IFF | LUCASMEYER COSMETICS



ACTIVE INGREDIENTS

β-WHITE™

WHITENING PEPTIDE

TGF-β biomimetic encapsulated peptide

-

Inhibitory action on MITF to decrease skin pigmentation

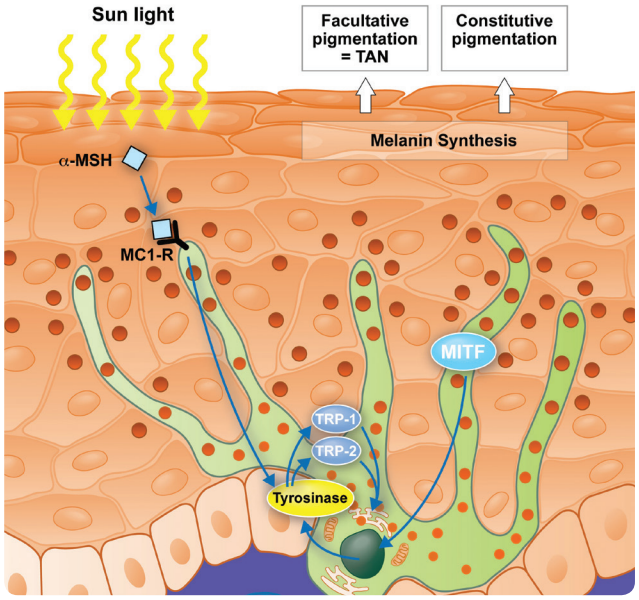
PRESERVATIVE FREE

ECO FRIENDLY

β-WHITE™ AN TGF-β BIOMIMETIC PEPTIDE ACTING ON MITF TO DECREASE PIGMENTATION ALLOWING MAXIMAL WHITENING AND LIGHTENING EFFECT.

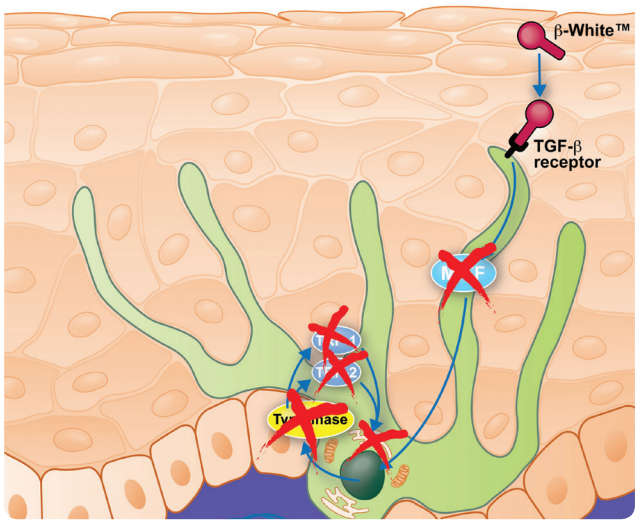
PIGMENTATION REGULATION

Skin color is an important attribute of beauty and is also of endless concern. Asian cultures associate lighter and even complexion with higher social status compared to Western cultures for whom a tanned complexion is associated with a healthy glow. Today's demand for skin lightening products are on the rise to achieve fairer and lighter complexion, but they are also an excellent tool to fight age-related hypergimentation (age spot).



Pigmentation process

NEW MECHANISM OF ACTION!

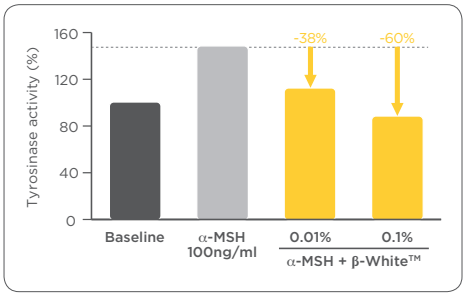


β-White™ whitening effect

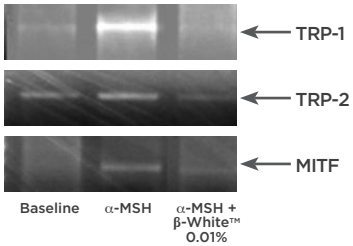
Inspired by TGF-β and MITF role in skin pigmentation, Lucas Meyer Cosmetics presents its innovative new whitening active called βeta-White™. β-White™ is a TGF-β biomimetic peptide encapsulated in a liposome vehicle. It differentiates itself from other traditional whitening agents with its unique inhibitory action on the MITF cellular pathway to decrease constitutive and facultative pigmentation allowing optimal whitening and lightening effect with an excellent safety profile.

Inhibiting proteins involved in the pigmentation process

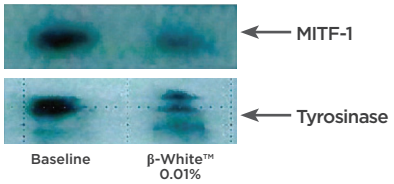
TYROSINASE ACTIVITY IN MELANOCYTES



RT PCR ANALYSIS ON MELANOCYTES



WESTERN BLOT ANALYSIS ON MELANOCYTES



β-White™ decreases key enzymes involved in pigmentation for optimal whitening efficacy.

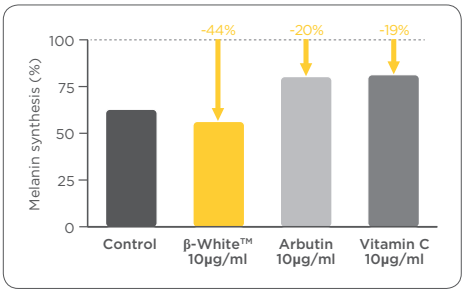
Inhibiting melanin production

Skin pigmentation is the result of melanin synthesis by melanocytes through a process called melanogenesis. The synthesis of melanin in melanocyte is the last step before melanin pigments are transferred trough keratinocytes into vesicle called melanosomes. Once the melanin is transferred to keratinocytes, the natural epidermal turnover brings the melanin pigment up to the cell surface and the skin pigmentation appears.

Increased production and accumulation of melanin characterize hyperpigmentation, age-spot, pregnancy mask, etc. Inhibition of melanin synthesis will lead to a skin whitening effect, with improvement of photoaging marks and control of hyperpigmentation. β-White™ was evaluated for it capacity to reduce melanin production.

β-White™ decreases melanin synthesis with higher activity than Arbutin and Vitamin C, two well-known skin whitening agents.

MELANIN SYNTHESIS COMPARATIVE STUDY IN MELANOCYTES



INCREASING SKIN LIGHTNESS

Test protocol

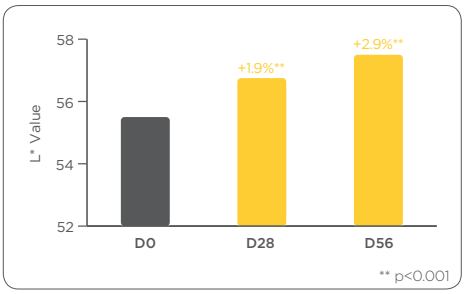
- 23 Asian volunteers presenting at least one hyper-pigmented spot (33 to 55 years old).
- Application of a cream with 5% β-White™, 2x/day, for 56 days.
- Colorimetric measurements: analysis of the colorimetric parameter (L*) on the face.
- Clinical evaluation by dermatologists with a skin color scale at D0, D28 and D56.



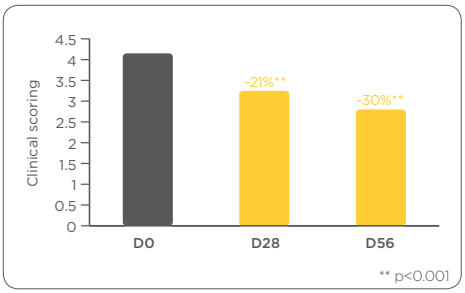
D0 D28

β-White™ reduces the appearance of pigmented spots. 100% of the subjects demonstrated a significant increase in skin lightness!

SKIN LIGHTNESS (L*) EVALUATION



CLINICAL EVALUATION OF SKIN COLOR



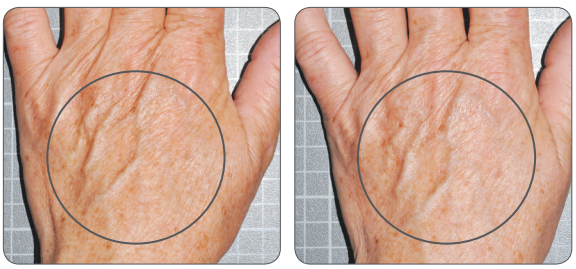
CONSUMER EVALUATION AT D56



REDUCTION OF COLOR INTENSITY

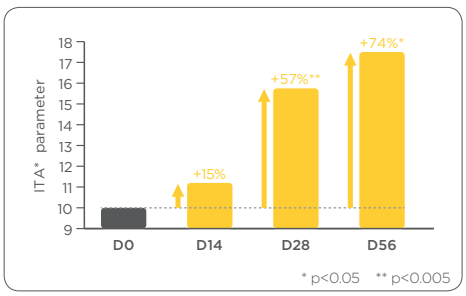
Test protocol

19 women (51 to 69 years old) volunteers applied a product containing 2% β-White™ and 1% Exo-T™ 2x/day on hands and décolleté.



D0 D28

IMPROVEMENT OF THE HAND SPOTS PIGMENTATION DEGREE



β-WHITE™ INDUCES SKIN LIGHTENING EFFECT AFTER ONLY 2 WEEKS.

Product description

INCI NAME
Water (1) (and) Butylene Glycol (2) (and) Hydrogenated Lecithin (3) (and) Sodium Oleate (4) (and) Oligopeptide-68 (5) (and) Disodium EDTA (6)

CAS
7732-18-5 (1), 107-88-0 (2), 92128-87-5 (3), 143-19-1 (4), 1206525-47-4 (5), 139-33-3 (6)

EINECS
231-791-2 (1), 203-529-7 (2), 295-786-7 (3), 205-591-0 (4), - (5), 205-358-3 (6)

APPEARANCE
Slightly opalescent solution

FORMULATION
β-White™ should be incorporated at the end of the formulation at a temperature of 35/40°C.

DOSAGE
- Intensive whitening: 2.5 - 5%
- Lightening care and skin illuminator: 0.5 - 1%
- Corrective care and age-spot: 1 - 2.5%
- If combined with an exfoliant: 1%

OPTIMUM pH
6-8

APPLICATIONS
- Whitening care
- Age-spot treatment
- Skin tone evenness
- Photo-aging
- Brightening care
- Anti-aging
- Lightening foundation
- Ethnic skin care
- Specific care: hands, armpits, décolleté

Features and benefits

FEATURES	BENEFITS
Peptide	Stable, easy to work with
Encapsulated peptide	Enables efficient delivery and enchances skin penetration and continuous release
Unique mechanism of action	Optimum and synergistic whitening activity
High efficacy	Low dosage (starting at 0.5%)
Clinical efficacy on Asian skin	Significant lightening effect after only 28 days
Positive consumer perception	Provides a brightening effect for a more uniform complexion

Whitening cream

INGREDIENTS	INCI NAME	%
A Water	Water	qsp
Rhodicare T	Xanthan Gum	0.30
Glucam E-20	Methyl Gluceth-20	1.00
Eastman AQ 38S	Polyester-5	1.00
B Akoline GC	Glyceryl Stearate Citrate	3.00
Akoline SL	Sodium Stearoyl Lactylate	0.30
Akoline MG-P	Glyceryl Stearate	1.00
Lipex 109	Cotton Seed Oil	2.00
MSS-500/N	Silica	0.15
Schercemol DIS	Diisostearyl Dimer Dilinoleate	10.00
d-Delta-Rich Tocopherols Concentrate	Tocopherol	0.05
INP60T7	Titanium Dioxide (and) Isononyl Isononanoate (and) Alumina (and) Methicone (and) Polyhydroxystearic Acid	8.50
C Neomekkins-M16	Phenoxyethanol (and) Methylparaben (and) Ethylparaben (and) Butylparaben (and) Propylparaben (and) Isobutylparaben	0.50
β-White™	Water (and) Butylene Glycol (and) Hydrogenated Lecithin (and) Sodium Oleate (and) Oligopeptide-68 (and) Disodium EDTA	5.00
Tinovis ADE	Sodium Acrylates Copolymer (and) Hydrogenated Polydecene (and) PPG-1 Trideceth-6	1.30
Parfum Fuegito	Fragrance	0.50
Sodium Hydroxide (10% solution)	Sodium Hydroxide	q.s.

This brochure is not intended for consumers and neither this brochure nor any extract thereof shall be used in order to commercialize products to consumers. No drawing, photograph or other extract derived from this brochure shall be used by any person without our prior written approval. As well, no claim with respect to the ingredient referred to in this brochure shall be made by any person without our prior written approval, even though the claim is set forth in this brochure. The person using the ingredient referred to in this brochure in the formulation of finished products is solely responsible for ensuring that the use made of the ingredient, the finished products marketed to consumers, their packaging, labeling and advertising materials and the claims made with respect to the finished products and the ingredient comply with all applicable laws and regulations. We hereby disclaim any warranty of suitability of the ingredient referred to in this brochure for any purpose. Any prospective user of the ingredient shall himself determine the suitability of the ingredient for his intended use and, as the case may be, obtain the required regulatory approvals for the commercialization of his finished products.

Litho Canada | 2017-10

IFF | LUCASMEYER COSMETICS

www.lucasmeyercosmetics.com
info@lucasmeyercosmetics.com