



<b>Code Number:</b>	20447
<b>INCI Nomenclature:</b>	Water & Punica Granatum Extract & Citrus Aurantium Dulcis (Orange) Flower Extract
<b>INCI Status:</b>	Conforms
<b>Suggested Use Levels:</b>	2.0 - 5.0%
<b>Suggested Applications:</b>	Skin Lifting/Tightening, Smoothing & Anti-Aging

In the past, consumers seeking speedy anti-aging results had to wait in a doctor's office for an invasive Botox or facelift procedure. Today's savvy consumer is no longer dependent on such extreme measures for immediate gratification. Costly and painful attempts at age maintenance are outdated thanks to pioneering technology. To this end, Active Concepts has developed **AC Party Face Pom** for significant results that provide instant smoothing and lifting effects. Intense simplicity never looked so good!

Aging is a natural process of life. We can lessen the appearance of damaging oxidative effects with healthy maintenance of our bodies. Our cutting-edge multitasker allows formulators to capitalize on botanicals by combining firming polymers using the low molecular weights of orange blossom peptides with pomegranate extracts for lasting age defying results.



Pomegranate, *Punica granatum*, was introduced to the Latin and North Americas during the mid-1700s by Spanish settlers, although the fruit has ancient Eurasian roots dating back as far as 8000 years. Pomegranate has a profusion of health benefits and its popularity in mainstream society is not without merit. From a cosmetic formulator's perspective, pomegranate is highly useful for entrapping moisture. When isolated, the higher weight carbohydrates of pomegranate create a film on the skin's surface<sup>1</sup>. This film layer acts as a barrier enhancement where hydrating spheres can hold moisture at the surface level allowing for a noticeable lifting effect with increased suppleness. For this reason, pomegranate carbohydrates are capable of creating immediate lifting effects and optimizing skin barrier functions.

While pomegranate is known all over the globe for its good health appeal, the orange blossom deserves equal attention. Originating from the subtropics of Southeast Asia, the succulent orange fruit represents a subtropical region of North America where Spanish explorers had hoped to find the secret to youth. Instead, they discovered land chock full of antioxidant-rich harvest. The fruit's symbolic bloom, *Citrus Sinensis*, or Orange Blossom, contains unique peptides that formulators can readily incorporate for heightened skin barrier reinforcement. These short-chained proteins trigger new collagen formation, as the skin perceives that collagen has been lost. The actives operate as a signaling system resulting in increased matrix stability. Our skin's foundation is further reinforced by its ability to neutralize free radicals. Studies have shown that the orange blossom is capable of reducing oxidative stress, which can help to further reduce damage and diminish the appearance of fine lines and wrinkles for a youthful appeal<sup>2</sup>.





# AC Party Face Pom

Fibroblasts are connective tissue cells that secrete collagen, glycoproteins, and other macromolecules, and are ultimately important in the health and maintenance of our skin. Collagen is the main protein found in our connective tissue. The aging process leads to collagen breakdown and results in wrinkles, lines, and folds.

## Changes in Wrinkle Characteristics

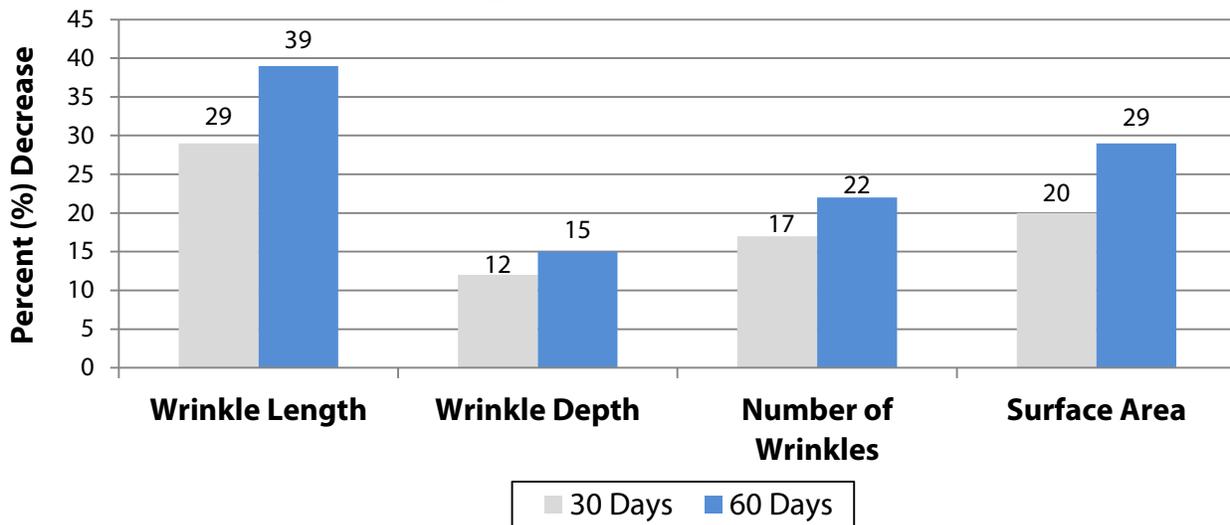


Figure 1. Improvements in wrinkle characteristics following treatment with AC Party Face Pom

Studies conducted on fibroblast cellular metabolism and collagen I synthesis affected with amino acid deficiency depict that AC Party Face Pom is capable of boosting collagen. Results concluded that the ingredient is dose-dependent as it was determined that 4% dosage levels were most effective when comparing three different dose levels with a control. Higher concentration levels of AC Party Face Pom produced higher results for boosted collagen I synthesis by fibroblast cells, thus rendering the ingredient ideal for cosmetics designed to increase collagen for decreased signs of aging.

## Collagen I Synthesis

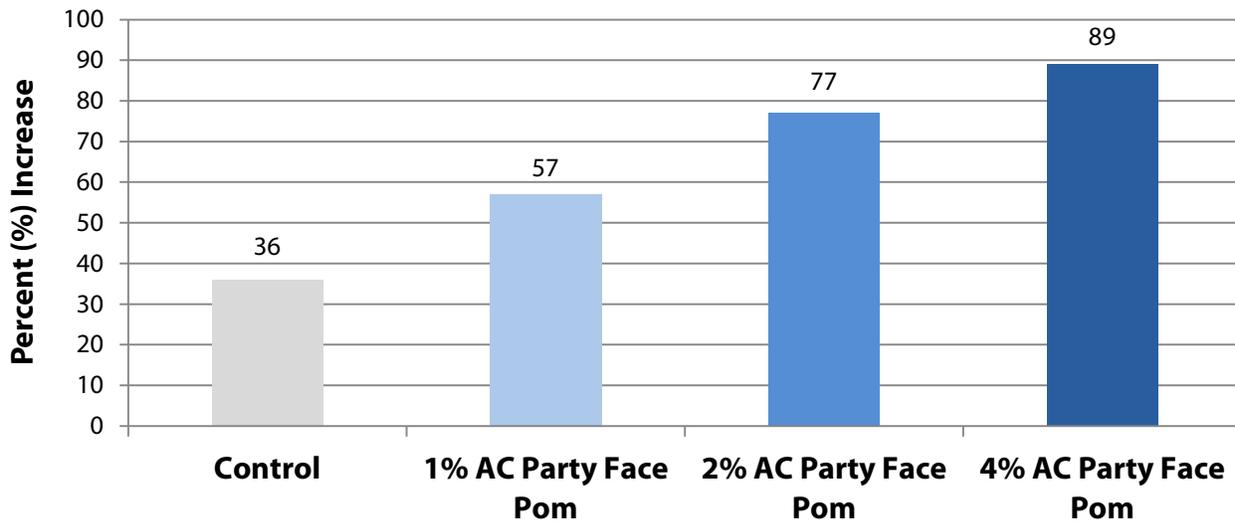


Figure 2. Dose dependent increase in collagen synthesis using AC Party Face Pom



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A separate *in vitro* study was performed on fibroblast activity on amino deficient samples to determine supplemental effects on cellular revitalization after Ultraviolet (UV) damage. By comparing two controls with varying dosage levels of **AC Party Face Pom**, it was determined that 2% and 4% dosage levels are effective at increasing fibroblast cell recovery on nutritionally deficient cells after UV damage. By increasing dosage levels, cell damage due to UV exposure is significantly reduced. **AC Party Face Pom** is capable of deeply nourishing the cells for enhanced cell longevity.

## Durability of Skin Lift

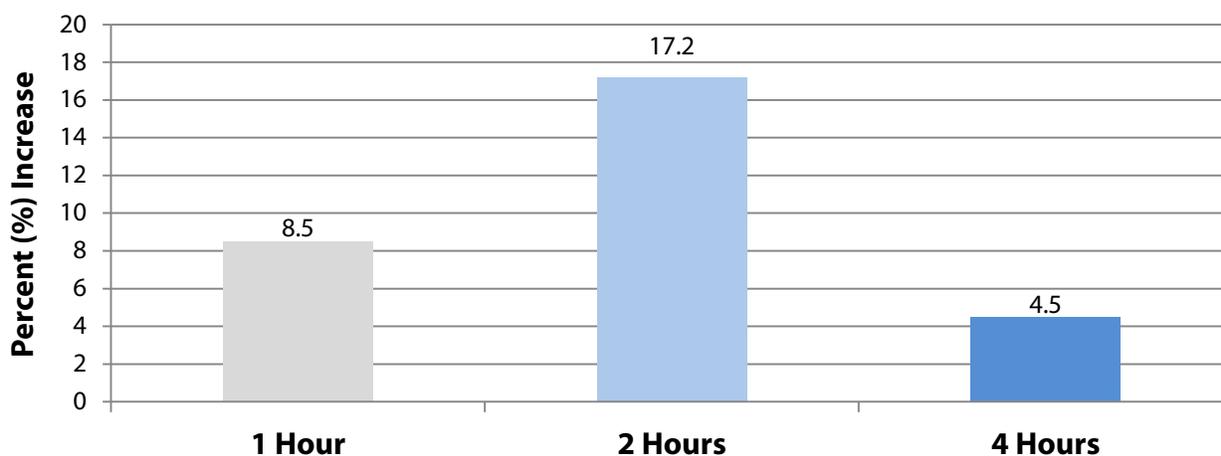


Figure 3. Average measurement of durability for instant lifting properties achieved using **AC Party Face Pom**

The many advantages of **AC Party Face Pom** reside in the science. Two demonstrated methods show how using **AC Party Face Pom** can immediately lift the skin and reduce the appearance of wrinkles for an instantly healthier, younger looking complexion. Damaged skin deserves a chance to look radiant and smooth without a fuss. We've pioneered the perfect combination of nutritious hydration with instant lifting effects to allow consumers to put their best party face forward, not just today but *every day!*

### Benefits of **AC Party Face Pom**

- Superfruit
- Immediate tightening
- Wrinkle reduction
- Skin Revitalizer

#### References:

- 1) Kulkarni AP, *et al.* (2007) "In vitro studies on the binding, antioxidant, and cytotoxic actions of punicalagin" in Review Article "Journal of Agricultural and Food Chemistry". Feb 21;55(4):1491-500. <Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/17243704>>. Retrieved on 1/10/11.
- 2) Perron NR, *et al.* (2008) "Predicting how polyphenol antioxidants prevent DNA damage by binding to iron" in Review Article "Inorganic Chemistry" Jul 21;47(14):6153-61. <Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/18553907>>. Retrieved on 1/13/11.

