

TO LENGTHEN EYELASHES

Imagine a mascara that increases natural length of your eyelashes

LAKESIS

LENGTHENING MASTIC GUM OIL



Extracted from a precious and ancestral resinous sap



LAKESIS is an oil obtained by supercritical CO₂ extraction from crystal drops collected on *Pistacia lentiscus*, a tree which is native to the Island of Chios (Greece).

The resinous sap produced by this tree forms drops as it falls to the ground. Once solidified, these drops take on a crystalline shape and are known as "crystal tears".



Eyelashes biology

Eyelashes are human hairs on the upper and lower eyelids. Each eyelid has layers of eyelashes within a row, we can have three to five layers of eyelashes in the eyelid, which protect and frame the eyes.

Eyelashes have the similar anatomy of the human body hair. They are anchored to the eyelid by a root and possess small muscles located in the eyelids which blink and close the eyes before an external threat.



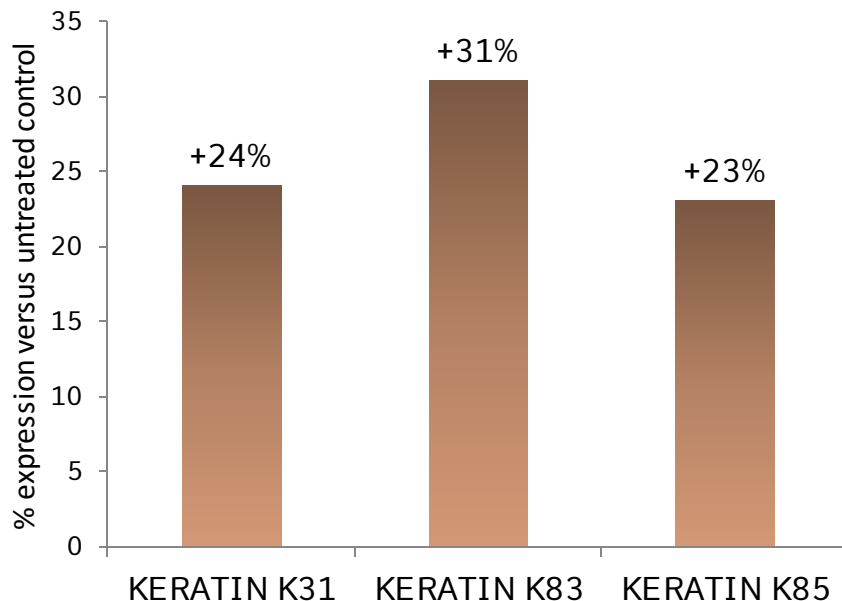
IN-VITRO TEST: effect of LAKESIS on keratin synthesis

There are 2 different kinds of keratins in our tissues: soft and hard keratins. Hard keratins have very little flexibility owing to the presence of many disulfide crosslinks. This keratin type is mainly found in nail, hair cortex and hair cuticle.



PROTOCOL IN VITRO

Topical application of 0.2% LAKESIS on reconstituted human skin with human fibroblasts and human keratinocytes. Analysis of gene expression.



K31, K83 and K85 are expressed within the cuticle and the cortex of the hair.

EFFECT OF LAKESIS ON HARD KERATINS

- +24% Keratin K31
- +31% Keratin K83
- +23% Keratin K85

IN-VITRO TEST: effect of LAKESIS on keratin-associated proteins

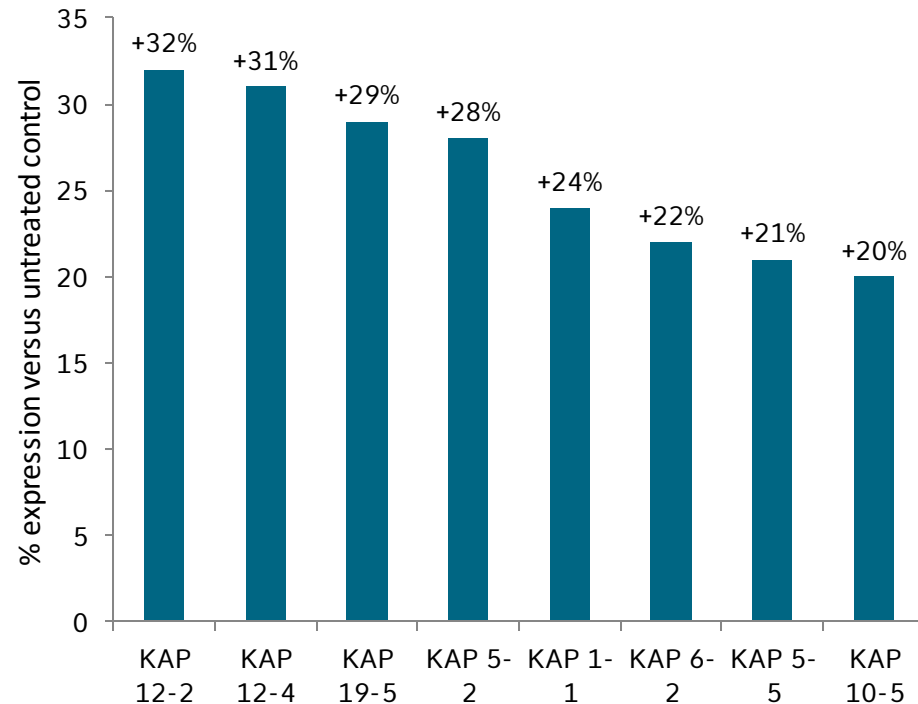
Hair keratin-associated proteins (KAP) are a major component of the hair fiber, and play crucial roles in forming a strong hair shaft. KAP are rich in SH residues that allow them to cross link with the cysteins residues of keratins. They are essential for the formation of rigid and resistant hair (Yutaka Shimomura *and al.*, 2005).

PROTOCOL IN VITRO

Topical application of 0.2% LAKESIS on reconstituted human skin with human fibroblasts and human keratinocytes. Analysis of gene expression.

EFFECT OF LAKESIS ON KERATIN ASSOCIATED PROTEINS

8 KAPS overexpressed
Up to +32%

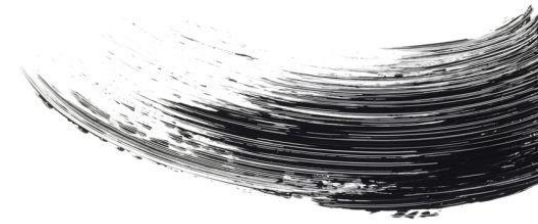


IN-VIVO TEST:

effect of LAKESIS on eyelashes length

PROTOCOL:

- Mascaras formulated with 0.25% LAKESIS
- The mascara was applied to the upper lashes, from the base of the eyelashes to the tips, with a minimum of 20 passages on each eye, for 28 days
- 10 volunteers
- Eyelashes length was measured directly on the subjects with a digital camera



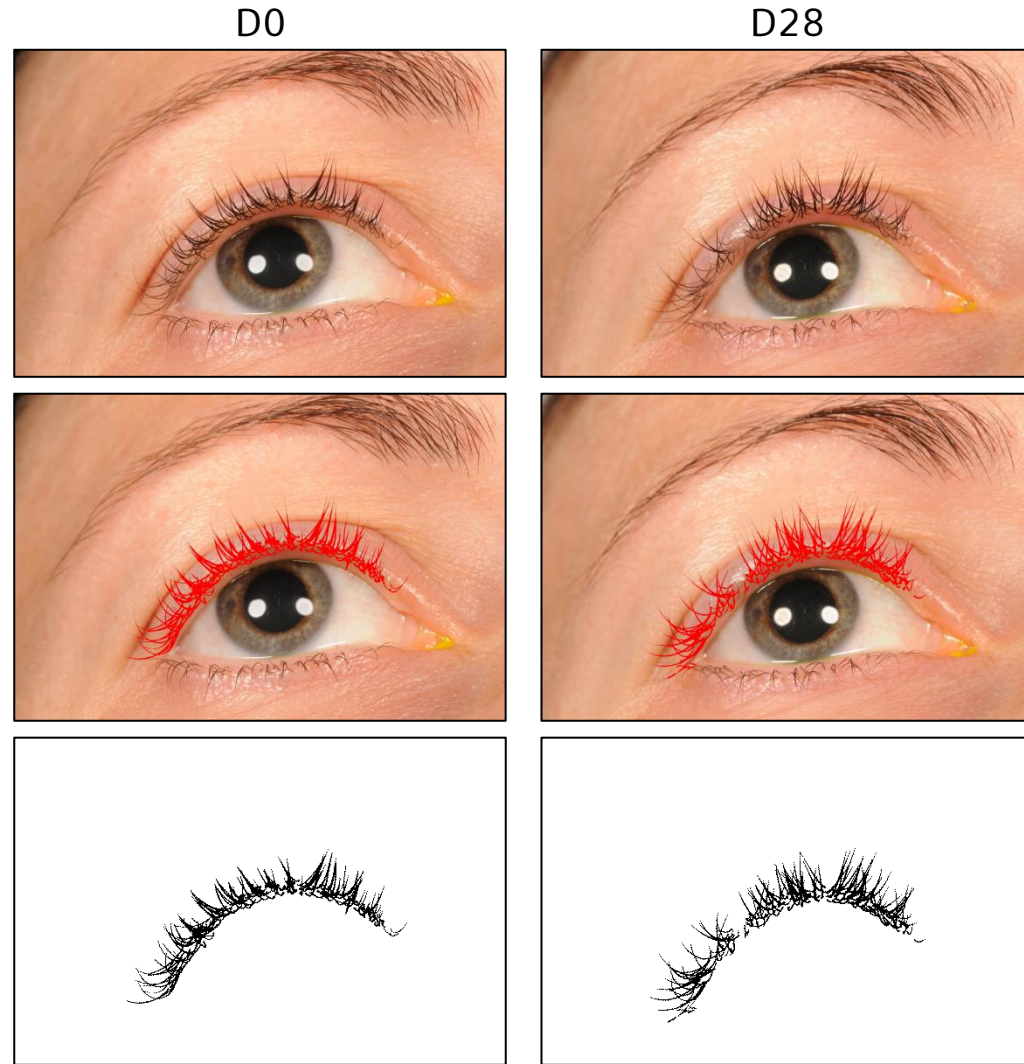
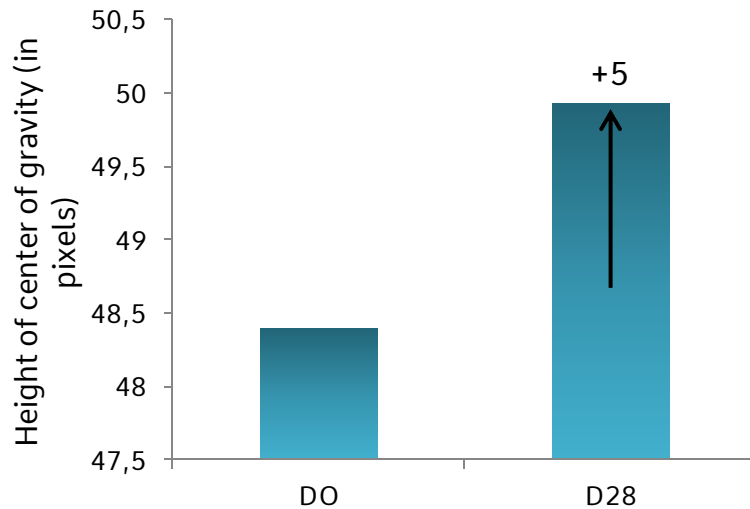
FORMULA
Isoparaffin C10-11
Disteardimonium Hectorite
Polyglyceryl-4 Stearate
Cetyl PEG/PPG-10/1 Dimethicone
Hexyl Laurate
Propylene Carbonate
Iron Oxide (CI 77499)
Ferric Ammonium Ferrocyanide (CI 77510)
Phenoxyethanol
Caprylyl Glycol
Chlorphenesin
Sorbitan Sesquiolate
Acrylates copolymers
Water
Panthenol
Silica
Dimethicone
Caprylic/Capric Triglycerides
Sucrose Acetate Isobutyrate
LAKESIS (CAPRYLIC/CAPRIC TRIGLYCERIDE, PISTACIA LENTISCUS (MASTIC) GUM



IN-VIVO TEST: effect of LAKESIS on eyelashes length

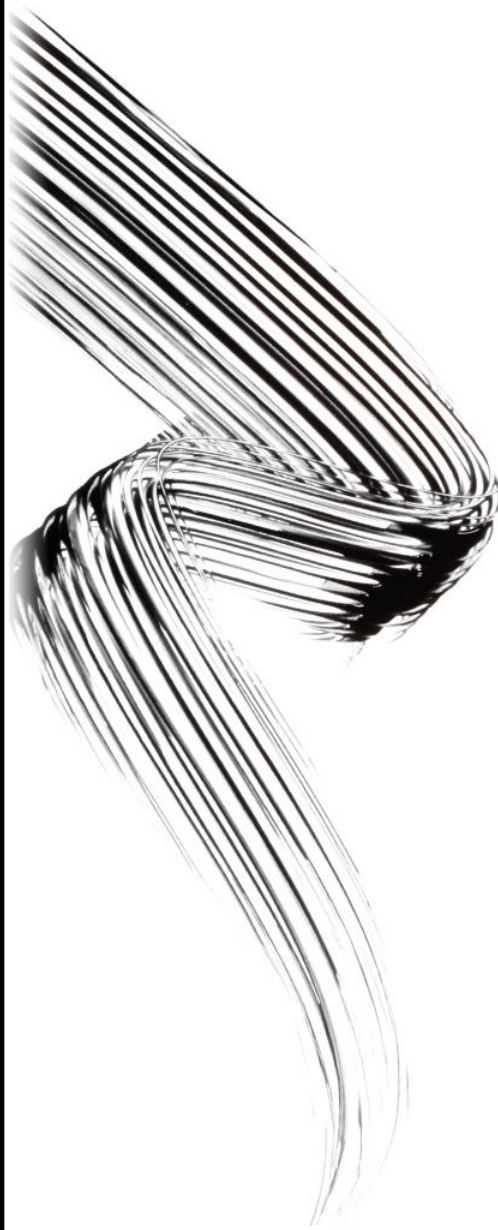
LAKESIS induces an increase of eyelashes length:
+5% on average
And up to 44%

Evaluation of the lengthening effect



EYELASHES ARE LENGTHENED

CONCLUSION



MAKEUP Efficacy

- Stimulates the synthesis of hard keratins K31, K83 and K85
- Stimulates the synthesis of 8 Keratin-Associated-Proteins
- Increases length to reveal eyelashes

INCI Name

Caprylic/capric triglyceride (and) *Pistacia Lentiscus (Mastic) Gum*

% of use recommended:
0.25%

LAKESIS

MASTIC GUM OIL

