

## *Pronalen Firming*

Natural active that provides  
firmness to the skin



*Firming*

Pronalen Firming

Plant-extract complex from alchemilla, lady's thistle, horsetail, germinated soy, wheat, alfalfa and radish seeds. This product is water soluble and standardized for an efficient treatment of the factors influencing loss of skin elasticity.

Features and benefits

Restores skin elasticity.

PLANT	ACTIVES
Lady's thistle	Silymarin
Alchemilla	Tannins
Equisetum	Silicon
Germinated seeds	Protein

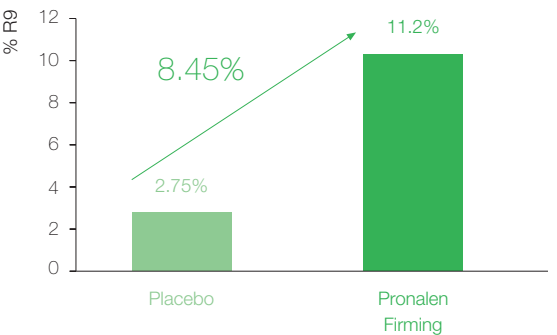
In Vivo

Restoring skin elasticity

Skin elasticity was evaluated by measuring the degree of skin recovery after suction with a Cutometer (SEM 474 Courage & Khazaka).

This test was carried out with a group of women aged 45-55, for a 30 days period, applying a gel containing 5% Pronalen Firming HSC. The treated area was the eye-contour. A significant 8.5% improvement of skin elasticity was observed.

• Elasticity improvement



Reduction of skin wrinkles

Image replicates of the skin surface made at the beginning and at the end of treatment were analyzed; results showed 36.7% reduction of wrinkles.



T0



T45



*Lady's thistle*



*Glycine soja*



*Alchemilla vulgaris*



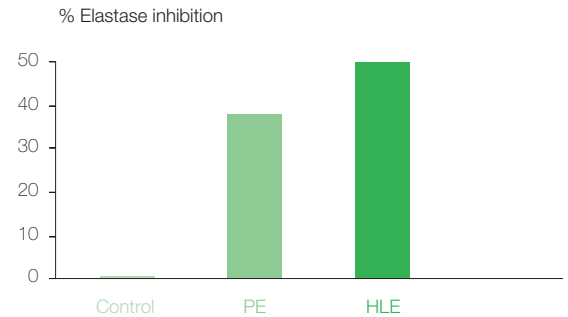
*Equisetum arvense*

## *In Vitro*

### Enzymatic tests

Elastase may impair the elasticity of skin connective tissue. These enzymes cleave elastin, thus producing loss of tissue elasticity. The efficacy of this product was evaluated by enzymatic tests using:

1. **Pancreatic Elastase (PE)**
2. **Human Leukocyte Elastase (HLE)**



Result:

**41%** PE inhibition

**50%** HLE inhibition

### *Cosmetic applications*

Products to treat facial signs of aging. Products for localized and total-body firming treatments. Cosmetics for the prevention of atrophic stretch marks.

### *Toxicological information*

This product has been evaluated according to the available toxicological information, based on safety assays and bibliographical data. These data allow the conclusion that using this ingredient, under the normal conditions for the use of cosmetics and at the recommended concentrations, is free of risks.

## Technical specifications

### • *Pronalen Firming 75000*

PROPERTIES	Firming. Free radical scavenger. Anti-elastase activity. Promotes protein synthesis. Glycosaminoglycan stabilization
ACTIVE MOLECULES	Silymarin Tannins Silicon Peptides
APPEARANCE	Liquid Very dark brown
SOLUBILITY	Partly soluble in aqueous solutions
RECOMMENDED DOSE	Firming treatments 2-5% Prevention treatments 1-3%

## Formulation

### • *Firming body gel*

	INCI / PCPC	% (w/w)
A	Acrylates/C10-30 Alkyl Acrylate Crosspolymer	0.20
	Hydroxypropyl Methylcellulose	0.10
	Aqua (Water)	87.00
	Carbomer	0.16
	Preservative	0.80
B	Sodium Hydroxide	q.s. to pH: 4.5
	Aqua (Water)	1.00
C	Irish Mosh extract	0.50
	Propylene Glycol	3.00
	Glycerin	2.00
	<b>PRONALEN FIRMING</b>	<b>3.00</b>
D	Sodium Hydroxide	q.s. to pH: 6.0-6.5
	Aqua (Water)	1.00