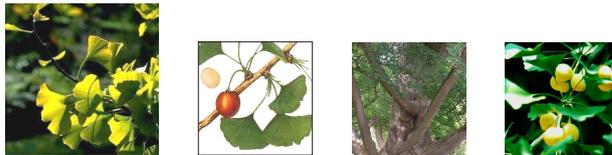


## Fiber Booster Plus Ginkgo, the balanced and preserved firmness

Because skin loses gradually its capacity to keep a firming aspect with ageing, it is necessary to stimulate it. For a firmer skin, more resistant, which keeps a natural tension longer.



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### • How it works

Fiber Booster Plus Ginkgo increases the production of the synthesis of dermis fibres, collagens and proteoglycans, elastin made by fibroblasts. Those different fibres, which shape a kind of complex interlacing around cells, constitute the supporting mattress of skin. In the same time, it also decreases the production of the enzyme responsible for the destruction of those fibres. And to complete its anti-ageing effect, it protects epidermis skin cells against free radicals made both through skin biochemical reactions and environment (especially UVB). Thanks to those actions, the extra-cell matrix keeps a complex aspect and can keep playing its part, by supporting skin.

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### • A story - the ginkgo, the surviving thousand-year old tree

*Ginkgo biloba, Ginkgoaceae*

Ginkgo is considered as the oldest tree in the world because of its longevity and its exceptional resistance to urban pollution or the explosion of nuclear bomb in Hiroshima. Born in China, it is the only one exemplar of its family, as all the others have been fossilized. It is a sacred tree in Asia but in Western countries it is a decorative tree, like in Art Nouveau. Its many healing properties (action on microcirculation, antiseptical, antioxydating, etc.) make it a multifunctional plant in the Chinese traditional medicine.

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### • Marketing claims - antiageing & anti-oxidant

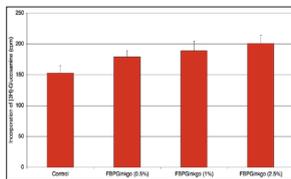
Anti-ageing, firming, densifying, reinforces skin resistance, keeps skin firm, smooth and supple, protects against free radicals, against oxidation.

To be used in skincare and make-up products like

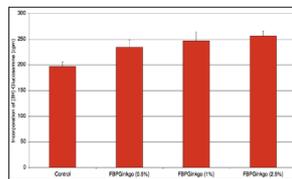
cream, fluid, serum, balm, gel, foundation, concealer, etc.

any cosmetic and skincare product dedicated to fight ageing.

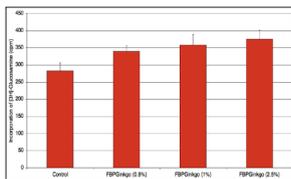
## • Efficacy - *In vitro* testing results



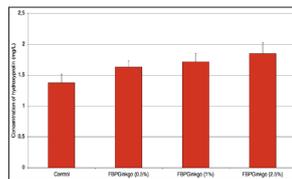
Increase of peri-membran proteoglycans



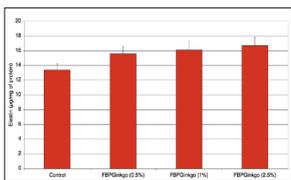
Increase of transmembran proteoglycans



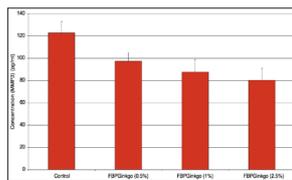
Increase of matricial proteoglycans



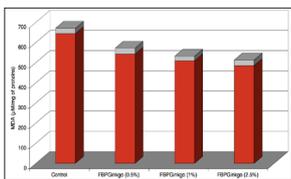
Increase of collagens



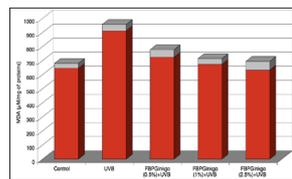
Increase of elastin



Decrease of MMP3



Decrease of physiological lipoperoxidation



Decrease of induced lipoperoxidation

### Anti-ageing effect: at 0.5%, 1% and 2.5%

- increase of peri-membran proteoglycan rate respectively by 17%, 24% and 31%
- increase of transmembran proteoglycan rate respectively by 19%, 25% and 30%
- increase of matricial proteoglycan rate respectively by 20%, 27% and 33%
- increase of the collagen rate respectively by 18%, 25% and 34%
- increase of the elastin rate respectively by 16%, 20% and 25%
- decrease of the expression of metalloproteinase 3 respectively by 21%, 29% and 35%

### Anti-oxidant effect: at 0.5%, 1% and 2.5%

- decrease of the physiological lipoperoxidation which is translated by a decrease of the MDA rate by 16%, 21% and 25%
- decrease of the lipoperoxidation induced by UVB rays (150mJ/cm<sup>2</sup>) that is translated by a decrease of the MDA rate respectively by 21%, 26% and 31%

## • Technical information - Formulating Fiber Booster Plus Ginkgo

- INCI name of cells: ginkgo biloba leaf cell extract
- form: cells (20%) in dispersion in vegetal glycerin (80%)
- aspect: liquid
- concentration starting at 0.5%
- dispersible in any formulation