

ACTIVE  
INGREDIENTS

## SWT-7™

### SELF-REGENERATIVE STEM CELL TECHNOLOGY

Stimulates stem cells and growth  
factor production

-

Stimulates epidermis regeneration  
and thickness

-

Blurs the appearance of vertical  
wrinkles after only 7 days!



SWT-7™ STIMULATES ADIPOSE-DERIVED STEM CELLS TO PROMOTE THE PRODUCTION OF KERATINOCYTE GROWTH FACTORS. IT BLURS THE APPEARANCE OF VERTICAL WRINKLES FOR A PEACEFUL FACIAL EXPRESSION IN ONLY 7 DAYS.

Indian gentian (*Swertia Chirata*)



Native to temperate Himalayas and found on high altitude hills (1200 to 3000 m), Indian gentian (*Swertia Chirata* from the *Gentianaceae* family) is a traditional Ayurvedic herb with many therapeutic properties, including wound healing.

The regenerative action of SWT-7™ is due to its content in pure swertiamarin extracted from Indian gentian leaves. Swertiamarin chemically belongs to the iridoid family, a class of bioactive molecules typically found in medicinal plants.

In order to widen its applications, Lucas Meyer Cosmetics has developed 2 versions:

- **SWT-7™ H:** Hydrosoluble version.
- **SWT-7™ L:** Liposoluble version. This innovative form is a microdispersion of small droplets of swertiamarin solution into an oil phase.

## ACTIVATION OF ADIPOSE-DERIVED STEM CELLS: ANTI-AGING BREAKTHROUGH

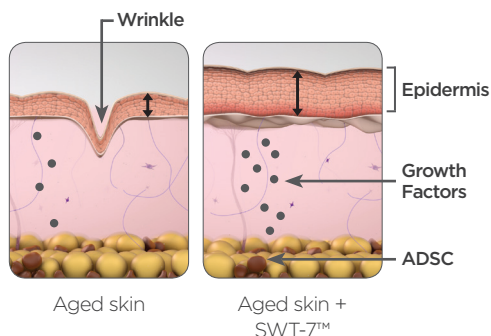
Chronologically, aged skin is characterized by a diminution of keratinocyte growth factor expression which conduct to a decrease in the proliferation capacity of basal keratinocytes and a loss of 10% keratinocytes per decade. Overall, it increases skin fragility and highly accelerates wrinkle formation.

Inspired by a new promising technology used in skin tissue engineering for the treatment of burn injuries, SWT-7™ is capable of stimulating keratinocyte proliferation to self-regenerate thin epidermis and to improve the look of wrinkled skin. This never-seen-before biomimetic mechanism of action is based on a cell-to-cell communication between adipose-derived stem cells (ADSC) and keratinocytes through keratinocyte growth factors action.

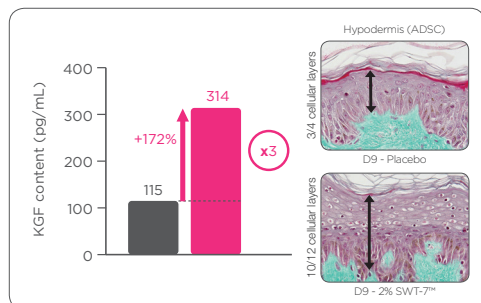
## EPIDERMIS REGENERATION

The increase in keratinocyte growth factors production by adipose-derived stem cells (ADSC) results in thicker epidermis with a higher number of cell layers. The epidermis thickness improvement fills in wrinkles for a resurfacing effect.

**SWT-7™ accelerates keratinocyte proliferation for a strong regenerative effect!**

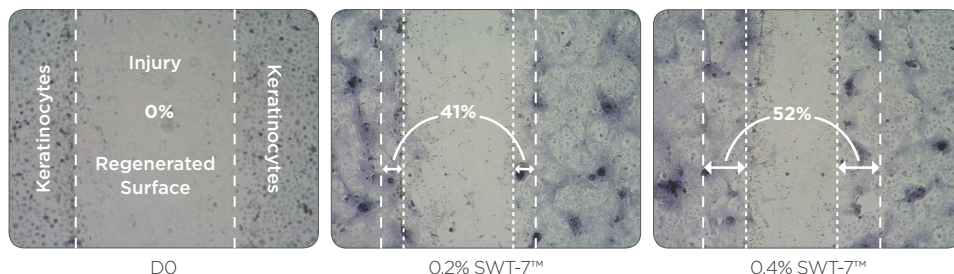


KERATINOCYTE GROWTH FACTOR (KGF) PRODUCTION



● Placebo ● 2% SWT-7™

Regeneration of injured keratinocyte culture



# VERTICAL WRINKLES AND SKIN TEXTURE IMPROVEMENT

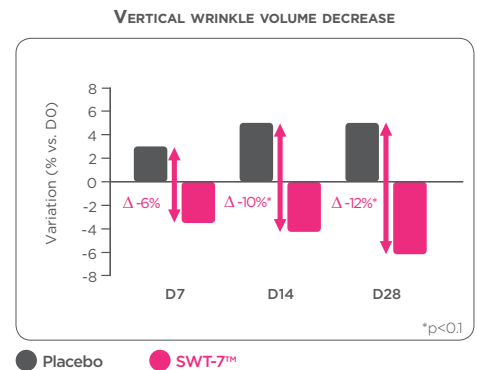
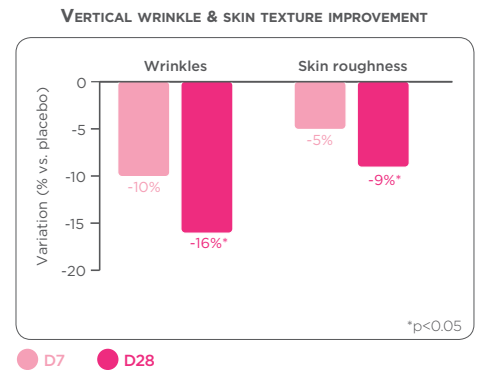
Mainly located in the lower part of the face, vertical wrinkles (nasogenian fold, corner of the mouth, lip contour wrinkles) are known to make a severe and sad facial expression.

Test protocol

- 17 women (age: between 45 to 60 years);
- 2X/D application on split face of a cream with 2% SWT-7™ vs. a placebo during 28 days;
- Analysis of vertical wrinkles and skin texture with numerical picture Visia CR;
- Wrinkle volume analysis by profilometry on skin prints.



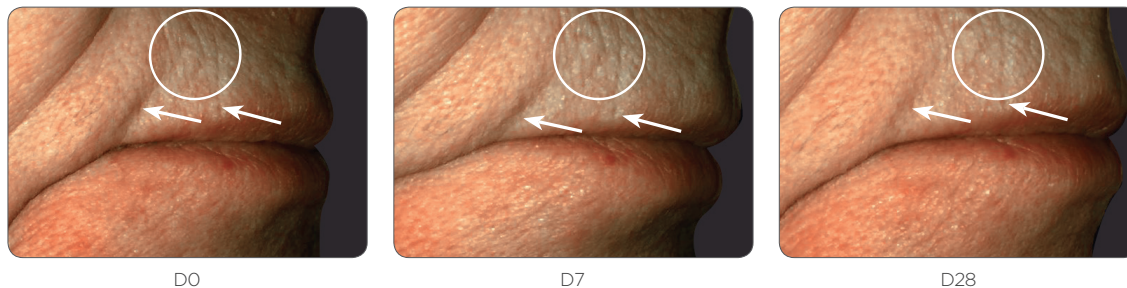
The improvement of the appearance of vertical wrinkles provides a more youthful and peaceful facial expression.



# REDUCTION IN THE APPEARANCE OF LIP CONTOUR WRINKLES

Test protocol

- 10 women, regular smokers (age: between 45 to 65 years);
- 2X/D application on split face of a cream with 2% SWT-7™ vs. a placebo during 28 days;
- Analysis of skin texture and wrinkles of lip contour with fringe projection (Primos 3D Pico).



**Anti-wrinkle effect on lip contour!**

D7: Texture	-11%
Wrinkles	-19%*
D28: Texture	-14%**
Wrinkles	-15%**

\*p<0.05 \*\*p<0.1

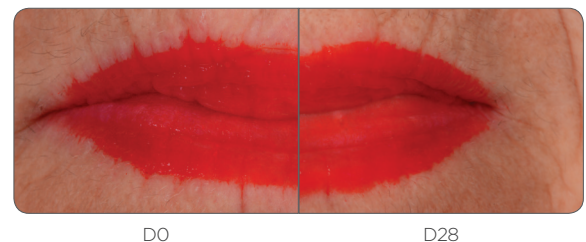
# REDUCTION OF LIPSTICK MIGRATION

Test protocol

- 10 women (age: between 46 to 63 years);
- 2X/D application of a cream with 2% SWT-7™ during 28 days;
- Scoring of lipstick migration 2 hours after the application of lipstick.

Lipstick bleeds downgrade a woman's look, but SWT-7™ reduces lipstick migration giving women a more confident look!

**2 times less lipstick migration!**



**SWT-7™ RAPIDLY SMOOTHS AND BLURS THE APPEARANCE OF VERTICAL WRINKLES AFTER ONLY 7 DAYS!**



## PRODUCT DESCRIPTION

### INCI NAME SWT-7™ H

Maltodextrin (1) (and) Swertia Chirata Extract (2)

### CAS SWT-7™ H

9050-36-6 (1) 97766-44-4 (2)

### EINECS SWT-7™ H

232-940-4 (1) 307-906-8 (2)

### APPEARANCE SWT-7™ H

White powder

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### INCI NAME SWT-7™ L

Isopropyl Palmitate (1) (and) Lecithin (2) (and) Water (3) (and) Swertia Chirata Extract (4)

### CAS SWT-7™ L

142-91-6 (1), 8002-43-5 (2), 7732-18-5 (3), 97766-44-4 (4)

### EINECS SWT-7™ L

205-571-1 (1), 232-307-2 (2), 231-791-2 (3), 307-906-8 (4)

### APPEARANCE SWT-7™ L

Amber transparent liquid

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### FORMULATION

**For emulsion:** to be added in the appropriate phase before emulsification step

**For water free product/oil free**

**product:** to be added to other ingredients (hot or cold process)

**For lipstick (SWT-7™ L):** to be added before pouring

### DOSAGE

0.5-2%

### OPTIMUM pH

5-8

### APPLICATIONS

- Anti-aging care
- Anti-wrinkle care
- Lip care
- Eye contour care
- Regenerating care
- Wound healing care
- Anti-stretch marks care
- Cosmeceuticals
- Men's care

### CHINA-COMPLIANT

## FEATURES AND BENEFITS

FEATURES	BENEFITS
Ultra high tech patented ingredient inspired from advanced regenerative science	Stimulates keratinocyte growth factor production by adipose-derived stem cells
Cell to cell communication: hypodermis to epidermis	New strategy for skin anti-aging
Stimulates epidermis self-regeneration	Reduces skin fragility and prevents the appearance of vertical wrinkles and lipstick migration
Fast and outstanding results after only 7 days on vertical wrinkles	Rapidly provides a more peaceful facial expression and more confident look

## MY GORGEOUS LIP LACQUER 14.337.02 C163

INGREDIENTS	INCI NAMES	%
<b>A</b> Cerozo E626	Ozokerite	2.00
Cerabeil Blanche Sélection	Beeswax	5.00
Koboguard® HRPC	Hydrogenated Polycyclopentadiene (and) Polyethylene (and) Copernicia Cerifera (Carnauba) Wax (and) Tocopherol	2.00
Lipex® 102	Butyrospermum Parkii (Shea) Butter	20.00
SCB Macadamia Oil	Macadamia Ternifolia Seed Oil	54.80
Vitapherole® E-1000	Tocopherol (and) Helianthus Annuus (Sunflower) Seed Oil	0.20
SWT-7™ L	Isopropyl Palmitate (and) Lecithin (and) Water (and) Swertia Chirata Extract	2.00
Amisol Trio™	Phospholipids (and) Glycine Soja (Soybean) Oil (and) Glycolipids (and) Glycine Soja (Soybean) Sterols	4.00
<b>B</b> Covapate Unired LC3779	Ricinus Communis (Castor) Seed Oil (and) CI 15850	10.00

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