

# NV UP LIFT PF FACE CARE

**Actives:** Hyaluronic acid and  
Senegal Acacia

## Characteristics

**Aspect:** Colorless to almost white.

**Concentration of use:** 0.5 to 10%.

**Stability pH:** 3.0 to 7.0.

## Benefits

- Immediate lifting effect
- Wrinkle filler
- Moisturizing
- Protects the skin from free radicals
- Increases skin firmness and elasticity

## Application

Masks, functional makeup removers, emulsions in general, primers, BB Cream, gels, gel-cream and serum.



**NV Up Lift PF** is a blend of active ingredients encapsulated in biopolymeric particles with particle diameter larger than 200 nm. The encapsulation through the technology developed by Nanovetores allows the stabilization of sensitive components, therefore,

complex of being formulated in the free form. The blend consists of Hyaluronic Acid and Senegal Acacia, and due to its natural characteristics, it can be used daily, acting as a progressive facial filler.

## Description

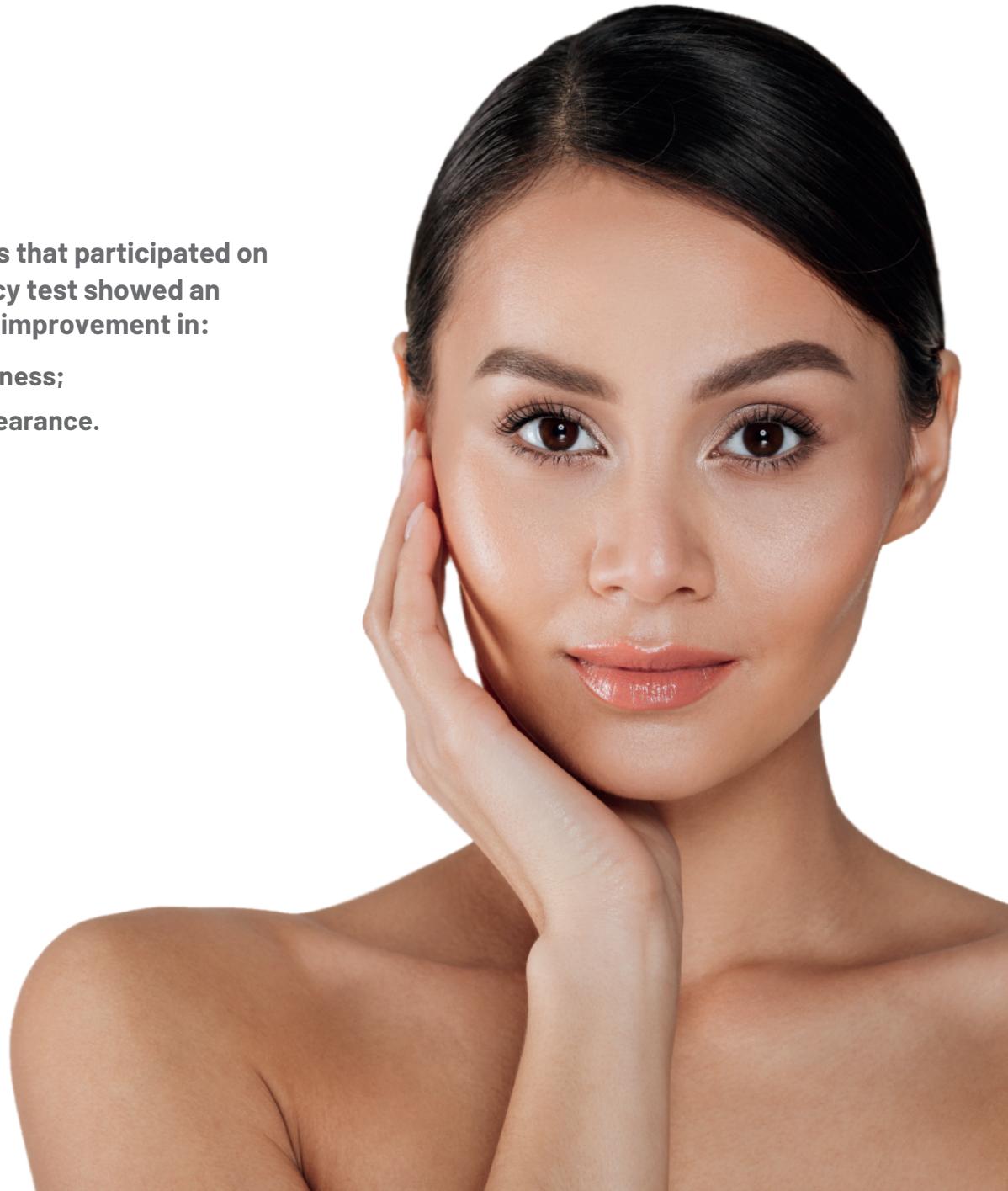
NV Up Lift PF consists of hyaluronic acid particles (low molecular weight - 7,000 Da) covered by polysaccharide linkages derived from Senegal Acacia. This multifunctional active ingredient promotes a tensor effect through a filling action boosted by the high-permeation of the encapsulated hyaluronic acid. The

Senegal Acacia polysaccharides stimulate fibroblast proliferation and increase the synthesis of collagen type I and III, with skin regeneration properties. NV Up Lift PF has a high moisturizing power, reduces the roughness of the skin leaving it thinner, increases skin firmness and elasticity and reduces the depth of wrinkles.

**100%**

of the volunteers that participated on  
the efficacy test showed an  
effective improvement in:

- Skin firmness;
- Skin appearance.



## Hyaluronic Acid

Hyaluronic acid is a linear, natural polymer belonging to the class of non-sulfated glycosaminoglycans, and is the major component of the extracellular matrix of the dermis. Extrinsic aging (resulting from the influence of exposure to external/environmental factors) is associated with numerous changes, including the expression of hyaluronic acid and its metabolism enzymes. What can be seen is that, with aging, there is a sharp increase in the expression of low molecular weight hyaluronic acid, and this is related

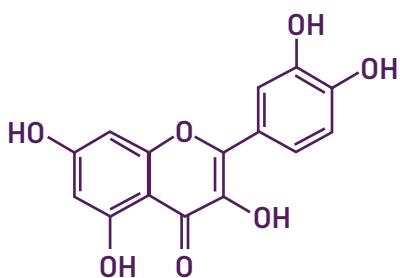
to the significant decrease in enzymes synthesis of this acid (particularly HAS1) and increased expression of hyaluronidases (HYAL1- 3), which causes wrinkles. Hyaluronic acid is one of the most hygroscopic molecules in nature, which provides a high moisturizing capability. It offers antioxidant effect, acting as a free radical-sequestering agent, increasing the protection of the skin regarding UV radiation and contributing to increase tissue repair capacity<sup>(1)</sup>.

## Senegal Acacia

Senegal Acacia is an important natural emulsifier. It is widely used in pharmaceutical preparations, has emollient property and acts as a skin protective agent, with capacity to treat inflamed skin. Furthermore, it is a potent antioxidant and exhibits significant antibacterial activity. Senegal Acacia gum is a natural bioactive

compound, combining a strong capacity to activate the mechanisms of skin self-regeneration and good moisturizing properties<sup>(3)(4)(5)</sup>.

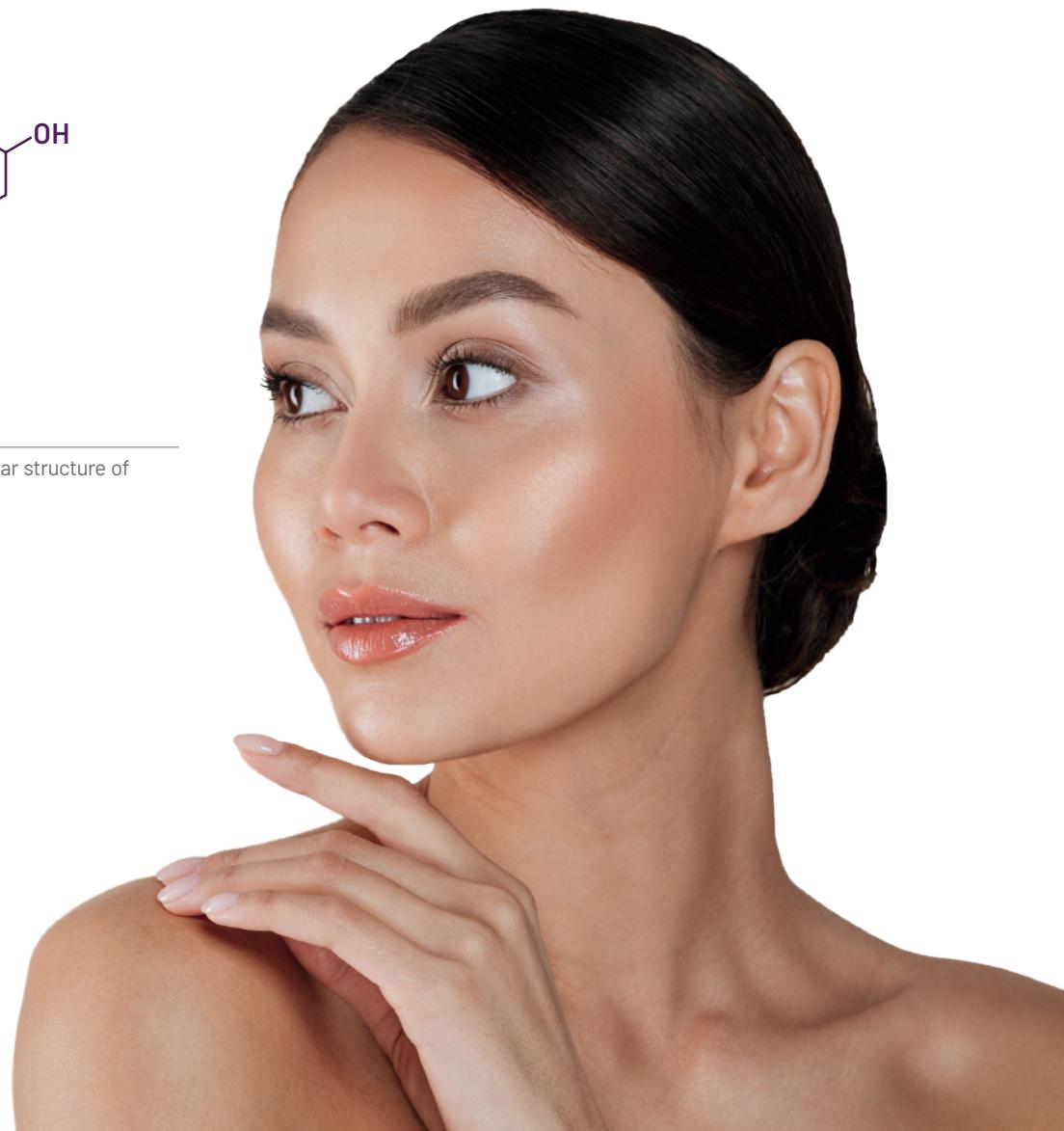
NV Up Lift PF can be used daily, promoting a gradual reduction of wrinkles.



**Chemical name:** Hyaluronic acid

**Molar mass:** 846.8 g / mol

**Image 1.** Chemical information and molecular structure of Hyaluronic Acid.



## Efficacy Test

This blend has been clinically tested for its safety and effectiveness in an accredited laboratory.

**Evaluated Product:** Cream with 10%.

**Evaluation Period:** 7 days with 7 participants under normal conditions of product use.

BEFORE APPLICATION



AFTER 7 DAYS OF USE



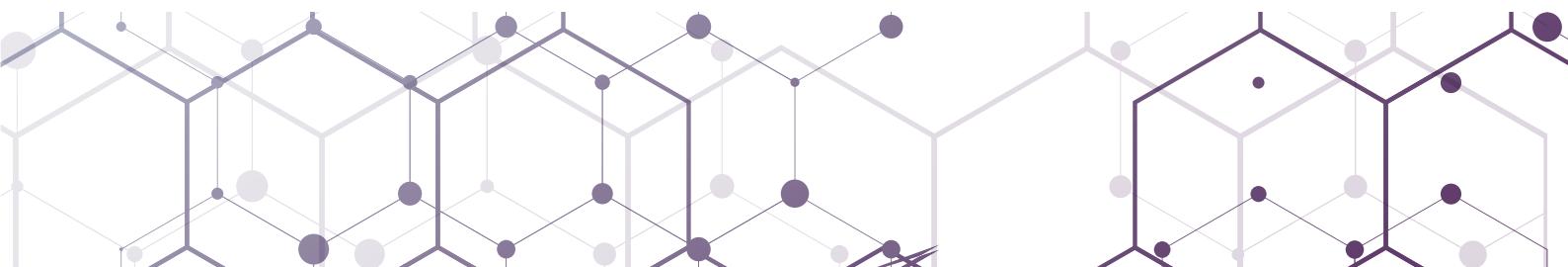
## Conclusion

Through sensory evaluation of perceived efficacy it was possible to observe that the following percentage of the research participants considered that the product:

- Promotes lifting effect: 67%
- Improves skin firmness: 100%
- Improves the skin appearance: 100%

By evaluating the tensor effect by cutometry it was found that:

- 67% of the study participants showed improved skin tension
- There was an average improvement of 17% in skin tension



# Regulatory Information

INCI Name	Cas Number
AQUA	7732-18-5
POLYVINYL ALCOHOL	9002-89-5
CALCIUM PANTOTHENATE	137-08-6
GLYCERYL CAPRYLATE	26402-26-6
GLYCERYL UNDECYLENATE	65684-27-7
HYALURONIC ACID	9004-61-9
ACACIA SENEGAL GUM EXTRACT	90387-99-8
POLOXAMER 407	9003-11-6

## Physical - Chemical Information

Aspect	Cloudy liquid
Color	Colorless to almost white
Odor	Characteristic
pH	5,0 - 7,0
Dispersibility	Water dispersion of encapsulated active ingredients.
Relative density	0,9 to 1,1 g/mL
Characterization	Blend

## Storage

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

## Compatibility

Cationic and non-ionic vehicles.

## Incompatibility

Anionic vehicles, ethanol and other organic solvents.





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.

## Bibliographic References

- 1.** VOLPI, N. et al. Role, metabolism, chemical modifications and applications of hyaluronan. *Curr Med Chem.* 16(14):1718-45, 2009.
- 2.** JEGASOTHY, S. M., ZABOLOTNIAIA, V., & BIELFELDT, S. Efficacy of a new topical nano-hyaluronic acid in humans. *Journal of Clinical and Aesthetic Dermatology,* 7(3), 27-29, 2014.
- 3.** OKORO, S.O.; KAWO, A.H; ARZAI, A.H. Phytochemical screening, antibacterial and toxicological activities of Acacia Senegal extracts. *Bayero Journal of Pure and Applied Sciences.* 5(1): 163-170, 2012.
- 4.** MANGAL, S. et al. Antioxidant potential and free radicals scavenging activity by pod extracts of Acacia Senegal willd. *IJPCBS.* 2(4): 500-50, 2012.
- 5.** MAHOMODALLY, F.M. Traditional Medicines in Africa: An Appraisal of Ten Potent African Medicinal Plants. *Evidence-Based Complementary and Alternative Medicine.* v.13, 14p, 2013.

# Nanovetores Encapsulation Technology



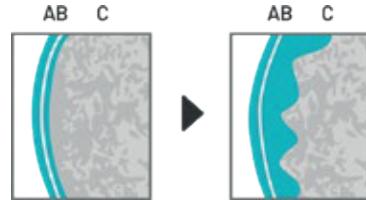
**Active Ingredient Protection** against oxidation resulted from interaction with external environment and other components of the cosmetic formulation.



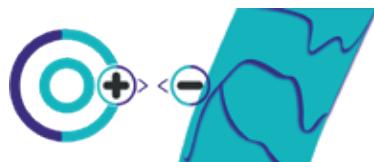
**Monodispersity**, that ensures control of the particle size, providing adequate permeation to its proposed action.



**Secure particles** larger than 200nm, biocompatible 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 compatibility 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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