



SESAFLASH™

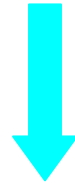
***Instant Tightening and Moisture
from Sesame.***

Try it, Feel it, Approve it !

SEPPIC PATENT



Skin tightening agent



Immediately smoothes, by a mechanical effect, the imperfection of the skin 's topography (wrinkles, orange peel skin, flabby skin, etc..)

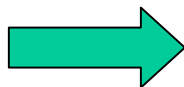
Highly sought in cosmetic field due to its immediate and visible skin benefits.

Highly perceptible effect => direct impact on the consumer's decision to buy the product again.



REQUIRED CHARACTERISTICS OF A SKIN TIGHTENING AGENT

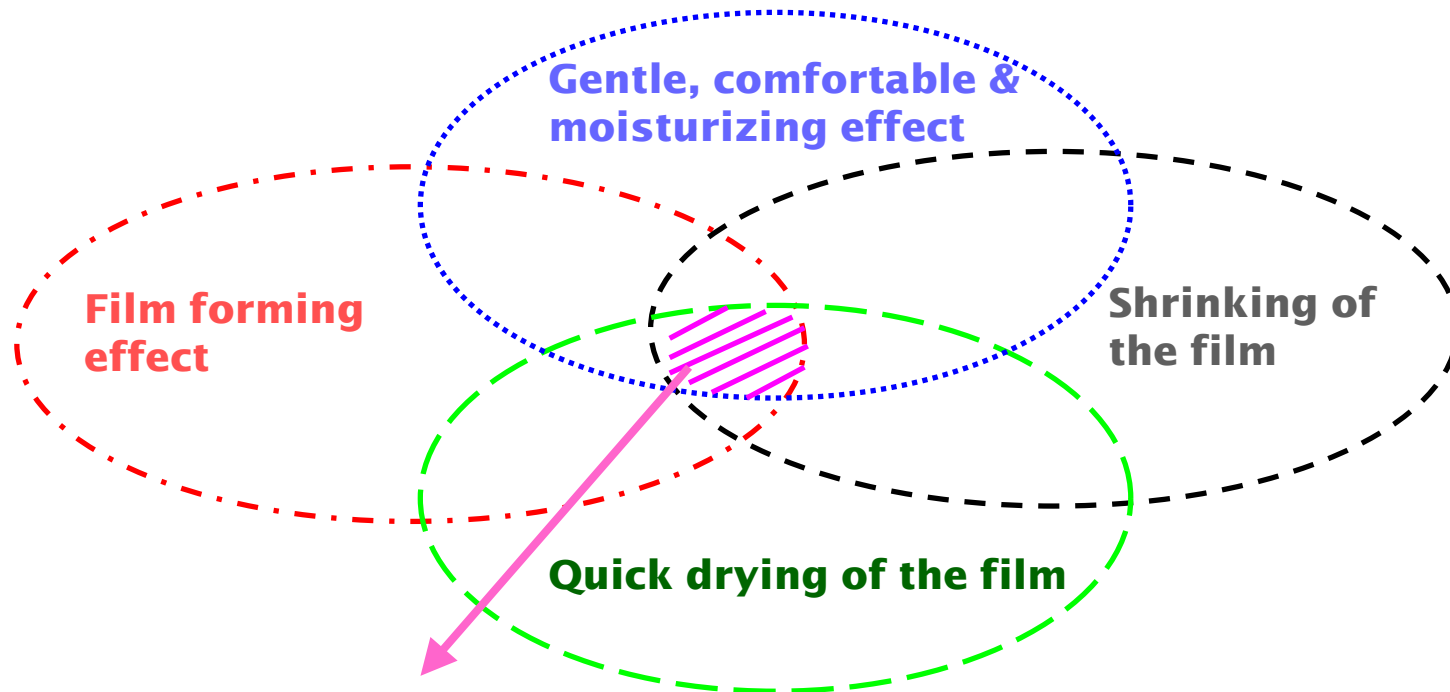
1. Tightening effect must be **felt** by the consumer.
2. **Proof** of its immediate efficacy must be demonstrated in a clinical *in vivo* test – **visible and measurable smoothing** of cutaneous relief.
3. Must be **gentle and comfortable** on application
4. Should have the “**extra benefit**” of a **skin moisturization effect** all day long (*in vivo* proof) to improve comfort & active skin care.
5. Must be **easy to use in formulation.**



Development of SesaFlash

STRUCTURE OF SESAFLASH

- *SesaFlash* : an original molecular association coming from our expertise in polymer, biological and galenic :



SESAFLASH
Efficient and easily
incorporated in formulae

SEPPIC Patent

**Registered INCI Name : Glycerin & Acrylates copolymer
& VP/polycarbamyl Polyglycol Ester
& Hydrolyzed Sesame Protein PG-Propyl Methylsilanediol**



SESAFLASH : PERCIEVABLE TIGHTENING EFFECT

1. Evaluation of sensorial effect on trained panellists

SCREENING PROTOCOL for testing many molecular associations :

	Formula Placebo	Formula with SesaFlash
SesaFlash	-	10%
Ethanol	20%	20%
Fragrance	0,2%	0,2%
Water	Qsp 100%	Qsp 100%

Formula is applied at the junction between the hand and the wrist. Drying phase of 1 minute with the hand laying flat and immobile.



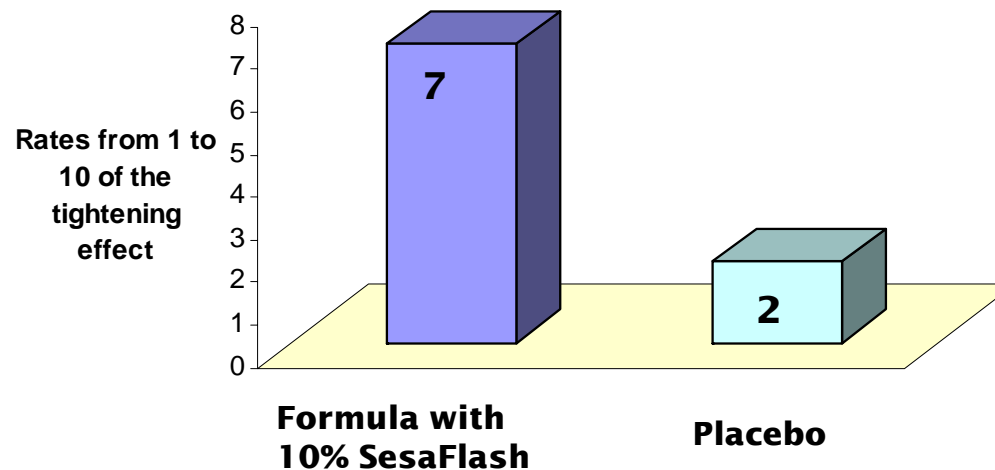
Tightening effect felt without moving the hand, and then while bending the wrist (12 people) – Rating for 1 to 10



SESAFLASH : PERCIEVABLE TIGHTENING EFFECT

1. Evaluation of sensorial effect on trained panelists ***RESULT of the most relevant association = SesaFlash***

Evaluation of the tightening effect of SESAFLASH 1 minute after application :



⇒ **100% of panelists have felt an immediate tightening effect of the formula containing SesaFlash in comparison to Placebo.**

The tensing effect is rapidly felt by the consumer.



SESAFLASH : IMMEDIATE TIGHTENING EFFECT

2. Quick smoothing effect on the skin's micro relief - Clinical Proof

In vivo protocole :

- SesaFlash diluted at 10% in water
- 20 women (average age : 47 years old)
- Application : once
- Application area : **Crow's feet (deep wrinkles)**

⇒ Tightening effect is evaluated using a direct measure of the cutaneous relief 5 minutes and 30 minutes after application

(technical of analysis of the luminous fringe - acquisition by Primos™ software)



Picture of Dermscan group



SESAFLASH : IMMEDIATE TIGHTENING EFFECT

2. Quick smoothing effect on the skin's micro relief - Clinical Proof

Immediate & VISIBLE anti wrinkles effect :



Before application



5 minutes after the application
10% SesaFlash diluted in water



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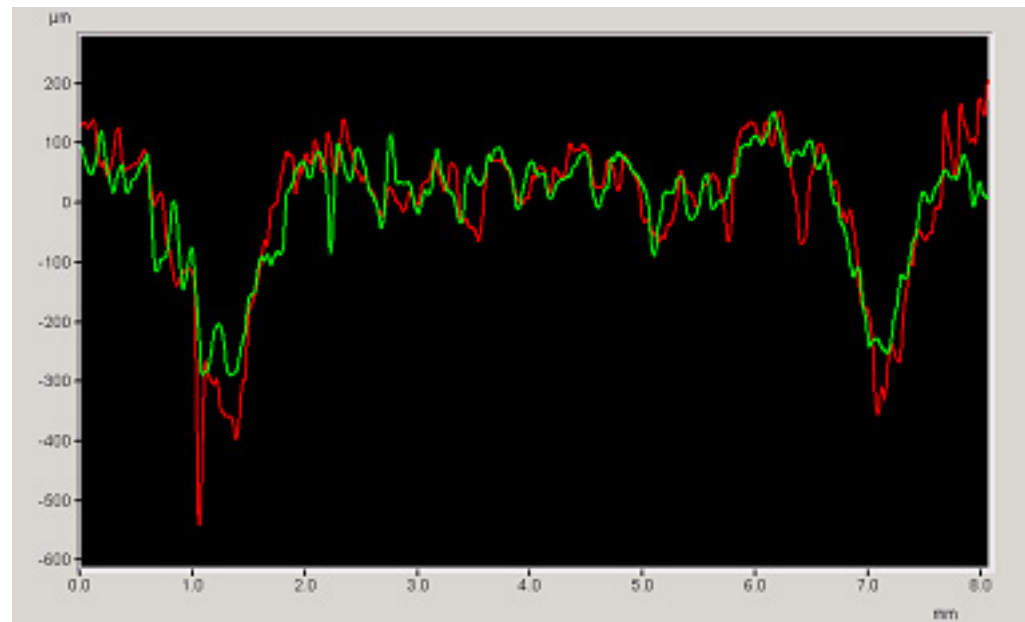
Picture of the DermalScan group

SesaFlash instantly smooths the skin's micro-relief.

Wrinkles are erased.

(Primos™ software illustrations)

Immediate “measured” anti-wrinkles effect :

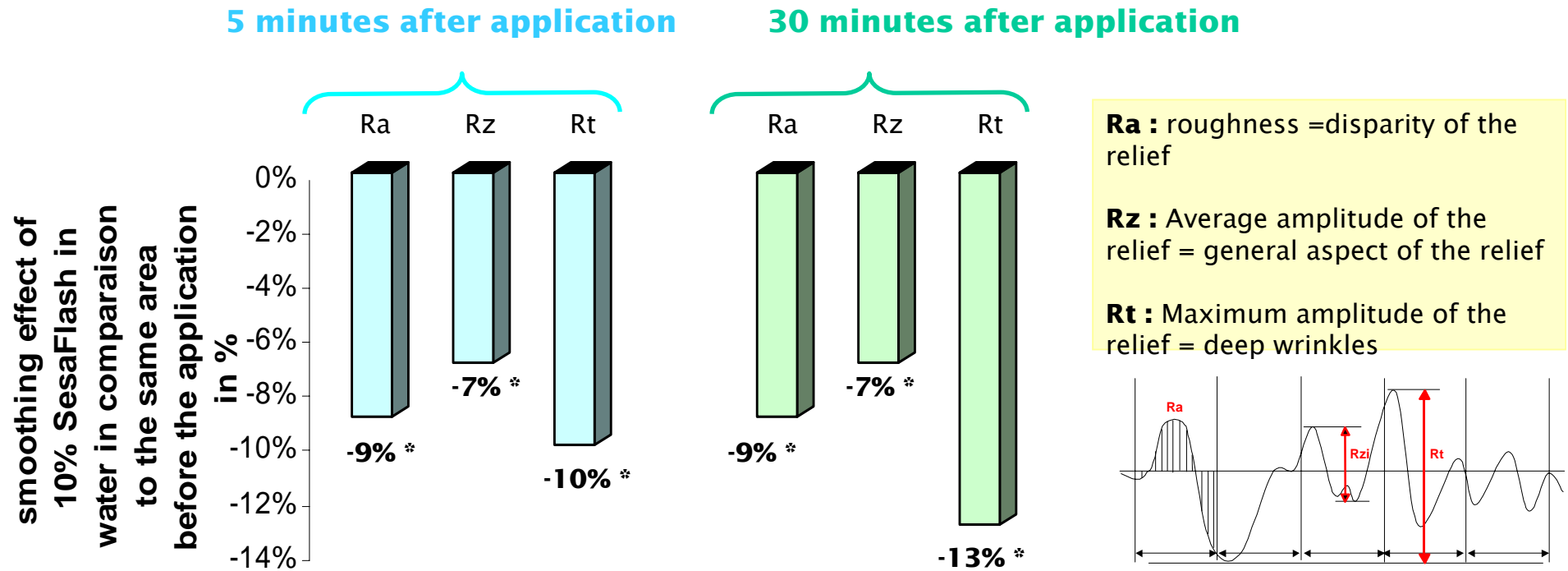


— Skin relief before the application

— Skin relief 30 minutes after the application of 10 % of SesaFlash diluted in water

2. Quick smoothing effect on the skin's micro relief - Clinical Proof

Immediate Anti Wrinkles Effect :



* : Significant Results ($p < 0,05$) in comparison to the same area before application

***SesaFlash effectively smoothes the cutaneous relief -
A younger looking skin only 5 minutes after application !***



SESAFLASH : A REAL COMFORT ON APPLICATION

3. *Comfort and softness on application - Clinical Proof*

⇒ Evaluation of the sensorial effect felt by the women 5 and 30 minutes after application of SesaFlash :



**The efficacy of SesaFlash is unanimously felt by the consumer :
100% of firmer and smoother skin !**

***Comfortable, SesaFlash let the skin softer and better hydrated.
SesaFlash does not produce an uncomfortable sensation.***



4. The “EXTRA BENEFIT” of a real Skin Moisturizing Effect - Clinical Proof

In vivo protocol :

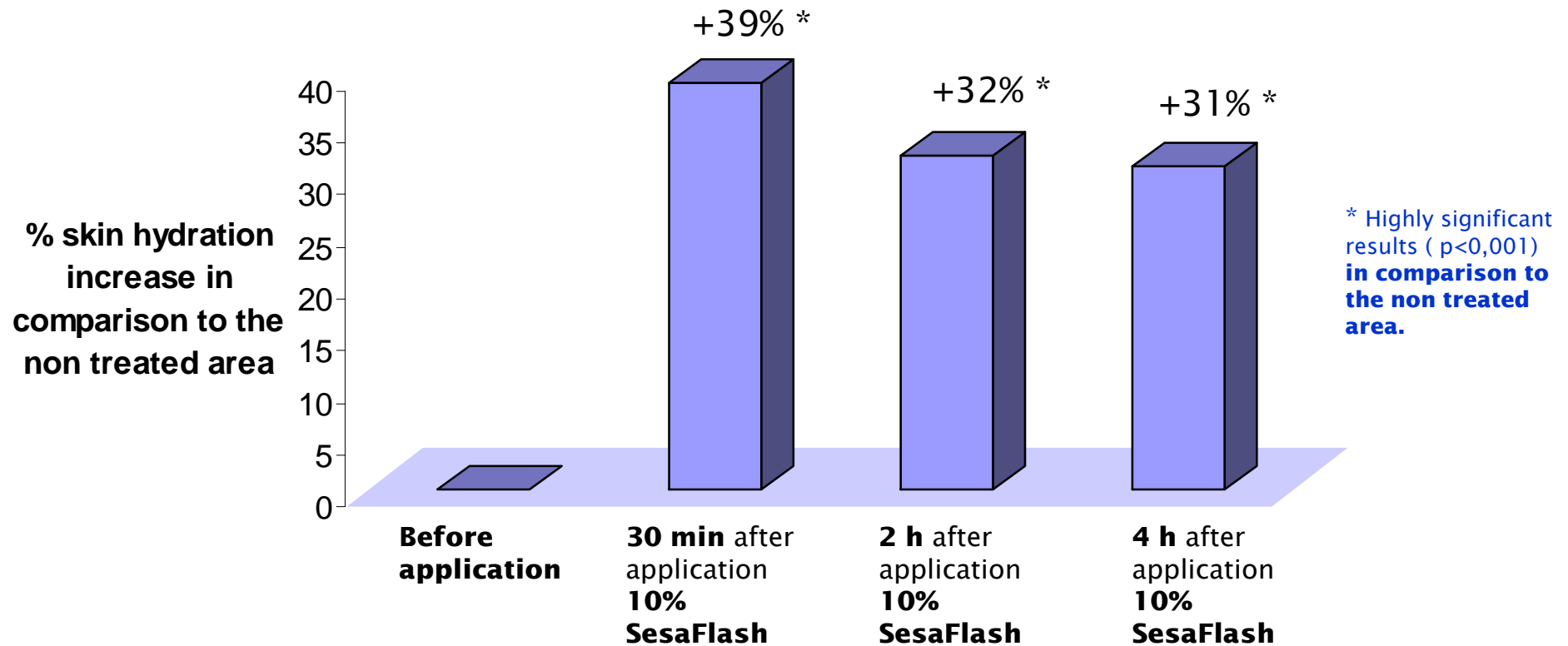
- **SesaFlash diluted at 10% in water**
- **15 women** (average age = 31 years old)
- Included criteria : dry skin < 50 UI
with corneometer)
- Application : once
- Application area : **forearms**

⇒ **Evaluation of the moisturizing effect through a direct Corneometer measurement done 30 minutes and 2 and 4 hours after application.**



SESAFLASH : A REAL MOISTURIZING EFFECT

4. The “EXTRA BENEFIT” of a real Skin Moisturizing Effect – Clinical Proof



SesaFlash effectively and significantly moisturizes the skin all day long.

The cutaneous comfort sensation is then actively reinforced.



TOLERANCE OF SESAFLASH

➔ **Excellent tolerance of SESAFLASH :**

- . Very well tolerated in topical application**
- . Non-sensitizing**
- . Non-mutagenic**

Recommended dose **up to 10% in cosmetic applications.**



SESAFLASH : COSMETIC USE RECOMMENDATIONS

SESAFLASH can be used up to 10% in all types of formulation where SMOOTHING, TIGHTENING, ANTI AGEING, ANTI SAGGING, FIRMING, or MOISTURIZING properties are sought:

- * **Make up : Foundation for mature skin**
- * **Dark circles and Wrinkle masking Care**
- * **Face & Neck care « Anti-wrinkles »**
- * **Eye contour products « Anti-fatigue »**
- * **Bust contour and firmness**
- * **Body care «anti orange peel skin » »**
- * **Firming Body care**
- * **All moisturizing skin care (face & body)**



SESAFLASH : COSMETIC USE RECOMMENDATIONS

➔ **SESAFLASH can easily be incorporated in all types of cosmetic formulations :**

Hydrodispersible
White liquid

Stable color and odor during the time
Heat and shear resistant – Compatible use in cold process
Does not generate electrolytes – Will not affect viscosity
No incompatibility observed
but optimum pH for « tightening » efficacy = pH 7

White Emulsion
with or without perfume

Transparent lotion
(3% of SesaFlash)

Hygiene
Product



SMOOTHING FOUNDATION – IDEAL MATURE SKINCARE

A	• SENSANOV WR (C20-22 Alkyl phosphate and C20 -C22 alcohols - SEPPIC)	1.00 %
	• SIMULSOL 165 (Glyceryl stearate and PEG -100 stearate - SEPPIC)	2.00 %
	• Octyl palmitate	10.00 %
	• Xanthane gomm	0.15 %
B	• SIMULGEL EG (Sodium acrylate/acryloyldimethyltaurate copolymer and Isohexadecane and Polysorbate 80 - SEPPIC)	0.50 %
C	• Water / Aqua	20.00 %
	• Butylene glycol	4.00 %
	• PEG 400	4.00 %
	• PECOSIL PS100 (Dimethicone copolyol PEG -7 phosphate - PHOENIX)	1.00 %
	• Tromethamine	Qs pH=7
	• Titanium dioxide	10.00 %
	• Talc	2.00 %
	• Yellow Iron oxyde	0.90 %
	• Red Iron oxyde	0.30 %
	• Black Iron oxyde	0.05 %
D	• EDTA	0.05 %
	• MICROPEARL M201 (Methylmethacrylate crosspolymer - SEPPIC)	3.00 %
	• Lactic acid	Qs pH =6.5
	• Water / Aqua	40.00 %
E	• MANOLIVA (Manganese gluconate & olive extract - SEPPIC)	3.00 %
	• SESAFLASH (Glycerin & Acrylates copolymer & PVP/polycarbamyl polyglycol ester & Hydrolysed Sesam Protein PG -propyl methylsilanediol)	10.00 %
	• SEPICIDE CI (Imidazolidinyl urea - SEPPIC)	0.20 %
	• SEPICIDE HB (Phenoxyethanol/Methylparaben/Ethylparaben /Propylparaben /Butylparaben - SEPPIC)	0.30 %
	• Parfum/ Fragrance	0.10 %

Microscopic Cutaneous aspect :



Foundation placebo



Smoothing Foundation with SesaFlash



**Instant masking effect
on wrinkles**

Procedure

The pigment phase is previously prepared : powders are dispersed in liquid ingredients with magnetic stirring and the resulting paste is crushed with a bead mill.
Then fatty and aqueous phases are heated separately at 75°C.
Phase C, is added into phase D and also heated until 75°C.
Then, phase B is added into phase A, then phase (C+D) and emulsifying procedure is started (a rotor/starter turbin is recommended). The mixture is homogenized few minutes then the cooling procedure is started under moderate stirring. Phase E is added at around 40°C.



TIGHTENING SERUM « LISS'MAGIC » 7001

A	<ul style="list-style-type: none">• SIMULGEL NS (Hydroxyethylacrylate/sodium acryloyldimethyl taurate copolymer & squalane & polysorbate 60 - SEPPIC)• C12-15 Alkyl benzoate	3.50% 5.00%
B	<ul style="list-style-type: none">• Water	40.00%
C	<ul style="list-style-type: none">• SESAFLASH (Glycerin & Acrylates copolymer & VP/Polycarbamyl Polyglycol Ester & Hydrolyzed Sesam Protein PG-Propyl Methylsilanediol - SEPPIC)• Glycerin• Fragrance• SEPICIDE HB (Phenoxyethanol/Methylparaben/Ethylparaben /Propylparaben /Butylparaben - SEPPIC)	10.00 % 5.00 % 0.10% 0.30%
D	<ul style="list-style-type: none">• SEPICIDE CI (Imidazolidinyl urea - SEPPIC)• Water• Dye (solution at 1%)	0.20% Qsp 100% qs

Procedure – COLD PROCESS

Mix the ester with SIMULGEL NS and the water in one step then mix to create the cream gel with a mechanical stirrer (a simple turbine such as serrating disc is suitable). Then, when the gel is homogeneous, add the phase C, then the phase D while stirring (maintain the stirring procedure during few minutes after adding the last ingredient).

Microscopic Cutaneous aspect :



Before the application



5 min after the application of 7001 formula

10% SESAFLASH



“FLASH & LONG” Anti Wrinkle Skin Care 7002

Association of SesaFlash and Sepilift DPHP :

A	<ul style="list-style-type: none">• MONTANOV 202 (<i>Arachidyl alcohol & behenyl alcohol & arachidyl glucoside - SEPPIC</i>)• Phytosqualane• SEPIlift DPHP (<i>Dipalmitoyl Hydroxyproline - SEPPIC</i>)	3.00% 5.00% 1.00%
B	<ul style="list-style-type: none">• SEPIPLUS 265 (<i>Acrylamide / Ammonium acrylate copolymer & Polyisobutene & Polysorbate 20 - SEPPIC</i>)	1.00%
C	<ul style="list-style-type: none">• Water	Qsp 100%
D	<ul style="list-style-type: none">• Cyclomethicone• SESAFLASH (<i>Glycerin & Acrylates Copolymer & VP/Polycarbamyl Polyglycol Ester & Hydrolyzed Sesam Protein PG-Propyl Methylsilanediol - SEPPIC</i>)	5.00% 10.00%
E	<ul style="list-style-type: none">• Fragrance• SEPICIDE CI (<i>Imidazolidinyl urea - SEPPIC</i>)• SEPICIDE HB (<i>Phenoxyethanol/Methylparaben/Ethylparaben /Propylparaben /Butylparaben - SEPPIC</i>)	0.10% 0.20% 0.30%

Procedure

Melt phase A and B separately at 80°C. When the fatty phase is completely melted, add the SEPIPLUS 265 and mix. Then, pour the fatty phase into the water phase in one step. Then, homogenize the emulsion during a few minutes (rotor/ stator turbine is recommended).

Then the emulsion is cooled under moderate stirring. The phase D is added at around 50°C and phase E at around 30°C.

Microscopic cutaneous aspect



Before the application



5 min after the application of 7002 formula
10% SESAFLASH



Anti Sagging Care – Bust and Body 7000

A	<ul style="list-style-type: none">• SEIPLUS 265 (<i>Acrylamide / Ammonium acrylate copolymer & Polyisobutene & Polysorbate 20 - SEPPIC</i>)• Isononyl Isononanoate	2.00% 6.00%
B	<ul style="list-style-type: none">• Water	Qsp 100%
C	<ul style="list-style-type: none">• SESAFLASH (<i>Glycerin & Acrylates copolymer & VP/polycarbamyl Polyglycol Ester & Hydrolyzed Sesam Protein PG-Propyl Methylsilanediol- SEPPIC</i>)	5.00%
D	<ul style="list-style-type: none">• Ethanol• Menthol	20.00% 0.02%
E	<ul style="list-style-type: none">• SEPITONIC M3 (<i>Magnesium aspartate & Zinc gluconate & Copper gluconate - SEPPIC</i>)	1.00%
F	<ul style="list-style-type: none">• Fragrance• SEPICIDE CI (<i>Imidazolidinyl urea - SEPPIC</i>)• SEPICIDE HB (<i>Phenoxyethanol/Methylparaben/Ethylparaben /Propylparaben /Butylparaben - SEPPIC</i>)• Dye (solution at 1%)	0.20% 0.20% 0.30% 0.04%

Procedure - COLD PROCESS

Mix the ester with SEIPLUS 265 and the water in one step then mix to create the cream gel with a mechanical stirrer (a simple turbine such as serrating disc is suitable). Then, when the gel is homogeneous, add the other ingredients as indicated.

Microscopic Cutaneous aspect :



Before the application



5 min after the application of 7000 formula
5% SESAFLASH



Tightening Hydrating Mist 7012

Transparent Formula – 3% SesaFlash

A	<ul style="list-style-type: none">• Xanthan gum• Water	0.20 % Qsp 100 %
B	<ul style="list-style-type: none">• CAPIGEL 98 (<i>Acrylates copolymer – SEPPIC</i>)• Water	0.50 % 10.00 %
C	<ul style="list-style-type: none">• SESAFLASH (<i>Glycerin & Acrylates copolymer & VP/ Polyglycol ester & Hydrolyzed Sesam Protein PG-Propyl Methylsilanediol – SEPPIC</i>)• SIMULSOL 1293 (<i>PEG40 hydrogenated castor oil – SEPPIC</i>)• Glycerin• Fragrance	3.00 % 3.00 % 5.00 % 0.05 %
D	<ul style="list-style-type: none">• Ethanol• Chlorphenesin	10.00% 0.20 %

Procedure – COLD PROCESS

Disperse the xanthan gum under stirring into the water than add the phase B, then phase C, then phase D.

Microscopic Cutaneous aspect :



Before application



5 min after application of 7012 formula
3% SESAFLASH



Nota

The analytical specifications warranted are only those mentioned on the certificate of analysis supplied with each delivery of the product.

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