

Voluplus™

Shape up your silhouette



Body sculpture

VOLUPLUS™

SHAPE UP YOUR SILHOUETTE

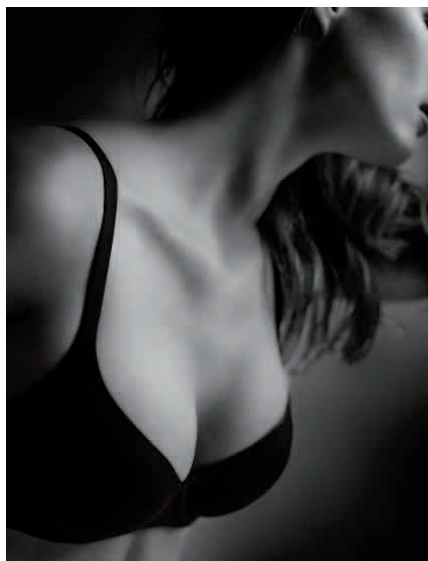
Active ingredient from nutmeg (Macelignan) solubilised in macadamia oil. It increases breast volume and improves feminine curves. This ingredient acts naturally and safely on cells which retain corporal fat, leading to a superior breast development.

Current society is every time more and more **visual, competitive and demanding**, and images acquire great relevance.

Personal image affects daily life and even more at a personal level, when it is not the wished one. This discrepancy mines personal confidence and self-esteem. For this reason, getting the desired image is so important.

For women, **breast is a key symbol of femininity, beauty and sensuality**. VOLUPLUS™ helps to increase its volume and show the silhouette women want, as it influences personal and professional life.

VOLUPLUS™ works **naturally, safely and effectively** on adipose tissue cells located in the breast. Its mechanism is not invasive, it respects bust nature and its natural structure.



VOLUPLUS™

- **Macelignan:** polyphenol from nutmeg seeds, *Myristica fragans*. It acts on the **cell differentiation** process of the adipose tissue (in the pre-adipocyte/ adypocite step).
- **Macadamia oil:** rich in mono-unsaturated fatty acids and palmitoleic acid. It gives smoothness, stability and affinity to the skin.



Myristica fragans sp.

Mechanism

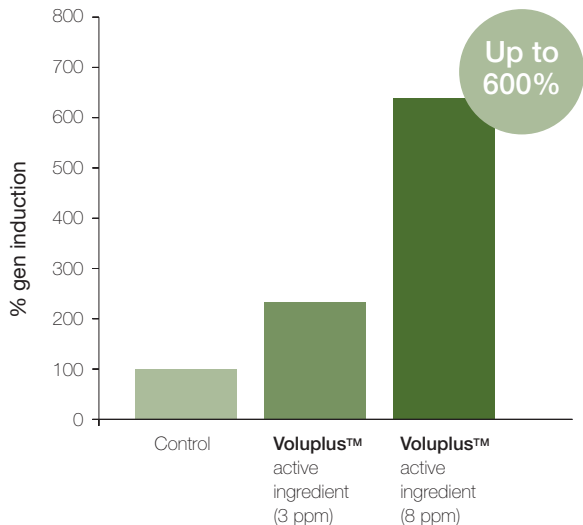
- Through a receptor of skin fatty cells
- **VOLUPLUS™** acts and increases the creation of new cells able to store lipids (**adipogenesis**)
- **VOLUPLUS™** enlarges vacuoles volume, where lipids are collected

More adipose cells and with more capacity to store lipids: additional adipose tissue and enlarged breast volume

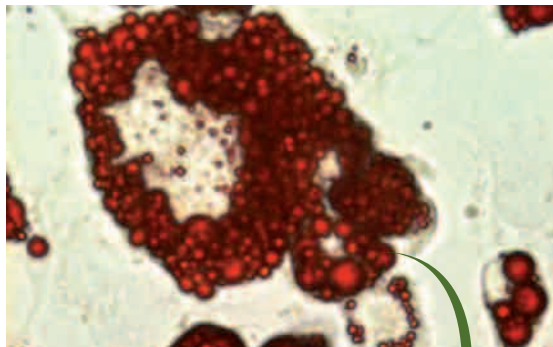
In vitro test (active ingredient of Voluplus™)

- **Analysis of the aP2 gene expression:** typical of mature adipocyte (collect lipids). Its induction is measured when adding the active ingredient (Macelignan, at two different concentrations).
- **Analysis of the lipids storage,** as a sign of the cell maturation process: more quantity indicates more volume.

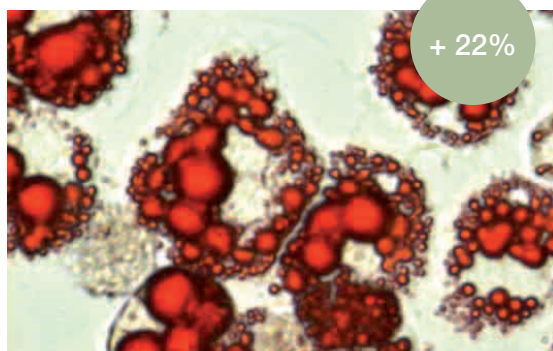
• Effects on aP2 gene



• Lipids storage



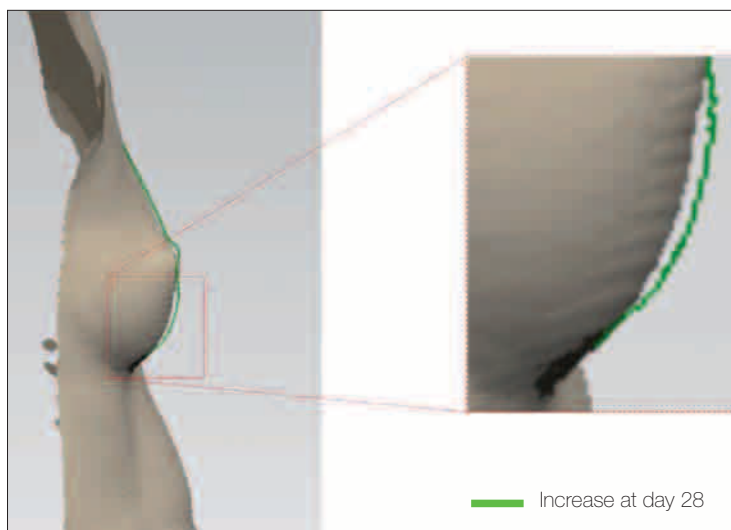
A. Control culture



B. Culture with the active ingredient of Voluplus™

In vivo test (Voluplus™)

- 30 volunteers, between 18 and 35 years old
- Active formula (5% active ingredient) in one breast and placebo in the other
- Two daily applications, 28 days
- Measurements at D0 and D28, FOITS (3D image)



Results

- **First quartile: 12% average increase** versus placebo
- **Maximum enlargement: 18%**
- **Average growth: 4%** versus placebo
- **80% of volunteers** appreciate its effects and answered positively to the product

Technical specifications

• *Voluplus™* 72390

PROPERTIES	Increases the creation of new adipose cells (adipogenesis) and the size of lipid vacuoles in the adipose tissue. Enlarges fatty tissue volume, increasing breast volume. Skin softening.
ACTIVE MOLECULES	Macelignan (<i>Myristica fragans</i>) Macadamia oil (<i>Macadamia ternifolia</i>)
APPEARANCE	Transparent liquid Yellow-pale yellow color
SOLUBILITY	Soluble in oil
RECOMMENDED DOSE	2 – 5%

Cosmetic applications

- Breast filler
- Corporal volume enhancer (breast and buttocks)
- Anti-aging treatment for hands (loss of adipose tissue when aging)
- Complement for breast firming products

Formulation

• *Bust volumising Emulsion*

	INCI / PCPC	% (w/w)
A	Cetearyl Alcohol, Cetearyl Glucoside	3.00
	Glyceryl Stearate Citrate	2.00
	Cetyl Alcohol	1.50
	Propylheptyl Caprylate	6.00
	Dimethicone	2.00
	Shea Butter Oil	2.00
	BHT	0.01
	Tocopheryl Acetate	0.50
	VOLUPLUS™	5.00
	B	Sclerotium Gum
Disodium EDTA		0.15
Aqua (Water)		75.33
Caprylyl Glycol		0.30
Panthenol		0.50
C	Sodium Acrylate/Acryloyldimethyl Taurate Copolymer, Isohexadecane, Polysorbate 80	0.30
D	Phenoxyethanol	0.80
	Parfum (Fragrance)	0.15
	Aqua (Water), Sodium Hydroxide	0.16