

# COBIOLIFT

## Ancestral gift from the Andes

### INCI NAME:

Hydrolyzed Chenopodium Quinoa Seed

### DOSE OF USE:

0,5 – 3 %

### SOLUBILITY:

HYDRO-SOLUBLE

### PRESERVATIVE:

PRESERVATIVE FREE

### COSMETIC USE:

- Immediate lifting and anti wrinkle effect
- Film-forming
- Anti-pollution
- Antisagging
- Moisturizer

### DESCRIPTION:

COBIOLIFT is an innovative active ingredient with a marked filmogenic and tightening effect, as shown at in-vivo efficacy studies.

Quinoa is an Andean plant originated in Peru. It is also known as Kinuwa or Peruvian Gold .

Sacred to the Incas, Quinoa was referred by them as *Chisaya mama*, or the mother of all grains.

100 % natural sugar tensor purified fraction of polysaccharides extracted from Quinoa seeds.

COBIOLIFT has a 3D structure which perfectly fits with the skin's surface forming a cohesive and continuous biological film, with lifting effect.

These translate into a soothing effect at cutaneous surface, giving the skin a firmer and radiant appearance.

With aging one of the most significant changes in facial appearance, together with wrinkles, is sagging skin.

The mechanism of sagging is associated with a reduction of skin elasticity, the effects of gravity, the loss of collagen fibers, (which provide structural stability) and the degradation of elastin fibers, (which give elasticity).

High molecular weight polymers, such as proteins and polysaccharides, act as immediate skin tightening agents by forming a film on the skin. This film induces the stratum corneum retraction promoting a lifting effect.

### PROPERTIES:

COBIOLIFT performs:

- ✓ **Immediate tensor and anti wrinkle effect**
- ✓ **Lifting effect for instant beauty at 30 minutes**

#### **Forms a cohesive and continuous biological film:**

- ✓ Slowing down TEWL which causes premature aging
- ✓ Retaining moisture
- ✓ Protecting the skin from environmental stresses and pollution

#### **In-vivo efficacy test has shown:**

- ✓ **Immediate lifting effect even at the lowest concentration: 0,5%**
- ✓ **30% wrinkle depth reduction** in the 80% of the volunteers with the lowest concentration at T=1h
- ✓ **Immediate improvement of the skin roughness** in 60% of the volunteers at T=30' from the lowest concentration (0,5%)
- ✓ **60% Efficacy in the crow's feet area reduction** at T=1h with the lowest concentration



**COBIOLIFT 1,5%**  
T=0



**COBIOLIFT 1,5%**  
T=30'



**COBIOLIFT 1,5%**  
T=1h



N a t u r a l l y                      E f f e c t i v e