

# NV EYELASHES ECO

EYELASHES AND  
EYEBROWS  
GROWTH

**Active:** Jaborandi Extract

## Benefits

- Strengthens the Eyebrows and Eyelashes;
- Activates the Hair Bulbs;
- Eyelashes and Eyebrows Growth.

## Application

Eyelashes Primers and Masks,  
Serums, Emulsions, Gels.



## DESCRIPTION

**NV Eyelashes ECO** is an active ingredient encapsulated in biopolymeric particles with a diameter greater than 200 nm. Encapsulation using the technology developed by **Nanovetores** enables the stabilization of sensitive components. The active acts synergistically on the hair follicles and strands, allowing the growth and regeneration of the hair strands in a healthy way. The active's utilization ensures the growth of eyelashes and eyebrows, as well as maintaining the hair strands health and the skin hydration.

### Jaborandi Extract

O The jaborandi is a bush or grove native from Brasil, occurring on the North and Northeast regions, especially in the states of Maranhão, Pará and Piauí. The Jaborandi leafs contain the substance polycarpine, which is an alkaloid used in herbal medicine, with sudorific, diuretic, salivation inducing and hair revitalising properties. In addition to that, it acts on the circulation and nutrition of the hair bulb, promoting

softness and preventing hair loss. Therefore, the Jaborandi is a great candidate for the strengthening and growth of the eyelashes and eyebrows, promoting longer and more resistant hair strands because of its properties, which are reinforced by the active's encapsulation.<sup>1, 2, 3</sup>.



## EFFECTIVENESS TEST

**Evaluated Product:** Gel NV Eyelashes ECO 10%.

**Objective:** Evaluate the effectiveness of the product on the growth of the eyelashes and eyebrows by cosmetic usage.

**Number of volunteers:** 31 participants.

**Metodology:** The test consists on the evaluation of the growth and strenghtening of the eyelashes and eyebrows through the cosmetic usage in humans, where it was evaluated after 28 and 56 days of product usage.

**Usage Mode:** Apply the product on the eyelashes and eyebrows twice a day.

### In 28 days

Liked the product;

90%

Perceived the product to strengthen their eyebrows and eyelashes;

90%

Noticed the product increased their eyebrows and eyelashes volume;

84%

Noticed growth on their eyebrows and eyelashes;

90%

### In 56 days

Liked the product;

97%

Would buy the product;

94%

Perceived the product to strengthen their eyebrows and eyelashes;

97%

Noticed the product increased their eyebrows and eyelashes volume;

94%

Noticed growth on their eyebrows and eyelashes.

97%

## SAFETY TEST

**Evaluated product:** Gel NV Eyelashes ECO 10%.

**Objective:** The product was evaluated regarding its dermatologic and ophtalmologic safety.

**Conclusion:** During and after the product usage, none of the participants reported discomfort, and no clinical signs were detected.

OPHTHALMOLOGICALLY  
TESTED

DERMATOLOGICALLY  
TESTED





## Regulatory Information

| INCI Name                            | Cas Number | EINCS Number |
|--------------------------------------|------------|--------------|
| AQUA                                 | 7732-18-5  | 231-791-2    |
| PILOCARPUS MICROPHYLLUS LEAF EXTRACT | 90045-98-0 | 289-964-3    |
| PROPANEDIOL                          | 504-63-2   | 207-997-3    |
| SODIUM BENZOATE                      | 532-32-1   | 208-534-8    |
| POTASSIUM SORBATE                    | 24634-61-5 | 246-376-1    |
| CITRIC ACID                          | 77-92-9    | 201-069-1    |
| ALGIN                                | 9005-38-3  | -            |
| CALCIUM CITRATE                      | 813-94-5   | 212-391-7    |

## Physical and Chemical Information

|                  |  |
|------------------|--|
| Aspect           | Liquid.                                      |
| Color            | Amber to brown.                              |
| Odor             | Characteristic.                              |
| Dispersibility   | Dispersion of encapsulated actives in water. |
| Relative Density | 0,9 to 1,1.                                  |
| pH               | 4,0 to 6,0.                                  |

### How to use

Agitate before use.

### Usage Concentration

1,0% to 10%.

### Stability pH

2,0 to 7,0.

### Storage

Keep in a well-ventilated place, away from light and heat.

### Incompatibility

Anionic Polymers, Ethanol and other organic solvents.

### Compatibility

Non-Ionic Vehicles.





Our production process is based on Green Chemistry, being water-based and free of organic solvents, totally sustainable. We do not generate waste that could be harmful to users or the environment



We do not test on animals. All tests are conducted in trustworthy laboratories with human volunteers.



Essential oils, Vitamins, Acids and Natural Extracts are highly oxidative substances that degrade quickly and react constantly with the medium and other cosmetic compounds (light, oxygen, packaging, preservatives, fragrances, surfactants, etc.). By encapsulating it, we guarantee the stability of the active ingredients and protect them from potential reactions with the formulation or the environment.

## References

1. Pirani, J.R. 2015. **Pilocarpus in Lista de Espécies da Flora do Brasil**. Jardim Botânico do Rio de Janeiro. Disponível em: <<http://floradobrasil.jbrj.gov.br/jabot/florado-brasil/FB882>>. Acesso em: 02/09/2021.
2. Pinheiro, Claudio U. B. **Extrativismo, cultivo e privatização do jaborandi** (*Pilocarpus microphyllus* Stapf ex Holm.; Rutaceae) no Maranhão, Brasil. *Acta Botanica Brasilica*, v. 16, p. 141-150, 2002.
3. Ficha Técnica: **Extrato Glicólico de Jaborandi**. Amanter. Disponível em: < <https://amanter.com.br/produto/extrato-glicolico-de-jaborandi-2/>>. Acesso em: 03/09/2021.

# Nanovetores Encapsulation Technology



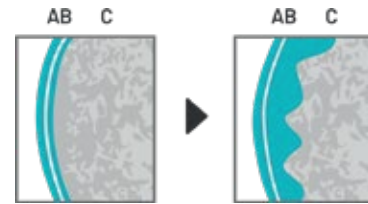
**Active Ingredient Protection** against oxidation resulted from interaction with external environment and other components of the cosmetic formulation.



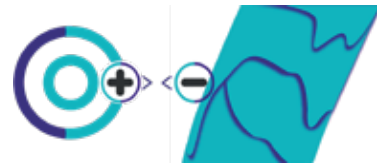
**Monodispersity**, that ensures control of the particle size, providing adequate permeation to its proposed action.



**Secure particles** larger than 200nm, bio-compatible and biodegradable.



**Greater Permeation** on the contact surface due to the small size of the capsule.



**Surface Charge Control** of the particle, promoting greater affinity with the contact surface.



**Water Base.** Active ingredients are manufactured without the use of organic solvents, ensuring safety for users and the environment.

## Use Encapsulated Active Ingredients and Ensure:

- Stability Improvement
- Increased compability in the formulation
- Occlusion of odors
- Increased skin permeation
- Reduced dose
- Use of sensitive active ingredients (without refrigeration)
- Increased Solubility
- Prolonged release
- Increased effectiveness



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