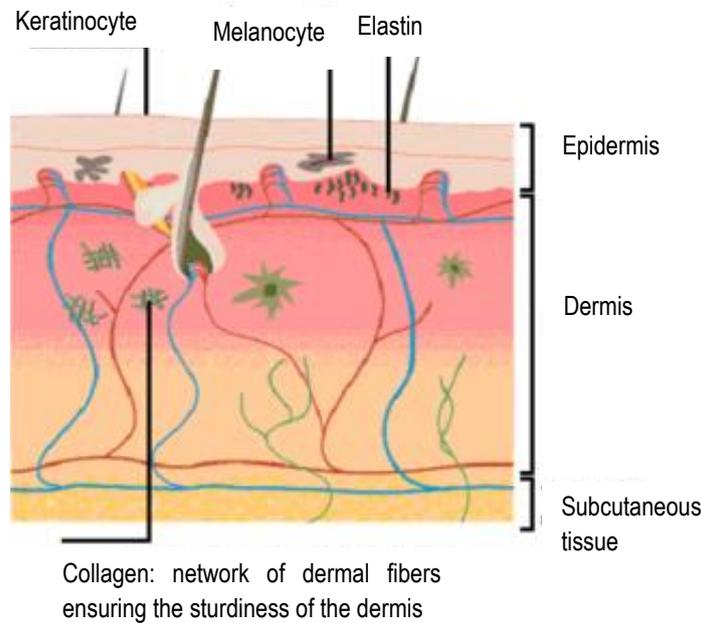
#### a. The skin of the eye contour

- **Specific characteristics and fragility of the eye contour**

The skin of the eye contour is constantly under pressure. Our eyes blink more than 10,000 times a day and 14 muscles are activated every 10 seconds to ensure that the cornea is permanently hydrated. To facilitate this mobility, the skin around the eye is extremely thin and light. It is 3 to 5 times thinner than the rest of the facial skin, and is therefore the most fragile and vulnerable area.

As with the rest of the face, it consists of three superimposed layers (epidermis, dermis and hypoderme). However, these layers have a different thickness and composition:

- The **epidermis** of the eye contour is almost devoid of sebum and the hydrolipidic film which covers it is therefore deficient. Its thickness is reduced to 0.05mm compared with 0.1mm for the rest of the face.
- The **dermis** of the eye contour is lacking in sebaceous and sweat glands but is well vascularized. It does not have many support fibers (collagen and elastin), which makes it particularly sensitive to sagging. It is only 0.5mm thick whereas it is 1 to 2mm thick over the rest of the face.
- The **hypoderme** of the eye contour, or subcutaneous tissue, does not contain many adipose cells and is easily distended.



**Figure 1: skin cross-section (body)**

Lacking in collagen, elastin and adipose cells, the eye contour is prone to dryness. Continuous muscle movements deteriorate the fibers more rapidly, which become less firm, therefore causing the skin to sag, which is often the first sign of aging.

- **Aging of the eye contour**

The skin of the eye contour is an area particularly sensitive to aging. It is so fragile that it lacks resistance against external attacks such as pollution, gravity or solar rays. The eye contour therefore tends to age earlier and is often the most common location for the formation of wrinkles. With time, the elastic fibers and collagen fibers alter, which results in the sagging and a deterioration of the lower eyelid. In addition, early signs of fine lines appear around the sensitive area of the eyes: the first expression lines take shape at the outer corner of the eye and form "crow's feet".

**b. The skin of the lip contour**

- **The lip contour**

As with the skin of the eye contour, the skin of the lip contour is one of the most fragile areas of the face. The mouth is constantly moving when we speak and eat and, over time, these repeated contractions are responsible for the progressive appearance of expression lines around the mouth.

The lips are made up of three anatomical units; each unit undergoes a specific weakening process, which compromises the structure and resistance of the mouth:

- The **red lip**: the mucous part.
- The **vermilion border**: the separation between the red and white lips. This is a genuine arch supporting the architecture of the lips.
- The **white lip**: the lip contour. The upper lip starts at the end of the nose and extends to the vermilion border. The lower lip starts just above the chin.

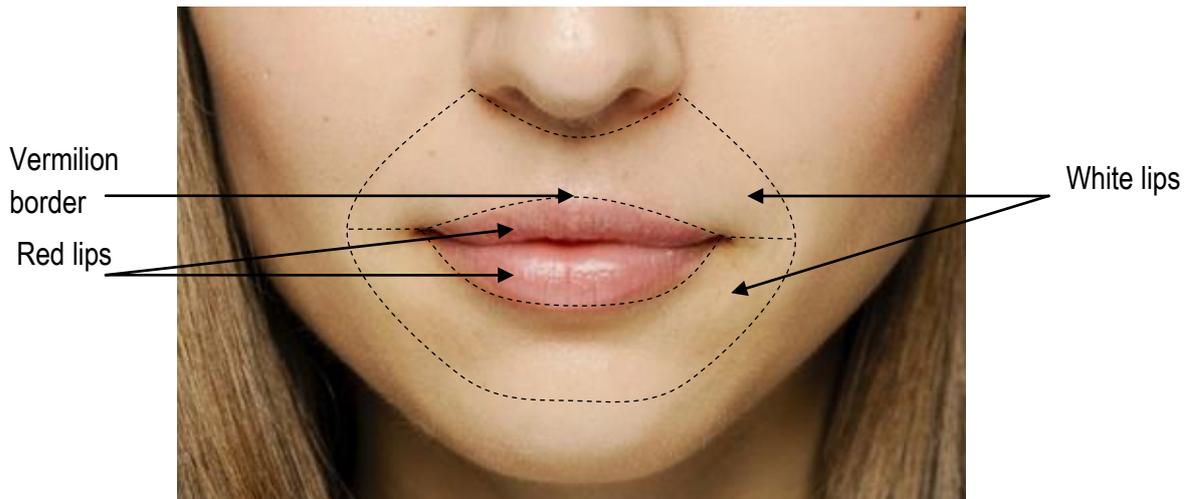


Figure 2: the three anatomical units of the lips

- **Aging of the lip contour**

Red lips age first by sagging and then becoming thinner. They successively suffer from dehydration, loss of volume and loss of tone until they can no longer effectively fulfill their support function. The vermilion border progressively becomes fragile and ultimately loses its strength, resulting in a loss of relief and structure, as wrinkles progressively appear on the lip contour. White lips are affected by the appearance of vertical wrinkles: the "sun crease" wrinkles. The weakening of the dehydrated red lips and loss of tone of the vermilion border undermine the white lips. An increasing number of small fine lines appear, followed by wrinkles, becoming deeper and deeper, on the lip contour.

c. **Cutaneous aging**

- **Functional alterations of cutaneous aging**

Skin aging manifests itself in three major ways: appearance of wrinkles, loss of volume and loss of density. A number of alterations are at the origin of these manifestations. The slowdown in cellular renewal leads to the thinning of the epidermis by 20% between the ages of 20 and 80; the skin is increasingly thin and gaunt. The consequence of the alteration of the barrier function, of skin dehydration, of the transformation of the micro-relief and of the reduced excretion of sebaceous glands is the appearance of superficial wrinkles. The decrease in the number of fibroblasts and synthesis of collagen and elastin fibers makes the dermis thinner. The renewal of collagen fibers is affected and deep wrinkles appear. Finally, the progressive disappearance of fatty tissue results in a loss of density and volume: the face becomes gaunt. Different factors can cause these cutaneous alterations:

**Intrinsic factors** result in natural aging due to the passing of time, which is inevitable and genetically programmed. They are highly unequal from one individual to the next and can be genetic or hormonal. The different targets include:

- The genetic material: DNA alteration
- Cell proliferation: slowdown in cell renewal
- Synthesis of proteins: reduction in collagen, elastin and other proteins of the dermis

- Enzymatic defense systems

**Extrinsic factors** result in aging, which depends on the individual's lifestyle:

- Climate: oxidative stress
- Sun: solar rays, oxidative stress and formation of free radicals
- Pollution: gases and dust in the air weaken the hydrolipidic film which protects the skin
- Tobacco and alcohol: modify the metabolism of the epidermal cells and stimulate the production of free radicals, resulting in oxidative stress
- Lifestyle: stress, lack of sleep, lack of physical exercise and an unbalanced diet accelerate cutaneous aging

- **Wrinkles**

Wrinkles are the most obvious manifestation of cutaneous aging. The skin around the eyes is less resistant and finds it more difficult to protect itself against external attack, in particular from free radicals (UV rays, pollution, tobacco, stress, etc.), responsible for 4 in 5 wrinkles. Dehydration and UV rays cause a loss of volume and tone for the lips, which become creased as wrinkles appear over time.

From the age of 25, our cells begin to deteriorate, our skin loses its radiance and our tissue slackens. Small fine lines appear, initially at the corner of our eyes. We must start taking action and adopting good care habits when approaching this age. From the age of 35, the first wrinkles appear on the eye contour. They require a targeted treatment, adapted to this particularly fragile area of the face. They are referred to as expression lines. Chronological aging becomes more visible from the age of 45, notably on the lips. After the age of 50, hormonal aging (associated with the decline in estrogen) appears and wrinkles become more numerous and deeper.

Sagging is however not the only sign of aging. There are also significant functional disorders which affect the immune function and cell communication. Metabolic exchanges between cells are reduced and the epidermis is no longer sufficiently hydrated or oxygenated, resulting in the appearance of skin folds around the eyes and lips: wrinkles.

There are two major types of wrinkles on the eye and lip contour:

- **Dehydration wrinkles:** similar to small fine lines. Due to a lack of water, the skin tends to become creased and marked, giving the illusion of wrinkles. These marks can appear at any age. Dehydration wrinkles are often shallow and remain on the surface. They disappear after applying a moisturizing treatment.
- **Expression lines:** the eye contour and the lip contour areas contain many constantly active muscles. With time, these repeated movements gradually deteriorate the skin's elastic fibers which become less firm and start loosening. Repeated and localized muscle contractions eventually leave a groove in the skin, thereby resulting in the appearance of wrinkles and fine lines.

- **Around the eyes**

The wrinkles of the eye contour are essentially caused by the contraction of the skin muscles located around the eye. The wrinkles which appear at the outer corner of the eyes are called crow's feet

wrinkles and are often the first to manifest themselves. These are horizontal and oblique expression lines starting from the outer corner of the eye towards the ears.

Fine lines, followed by fine wrinkles, can then appear on the lower eyelid. They are generally horizontal and are due to the action of the orbicularis oculi muscle (elliptical muscle around the eyelids).



Figure 3: crow's feet wrinkles

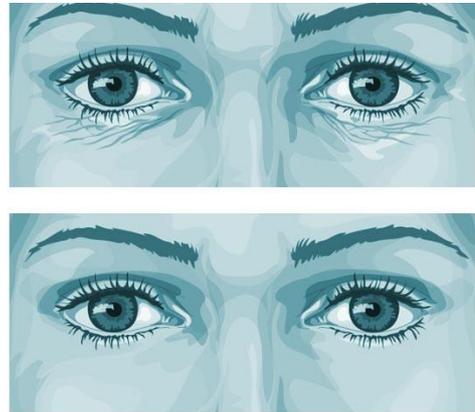


Figure 4: wrinkles under the eyes

- **Around the lips**

The successive alterations of the lip contour are visible when at rest and, more importantly, when in movement. A physician specializing in cosmetic medicine and facial remodeling, Dr Michel Zbili, established an aging "scale" known as the *Lip Score*<sup>®</sup> (<http://www.drnichelzbili.com>) according to the anatomical units affected.

**Lip Score**<sup>®</sup> 0: the lips are well hydrated and toned, the contour and volume are respected.

**Lip Score**<sup>®</sup> 1: there is a slight loss of tone, the red lips are slightly dehydrated. There are no wrinkles on the white lips. At this stage, primary prevention measures are required and the lips must be protected as much as possible to prevent the early dehydration of red lips.



Figure 5: Lip Score<sup>®</sup> 1

**Lip Score**<sup>®</sup> 2: the red lips are becoming more dehydrated and the vermillion border is becoming fragile. The white lips seemed toned when at rest but early signs of weakening appear when moving: the sun crease wrinkles begin to appear. The three anatomical units must be hydrated to revitalize and consolidate the fragile areas and limit the development of sun crease wrinkles.



**Figure 6: Lip Score<sup>®</sup> 2**

**Lip Score<sup>®</sup> 3:** the red lips are very dehydrated, which results in a significant loss of volume. The vermilion border is sagging and losing its structure. Wrinkles and fine lines appear on the white lips when at rest and the sun crease wrinkles appear across the vermilion border when moving. Rapid treatment is required until the architecture of the lips is consolidated, to restore the hydration and tone of the three anatomical units.



**Figure 7: Lip Score<sup>®</sup> 3**

**Lip Score<sup>®</sup> 4:** the red lips, the vermilion border and the white lips are sagging and extremely weakened. There is significant dehydration as well as a substantial loss of volume and tone. Moderate and deep wrinkles appear across the white lips and the vermilion border, the red lips are very creased. At this stage, rapid and regular treatment of the lips and contour is required to address this weakening and substantial dehydration.



**Figure 8: Lip Score<sup>®</sup> 4**

## 2/ The Biologique Recherche solution

Biologique Recherche's Crème Contour Yeux et Lèvres Biofixine conceals wrinkles, prevents their appearance and limits further weakening of the skin while respecting the natural appearance of the face. Adapted to all Skin Instants® skin types, it deeply moisturizes the fragile skin of the eye and lip contour. Thanks to its numerous anti-aging active ingredients, it immediately smoothes and lifts the skin while filling in wrinkles. This treatment is specifically formulated for the eye and lip contour to reveal the beauty of the eyes and reshape the lips.



Figure 9: retail and professional format of the Crème Contour Yeux et Lèvres Biofixine

### a. Formulation vectors

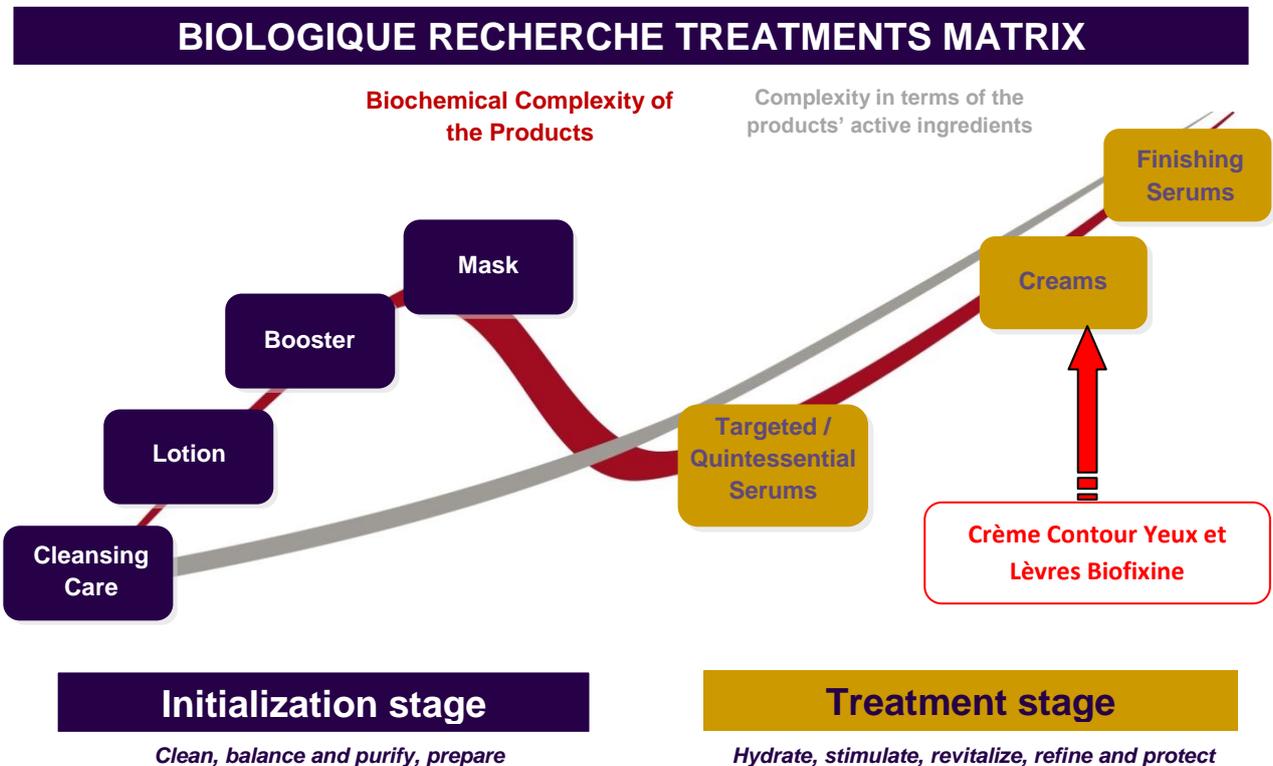


Figure10: diagram of the Biologique Recherche facial treatments matrix

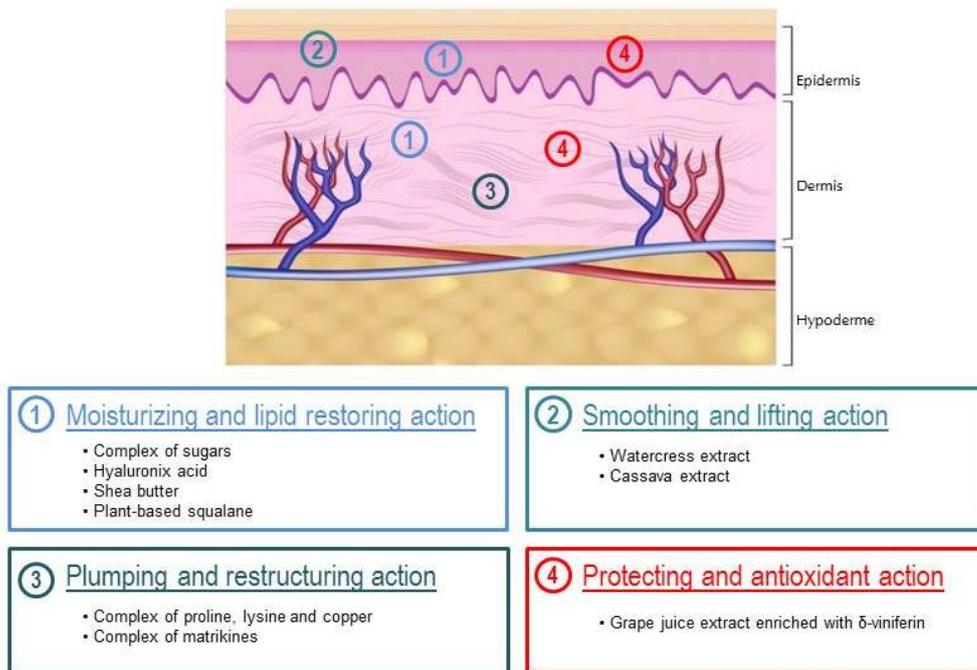


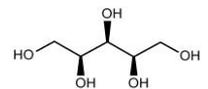
Figure 11: diagram of the lines of action of the Crème Contour Yeux et Lèvres Biofixine

## Active ingredients

### • Moisturizing and lipid restoring action

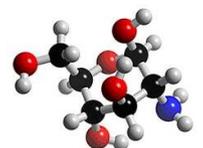
#### **Complex of sugars**

The complex of sugars is a combination of glucose and xylitol, moistening and hygroscopic molecules capable of retaining and trapping water. When combined, they form xylitylglucoside, a complex from natural and plant origins which helps optimize the moisture reserves of the epidermis, limit water loss and improve the appearance of the cutaneous surface (desquamation and smoothing).



#### **Hyaluronic acid**

Hyaluronic Acid is a glycosaminoglycan and is one of the components of the dermis. It improves elasticity while slowing down the formation of wrinkles. The combination of the complex of sugars with hyaluronic acid durably moisturizes the epidermis and the dermis while reinforcing the skin's barrier effect. The skin looks more beautiful, it is stronger and more resistant to external attack.



### **Shea butter**

Shea butter is extracted from the fruits of the shea tree, a tree that grows in the savannas of West Africa. This vegetable fat is rich in nourishing vitamins, very beneficial for the skin. Thanks to its content in unsaponifiable fatty acids and numerous vitamins, shea butter deeply nourishes the skin and protects it against drying.



### **Plant-based squalane**

Plant-based squalane is extracted from olive oil. It is perfectly compatible with the skin and its emollient properties means this active ingredient is commonly used in creams. This active ingredient helps restore the lipid barrier and protects the skin against dehydration.



- **Smoothing and lifting action**

### **Watercress extract**

Watercress is a perennial plant which forms climbing shoots under the water and hollow stems coming out of the water. The active ingredient is derived from these plants and has a natural "botox" effect. Botox or botulinum toxin is a substance secreted by a bacterium. It helps reduce the muscle contraction of facial muscles to promote the reduction of expression lines. Numerous side effects have however been identified and, to avoid these drawbacks, the use of a safer active ingredient such as watercress extract is an excellent alternative. This active ingredient, rich in inorganic salts, has natural anti-wrinkle properties. It provides muscle relaxing properties: it enhances the relaxation of the muscles and corrects facial expression lines.



### **Cassava extract**

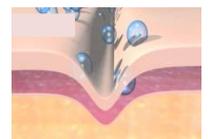
Cassava (*Manihot esculenta*) is a perennial shrub native to South America, more specifically the southwest of the Amazon Basin. It is currently widely grown and harvested in tropical and subtropical regions. The sugars extracted from Cassava are used in cosmetics for their lifting and smoothing effects as well as their anti-wrinkle properties. The tightening effect of these articulated Cassava glucan biopolymers triggers an effect which is immediately felt on the surface.



- **Plumping action**

### **Complex of proline, lysine and copper**

Proline and lysine are essential amino acids for the synthesis of collagen and elastin. Copper is a co-factor in lysyl oxidase, the enzyme which links collagen and elastin. This complex helps increase the life span of young and mature fibroblasts (the cells which guarantee dermal coherence and suppleness) by increasing the synthesis of collagen and elastin.



### **Complex of matrikines**

Matrikines are small peptides naturally present in the skin, derived from skin repair processes. These cellular messengers are capable of regulating the sequence of events necessary for the healing process. With age, the proteins used in the constitution, attachment and cohesion of the dermis and dermo-epidermal junction diminish significantly. This complex helps stimulate the synthesis of these proteins to recreate the conditions conducive to cellular and matrix renewal. This active ingredient repairs the skin damage caused by age via two complementary approaches: by protecting the papillary dermis against photo-aging and by combating chronological aging. This cosmetic active ingredient therefore effectively repairs damage relating to aging and UV ray attacks in the papillary dermis. It contributes to reversing the chronological aging process by reducing the depth and surface area of the wrinkles, reducing roughness, reducing the amount of progerin (aging molecule) and increasing skin tone.



- **Protecting and antioxidant action**

### **Grape juice extract enriched with $\delta$ -viniferin**

$\delta$ -viniferin is a substance produced by *Botrytis cinerea*, a fungus which grows only on sweet grape varieties such as Sauternes or Monbazillac. By degrading grapes, it concentrates the sugars, giving these wines their very distinctive aromas. It extracts polyphenols from the grapes such as resveratrol, which it subsequently transforms into  $\delta$ -viniferin, a substance which provides a number of anti-aging benefits. This active ingredient protects the epidermal stem cell niche and mitochondrial DNA against external attacks while protecting hyaluronic acid, the elastic network, and collagen against degradation. It also stimulates the synthesis of collagen and modulates the inflammatory response. It provides a global anti-aging action by protecting the skin against free radicals (antioxidant properties) and via a preventive and curative anti-wrinkle action.



#### **b. Benefits\***

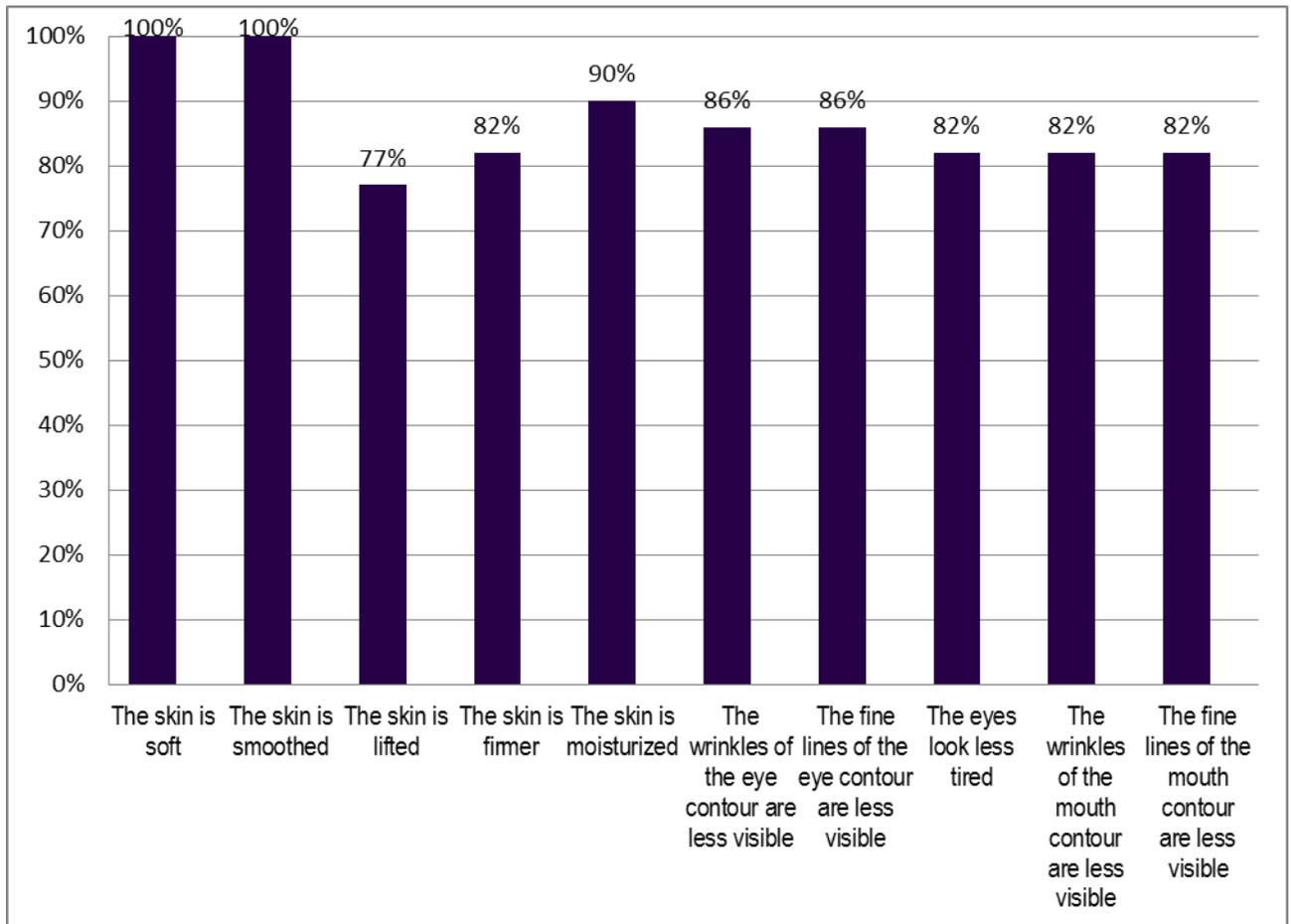
- **Smooths, relaxes and reduces wrinkles around the eyes and lips**
- **Revitalizes and restores hydration of the eye and lip contour**
- **Lifts, tones and increases skin elasticity**
- **Plumps up and reshapes the lips**
- **Protects the skin and prevents cutaneous aging thanks to its antioxidant properties**

\*According to the efficacy tests: 8-week tests conducted by an independent testing center among 20 subjects.

### Wrinkle scores given by the volunteers

- Improvement in the appearance of crow's feet wrinkles by 18%
- Improvement in the appearance of fine lines by 18%
- Improvement in the appearance of the nasolabial fold by 17%
- Improvement in the appearance of fine lines above the lips by 14%

### Self-assessment questionnaire



### **c. Usage recommendations**

Apply onto the eye and lip contour. Recommended for all Skin Instants®, Crème Contour Yeux et Lèvres Biofixine is ideal for all Skin Instants® affected by the signs of aging.

### **In the beauty salon**

*For the eye contour, it is preferable to focus on the orbital arch and the lower orbital margin to prevent the cream from entering the delicate, sensitive area of the lash line. This could cause irritation or even blurred vision*

Apply a small amount of Crème Contour Yeux et Lèvres Biofixine onto cleansed skin, gently massaging until complete absorption.

### **At home**

Apply a small amount of Crème Contour Yeux et Lèvres Biofixine in the morning onto cleansed skin, gently massaging until complete absorption.

**Tip:** use Biokiss on red lips to preserve or restore their hydration.

#### **d. Key selling points**

- Adapted to the fragile skin of the eye and lip contour, and ideal for Skin Instants® skin types affected by the signs of aging
- Smooths and lifts the skin, fills in the wrinkles of the mouth contour
- The skin is toned and firmer
- First Biologique Recherche 2 in 1 product adapted to the eye and mouth contour
- This formula restores hydration and reinforces the barrier function

### **INCI LIST**

Water (Aqua), Butyrospermum Parkii (Shea) Butter, Propanediol Dicaprylate, Squalene, Glycerin, Propanediol, Cetyl Alcohol, Glyceryl Stearate, Xylitylglucosides, Anhydroxylitol, Xylitol, Nasturtium Officinale Extract, Methylglucoside Phosphate, Copper Lysinate/Prolinate, Rhizobian Gum, Sodium Hyaluronate, Vitis Vinifera (Grape) Juice Extract, Palmitoyl Oligopeptide, Palmitoyl Tetrapeptide-7, PEG-75 Stearate, Methylpropanediol, Butylene Glycol, Triethanolamine, Ethylhexylglycerin, Ceteth-20, Steareth-20, Hydrolyzed Manihot Esculenta Tuber Extract, Acrylates/C10-30 Alkyl Acrylate Crosspolymer, Caprylhydroxamic Acid, Phenoxyethanol, Carbomer, Sodium Lactate, Polysorbate 20, Chlorphenesin.