

Hyacolor™-LA

Novel HA designed for Color Cosmetics

Hydrating · Natural Care

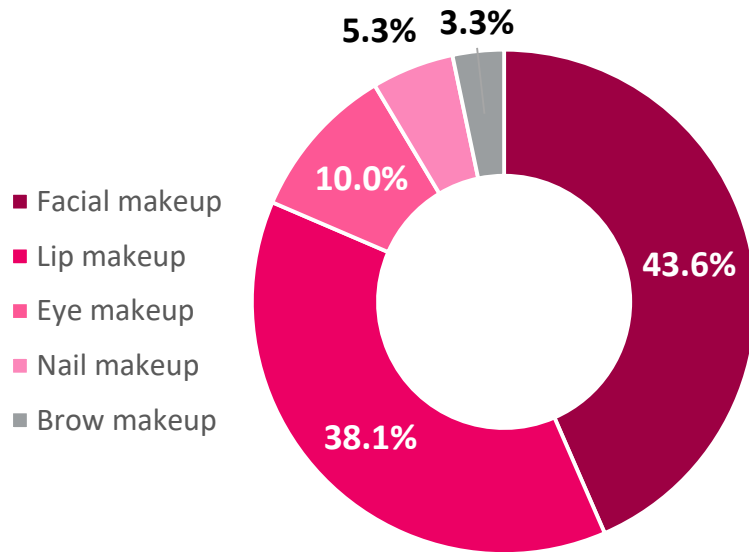
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Color Cosmetics Market



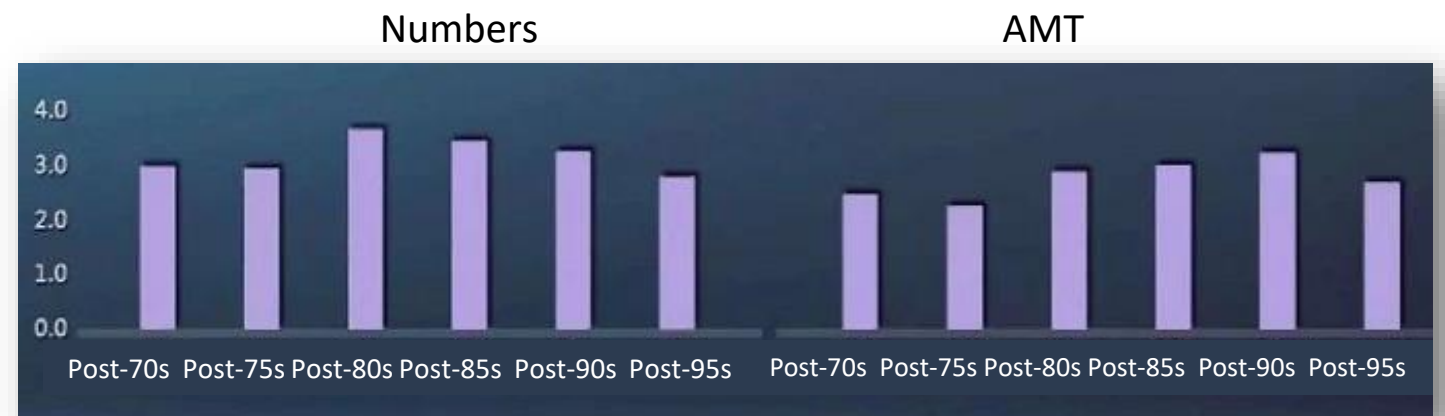
◆ Lip Makeup maintained high growth

- Color cosmetics with skin care efficacy is the trend of development.
- Color cosmetics grow rapidly in recently years, especially for lip products, which becomes the biggest and most popular category. The average purchase of lipsticks is 3.3 by online consumers in 2018, and Post-90s are most willing to pay for lipsticks, according to Alibaba database.



The attention degree on Color cosmetics of consumers in 2017

The average purchase of lipsticks by online consumers in 2018



Lip Structure

◆ Lips need more care

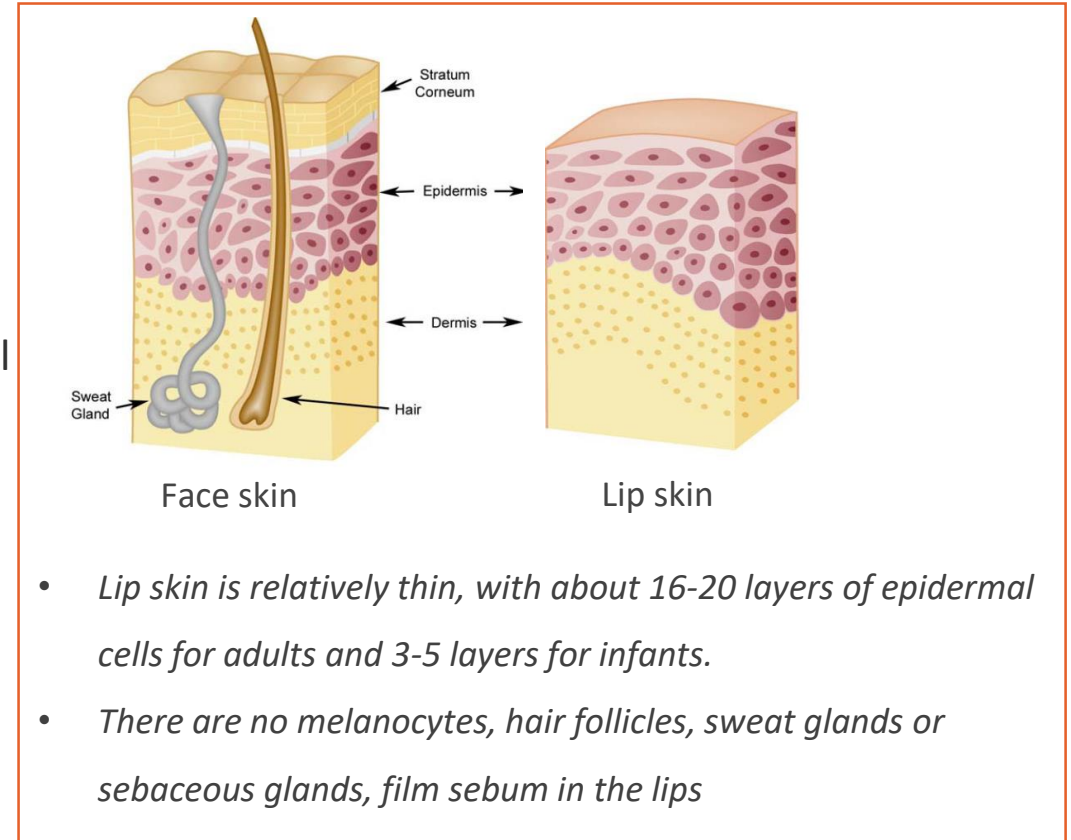
- Lips have the weakest resistance to environmental intrusions, compared to other parts of the body and they are most likely to show signs of aging.
- For lips, the cuticle is very thin, and in the absence of sebum and film protection, lip's skin evaporation is faster than normal skin, so it is prone to drying, peeling, lip wrinkles deepen and so on.



Drying



Peeling



Lipstick



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- Besides color and texture, hydrating and nourishing are also very important for lip products.
- Lipstick with moisturizing ability becomes the first choice by consumers.



Dry lines



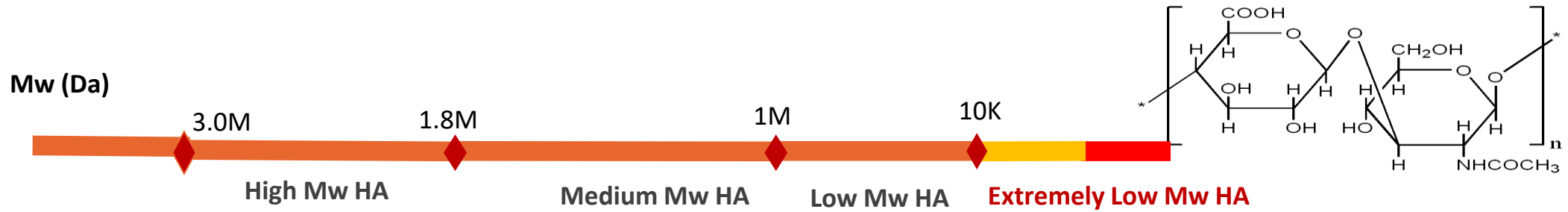
Moist and full



- Sodium Hyaluronate (HA), as the natural moisturizing factor (NMF) that exists in human body, is one of the most advertised ingredient for lipstick that attract consumers.

Sodium Hyaluronate (HA)

- ◆ Sodium Hyaluronate (HA), now is popularly applied in skin care products, such as mask, essence, ampoule, cream, lotion, etc.
- ◆ HA with different molecular weight (Mw) , owns different properties and efficacies. The lower the Mw, the higher the bioactivities.
- ◆ Extremely low Mw HA for dry/rough skin and damaged/sensitive skin is the new trendy application in skin care industry.



Physical property:

Moisture retention
Film-forming and protection
Nutrition



Physical property: Deep hydrating,

Bioactivity:

Transdermal absorption,
Free radical scavenging, antioxidant activity,
Repair damaged cells (UV, wound,
mesotherapy, etc.)
Soothing, anti-inflammation



Popular lipsticks in the market

Sodium Hyaluronate (HA)



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- HA, due to the highlights and differentiation factor of products, is popularly used in lipsticks which are not only the most popular products in 2017, but also new released products in 2018.



Estee Lauder



Givenchy



YSL



Dior



Guerlain



Revlon



Amani New
Ecstasy Shine



CPB Lip gloss



Nars Powermatte Lip
Pigment



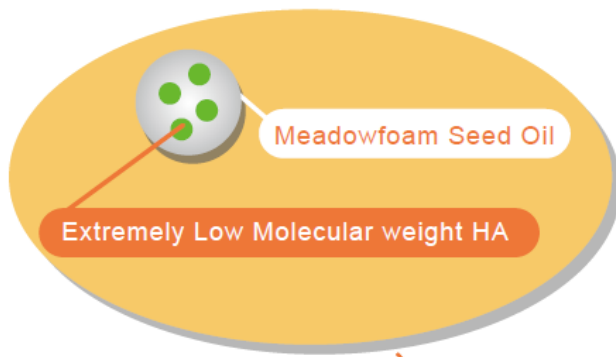
The lipstick of China's
Palace Museum

Hyacolor-LA



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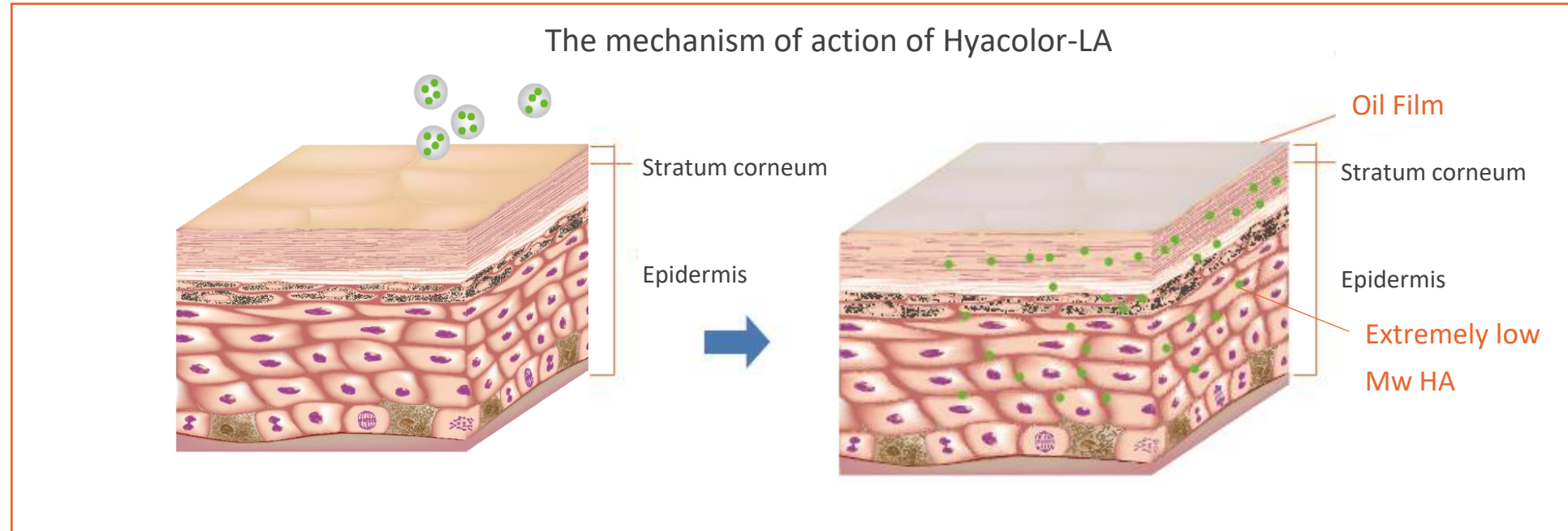
Hyacolor-LA (Oil-dispersed Sodium Hyaluronate) , a new type of Sodium Hyaluronate (HA) designed for color cosmetics, is obtained by the combination of extremely low molecular weight HA and Meadow foam seed oil through the unique HA microsphere technology. This perfect combination of HA with botanical oil will permit water soluble-HA to be easily applied into the color cosmetic formulations which are mainly based on oily ingredients. Hyacolor-LA can provide significantly moisturizing ability, nourish the skin from inside out, then improve skin dryness and roughness.



The microsphere structure of Hyacolor-LA

- ◆ Meadowfoam seed oil, the outer component of Hyacolor-LA, owns excellent skin affinity and nourishing ability.
- ◆ The inside part is based on the extremely low molecular weight HA, which has good transdermal absorption, hydration and repairing ability.

Action mechanism

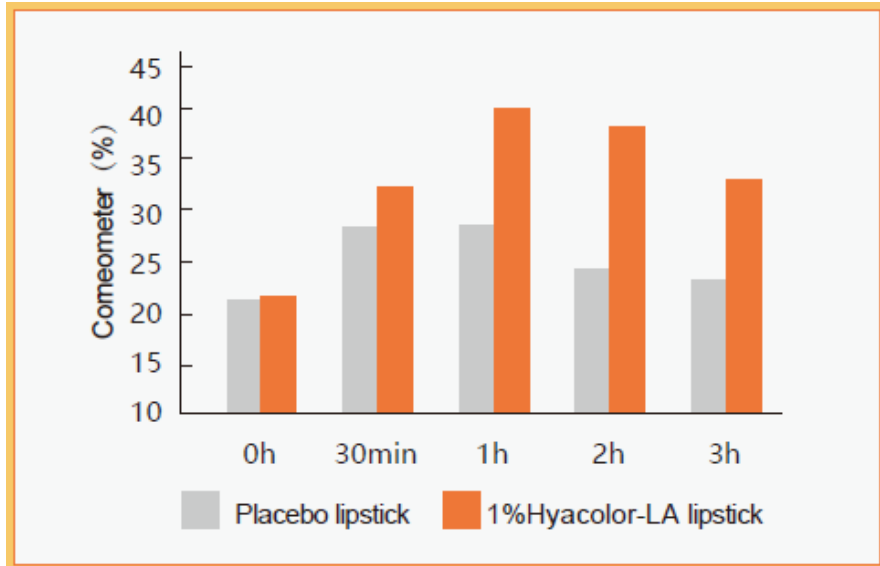


When applied Hyacolor-LA onto the skin surface, the microsphere will easily break down, thus allowing the extremely low molecular weight HA to be released and penetrate into the skin quickly, for water-holding, water-locking and nourish the skin from inside. The outer layer of meadowfoam seed oil can form an oil film on the skin surface which prevents water evaporation and improve moisture accumulation from inside.

The double moisturizing efficacy of Hyacolor-LA can hold water from outside, bind water from inside and improve skin dryness and roughness directly from within.

Efficacy evaluation

◆ Hydrating



- *Subjects: 30 healthy women*
- *Instrument: Corneometer CM825*
- *Sample: Lipstick containing 1% Hyacolor-LA as trial group, does not contain Hyacolor-LA as placebo group*

Results show that, the skin hydration of the two groups increased diversely after a short time application with Hyacolor-LA group showing better moisturizing effect than Placebo group. The skin hydration of Hyacolor-LA group increased by 50.7% after 30min application and by 85.6% after 1-hour application. Hyacolor-LA can hold and bind water quickly to increase skin hydration, while keeping skin moisturized over 3 hours.

Efficacy evaluation

◆ Skin Roughness

Subjects: 30 healthy women with dry/rough lips, divided into two groups.

Sample: One group used 1% Hyacolor-LA lipstick, the other group used placebo lipstick.

Instrument: VISIA CR, Cutometer MPA580

Test Method:

The facial pictures of volunteers are taken by Visia-CR before and after 1hr, 2hrs, 3hrs application. Then we analyzed the lip texture and roughness by photo analysis and IPP software.

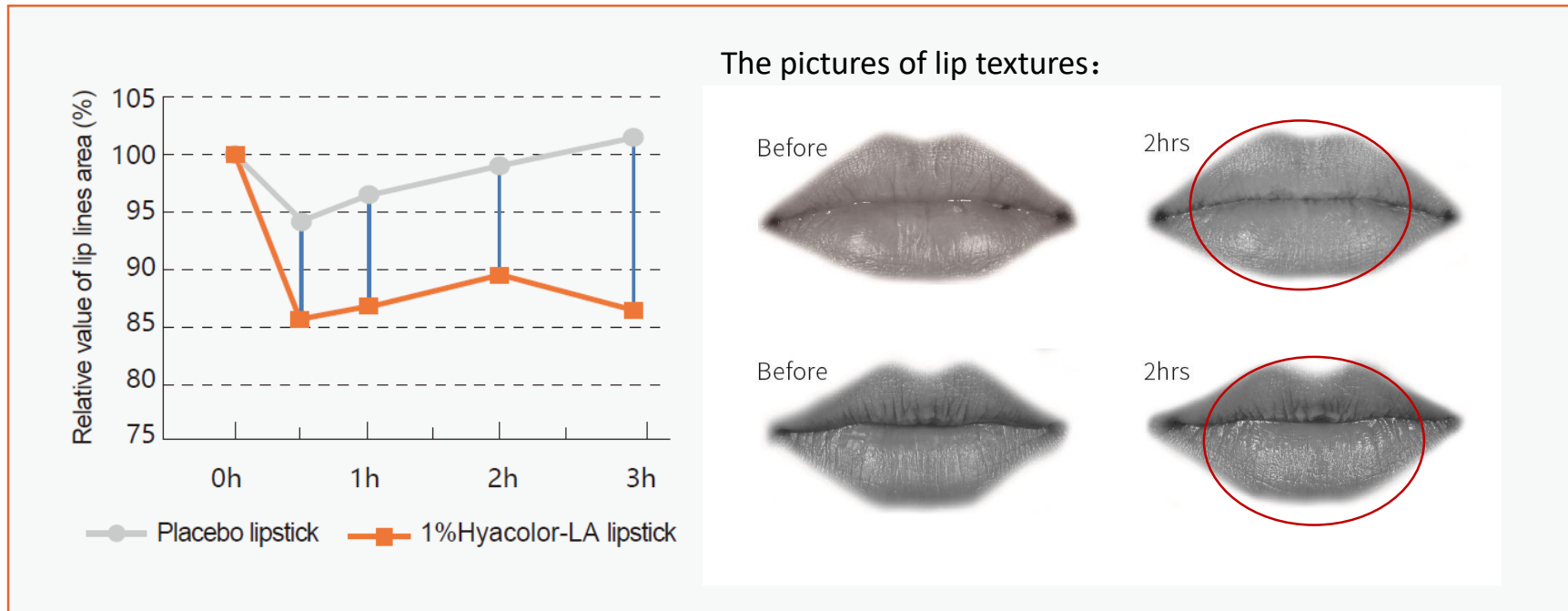
The softness is evaluated and analyzed by MPA580.



Efficacy evaluation

◆ Skin Roughness

- Texture evaluation

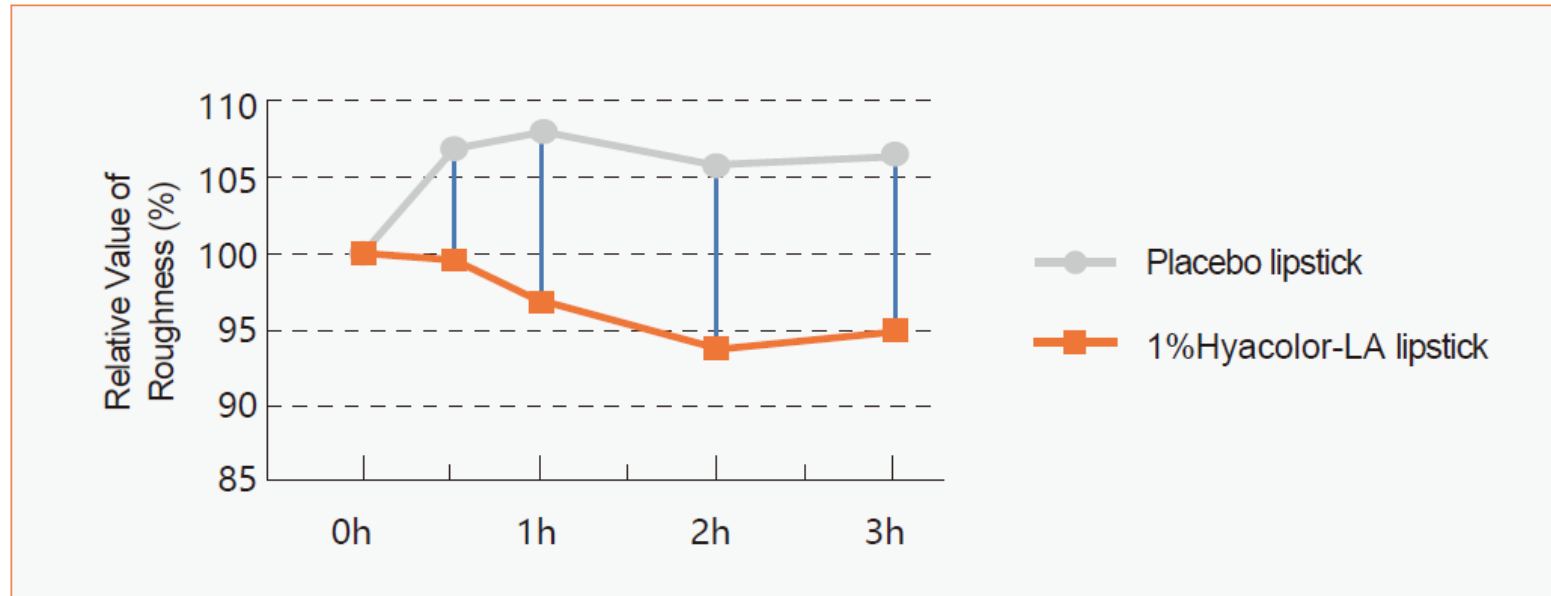


Results from the pictures and software analysis have shown a marked improvement of the lips texture in the test area and a significant lips fine lines reduction by the application of Hyacolor-LA. The relative value of lips lines area is reduced by 14% after 30min application.

Efficacy evaluation

◆ Skin Roughness

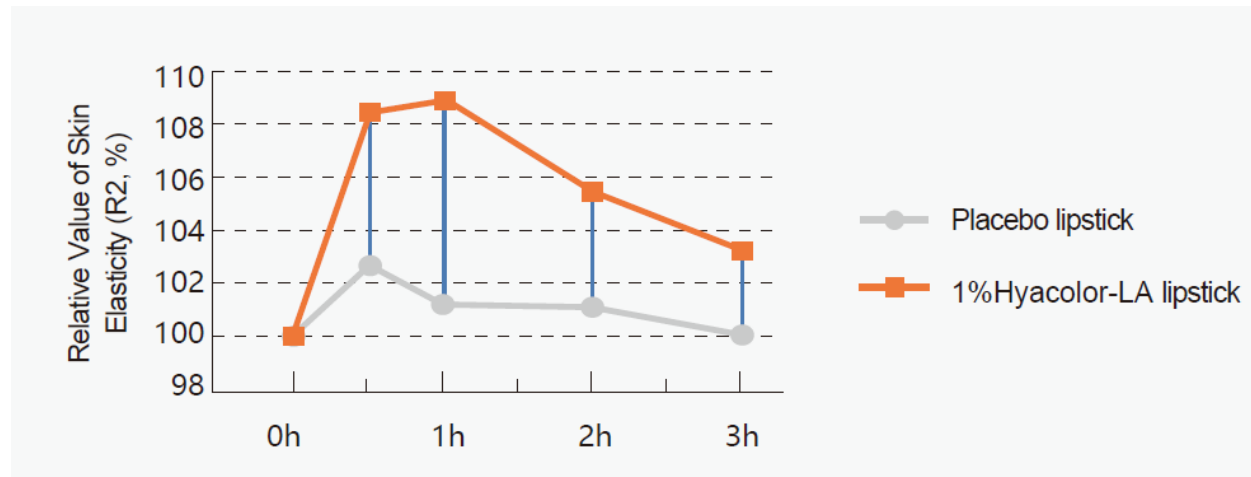
- Smoothness evaluation



Results show that Hyacolor-LA can improve skin roughness and smooth the dry lips. The relative value of roughness is reduced by 6.1% after 2 hours application.

◆ Skin Roughness

- Softness evaluation



Hyacolor-LA can provide instantly hydrating ability and improve the elasticity and softness of lips. The relative value of elasticity is increased by 8.3% after 1 hour application.

Hyacolor-LA, due to its high content of extremely low molecular weight HA and meadowfoam seed oil, can hold water from outside and bind water from inside. The double moisturizing efficacy of Hyacolor-LA can improve the textures, smoothness and softness of dry and rough lips.

◆ Skin patch test

Method According to the method of “Safety and Technical Standards for Cosmetics (2015)” from CFDA

Samples Take 0.020g Hyacolor-LA into the tester of patch test

Degree	Grade	Cutaneous reaction	Degree
-	0	Negative reaction	-
±	1	Suspicious reaction; only weak erythema	±
+	2	Weak positive reaction (erythema reaction); erythema, infiltration, edema, may have papules	+
++	3	Strong positive response (herpes reaction); erythema, infiltration, edema, papules; reaction can be beyond the test area	++
+++	4	Strong positive response (herpes simplex reaction); obvious erythema, severe infiltration, edema, herpes zoster; reaction beyond the test area	+++

Results show that the cutaneous reactions of all of the volunteers are negative. Hyacolor-LA is a safe ingredient.

Hyacolor-LA

01

High Stability

Select one of the most stable plant oils in the wilderness. Meadowfoam seed oil owns high oxidation stability index and does not easily show oxidative rancidity.

02

Excellent nourishing

Synergistic moisturizing effect of HA and Meadowfoam Seed Oil, to hold water from outside and bind water from inside, improve skin dryness and roughness.

03

High safety

Extremely low Mw HA is manufactured by enzyme degradation, owns complete structure, high purity. Meadowfoam seed oil is produced by cold-pressed process and has no chemical residues.



Product instruction

INCI name: Hydrolyzed Sodium Hyaluronate, Limnanthes Alba (Meadowfoam) Seed Oil, Glyceryl Behenate

Recommend dosage: 0.1~2.0%

Melting range: 55°C~75°C

Usage: Moisturizing for color cosmetic products such as lipstick, lip gloss, lip liner, air cushion cream, foundation, pressed powder, blush, eye shadow, etc. **Especially recommended in lip products for moisturizing and improving the dryness and roughness of lips.**

Application : Treat other ingredients first through processes such as heating, homogenizing, or emulsifying, etc., cool down to temperature to not lower than 70°C, then add the product into the formulation. Stirring is necessary in this process.



Market application



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Elizabeth Arden

Plush Up Lip Gelato



Estee Lauder

Pure Color Envy Sculpting



The lipstick of China's

Palace Museum



Chando

Lipstick



Carslan

Kafellon Lipstick



Rohto

Water lipstick



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Thanks for your attention!

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