





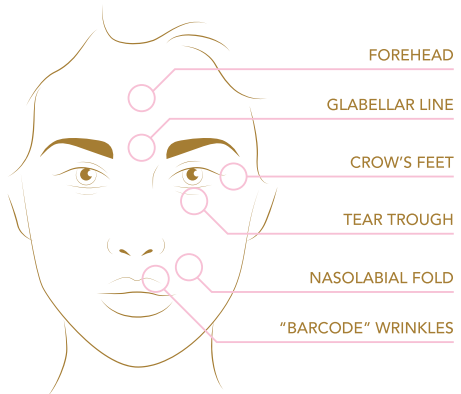
# INSTANT WRINKLE ERASER

## IMMEDIATE EFFECT ON EXPRESSION LINES

Mimic or dynamic wrinkles occur in the face as a result of our facial expressions, i.e. active muscle movements, such as laughing or the concentrated contraction of the eyebrows or the raising of the forehead.

As a result, facial wrinkles remain visible even in moments when we are not performing any muscle movement.

Typical facial wrinkles are therefore laugh lines, crow's feet on the eyes, frown lines in the forehead area or the glabella lines between the eyebrows. The formation of facial wrinkles does not only have to do with our muscle movements, it is also favored by age-related changes in the skin. For example, elastic skin fibers recede, the subcutaneous fatty tissue decreases and moisture penetration and retention are significantly reduced by the aging process.



# INSTANT WRINKLE ERASER

## ACTIVE INGREDIENTS

The Instant Wrinkle Eraser can be used on all unwanted expression lines. It is based on a combination of highly effective plant ingredients and the peptide Argireline. The clinically proven effectiveness attests to both an immediate effect and a long-term improvement in the appearance of wrinkles.

Four active ingredient complexes are used for this purpose:

### COLLAGEN SYNTHESIS WITH EXTRACTS OF CHICORY ROOT

*(Aqua, Cichorium Intybus (Chicory) Root Oligosaccharides, Glycerin, Gluconolactone, Caesalpinia Spinosa Gum, Sodium Benzoate, Calcium Gluconate)*

Immediate lifting for the skin with an immediate and medium-term anti-aging effect. Smooths the skin, reduces wrinkles and lines, ensures a fresher appearance. The immediate and medium-term effect results from the integration of the chicory root oligosaccharides in a three-dimensional matrix. The extract is released sequentially after application to the skin. The active ingredient is supposed to increase the collagen synthesis, whereby the skin becomes plumper in the medium term. Signs of fatigue should be visibly reduced and facial features should be improved. In addition, the complex enables the make-up to be applied more gently and with a longer bearing capacity.<sup>1</sup>

### PROTECTION WITH EXTRACTS OF TARA FRUIT & RED ALGAE

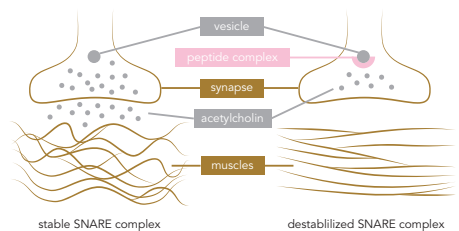
*(Caesalpinia Spinosa Fruit Extract, Kappaphycus Alvarezii Extract, Aqua)*

This pervasive network of natural biopolymers forms a resistant, flexible and non-occlusive film on the skin that mimics skin properties and functions. As a natural barrier, it protects against harmful exogenous agents such as particles, allergens and irritants and also has an immediate smoothing and anti-wrinkle effect.

### IMMEDIATE EFFECT WITH ARGIRELINE

*(Aqua, Caprylyl Glycol, Acetyl Hexapeptide-8)*

Muscles contract as soon as vesicles in the synapses release the neurotransmitter acetylcholine. The Argireline peptide complex in the Instant Wrinkle Eraser product imitates the N-terminal end of the SNAP-25 and is a component of the SNARE complex without destroying it. The SNARE complex becomes unstable and the release of acetylcholine is inhibited. The result: a contraction of the muscles is greatly reduced, the formation of wrinkles is reduced.



## CELL RENEWAL & FIRMING THROUGH FERMENTED ACTIVE INGREDIENTS

*(Glycerin, Bacillus Ferment, Aqua)*

This complex of active ingredients gives the skin a boost of energy. It is supposed to strengthen the cellular energy of the skin, support the skin cohesion and enable an immediate lifting of sunken structures.

Fermentative ingredients in cosmetic preparations are particularly suitable for people with dry skin because they are optimal moisturizer due to the acids it contains. Valuable amino acids (for example glycine) firm and

revitalize the skin at the first signs of aging. Glycine is able, among other things, to stimulate the natural cell renewal of the skin and to promote collagen production. At the same time, glycine is an extremely valuable antioxidant that protects the skin from harmful UV rays and reduces dangerous free radicals.<sup>2</sup>



## APPLICATION

Before use, clean the face thoroughly with **oil-free** products, if necessary, allow **oil-free** care to take effect.

For additional hydration, apply the Instant Hydration Serum thinly and let it absorb. Then make-up can be applied as usual.

Simply apply the serum to the desired area in a thin layer **like a highlighter** and avoid facial expressions for 3-5 minutes.



# ABOUT ARGIRELINE™

Various studies have shown that Argireline has a significant anti-wrinkle effect<sup>3</sup> and can also improve the histological structure of skin tissue and rejuvenate aging skin.<sup>4</sup>

Argireline is a synthetic peptide which is modeled on the N-terminal end of the protein SNAP-25. It can both reduce the depth of existing facial wrinkles, but has also been shown to be effective against the development of new wrinkles.

Muscles contract when the vesicle releases the neurotransmitter acetylcholine into the motor neuron. The peptide complex mimics the N-terminal end of the SNAP-25 protein and competes with the natural protein for a position in the SNARE complex. If the SNARE complex becomes slightly destabilized, the vesicle cannot release the neurotransmitter. As a consequence, the muscle contraction is weakened and the muscle remains relaxed, which in turn prevents the formation of lines and wrinkles.

The analysis of the mechanism of action showed that Argireline, at the same dose as botulinum toxin A, suppressed the neurotransmitter release significantly, but, as expected, with significantly less effectiveness than the neurotoxin.

The neurotransmitter release was inhibited by the action of the Hexapeptide with the formation and / or stability of the protein complex, which is necessary for CA (2+) dependent exocytosis, namely vesicle formati-

on (known as SNARE complex), is detected. In particular, the peptide has shown neither oral in vivo toxicity nor initial irritation at high doses.

In summary, these findings show that Argireline is a non-toxic anti-wrinkle peptide that emulates the mechanism of action of BoNTs. The hexapeptide therefore represents a biologically safe alternative to BoNTs in cosmetics.<sup>5</sup>

## STUDIES

### THE ANTI-WRINKLE EFFICACY OF ARGIRELINE

AUTHORS: WANG Y1, WANG M, XIAO XS, HUO J, ZHANG WD

#### BACKGROUND

Argireline, a synthetic peptide, which is patterned from the N-terminal end of the protein SNAP-25, can both reduce the degree of existing facial wrinkles and demonstrate effectively against their development. In our past studies, we found out that Argireline had a significant anti-wrinkle effect in Chinese subjects and that it was safe and well tolerated.

#### OBJECTIVE

To observe the effect of Argireline on histological changes in the skin in the aged mice induced by D-galactose.

#### METHODS

Argireline was applied to the aged mice

twice daily for 6 weeks. The histological changes in skin tissue were evaluated using hematoxylin-eosin (HE) and picrosirius-polarization (PSP) stains. The amount of type I and of type III collagen fibers were also semi-quantitatively compared using software Image-ProPlus.

## RESULTS

There was an improvement in the histological structure of skin tissue in the aged mice; the amount of type I collagen fibers increased ( $P < 0.01$ ), while that of type III collagen fibers decreased ( $P < 0.05$ ).

## CONCLUSIONS

This study revealed that Argireline could improve the histological structure of skin tissue and rejuvenate the aging skin.

J Cosmet Laser Ther. 2013 Aug; 15(4):237-41.

DOI: 10.3109/14764172.2013.769273. Epub 2013 Mar 6.

## A SYNTHETIC HEXAPEPTIDE (ARGIRELINE) WITH ANTIWRINKLE ACTIVITY.

AUTHORS: BLANES-MIRA C1, CLEMENTE J, JODAS G, GIL A, FERNÁNDEZ-BALLESTER G, PONSATI B, GUTIERREZ L, PÉREZ-PAYÁ E, FERRER-MONTIEL A.

## ABSTRACT

Botulinum neurotoxins (BoNTs) represent a revolution in cosmetic science because of their remarkable and long-lasting antiwrinkle activity. However, their high neurotoxicity seriously limits their use. Thus, there is a need to design and validate non-toxic molecules that mimic the action of BoNTs. The hexapeptide Ac-EEMQRR-NH(2) (coined Argireline) was identified as a result of a rational

design programme. Noteworthy, skin topography analysis of an oil/water (O/W) emulsion containing 10% of the hexapeptide on healthy women volunteers reduced wrinkle depth up to 30% upon 30 days treatment.

Analysis of the mechanism of action showed that Argireline significantly inhibited neurotransmitter release with a potency similar to that of BoNT A, although as expected, it displayed much lower efficacy than the neurotoxin. Inhibition of neurotransmitter release was due to the interference of the hexapeptide with the formation and/or stability of the protein complex that is required to drive Ca(2+)-dependent exocytosis, namely the vesicular fusion (known as SNARE) complex. Notably, this peptide did not exhibit in vivo oral toxicity nor primary irritation at high doses.

Taken together, these findings demonstrate that Argireline is a non-toxic, antiwrinkle peptide that emulates the action of currently used BoNTs. Therefore, this hexapeptide represents a biosafe alternative to BoNTs in cosmetics.

Int J Cosmet Sci. 2002 Oct;24(5):303-10

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