



**PFI6003CS**  
**09/09/20**

## Works Better Serum! Why? Still No Silicones

### Description:

"Works Better Serum! Why? Still No Silicones" is a skin care product that is designed to be used on the eye contour, to rejuvenate and smooth this area. It is ideal to apply in the morning, underneath make up as it erases fine lines and wrinkles. This soft focus effect is due to Novatext® Soft Focus 10 ISO 16128. Micromatrix® Fractile AN provides freshness upon application, which helps reducing puffiness around the eyes.

### Key ingredients:

- Micromatrix® Fractile AN is based on polysaccharides. It forms a micro thin film, which creates a strong soft focus effect and a sensation of coolness upon application. Thanks to its polymeric matrix structure, Micromatrix® Fractile AN provides a good skin hydration and a long-lasting smooth and powdery after-feel.
- Novatext® Soft Focus 10 ISO 16128 is a texture modifier that gives a soft and silky feel. It also acts as a soft focus agent and has a mattifying effect on the skin. This product actually works better than silicone elastomers.
- Vegeflow® 60 ISO 16128 is a naturally-derived dimethicone substitute that provides softness, emolliency and lubricity to formulations. It forms a non-occlusive film and works as a moisture barrier without blocking the skin.

Ingredient	Phase	INCI Name	Qty%	Function
Biomethics® CPS O/W	A	Solanum Tuberosum (Potato) Starch (and) Squalane (and) Limnanthes Alba (Meadowfoam) Seed Oil (and) Water (and) Hydrogenated Lecithin (and) Xanthan Gum (and) Tocopheryl Acetate (and) Preservative system according to customer's choice	6,00%	Cold process emulsifier
Micromatrix® Fractile AN		Water (and) Hydroxypropyltrimonium Maltodextrin Crosspolymer (and) Preservative system according to customer's choice	70,00%	Refreshing, Soft focus agent
Vegeflow® 60 ISO 16128	B	Hydrogenated Vegetable Oil	8,00%	Silicone substitute, Emollient
Novatext® Soft Focus 10 ISO 16128		Hydrogenated Vegetable Oil (and) Silica (and) Distearidimonium Hectorite (and) Propylene Carbonate	15,00%	Soft focus agent
Creagel® EZ VF 15	C	Sodium Acrylate/Sodium Acryloyldimethyl Taurate Copolymer (and) Hydrogenated Vegetable Oil	1,00%	Co-emulsifier, Viscosity builder

### Procedure

Weigh phase A and put under stirring until homogenization.  
Weigh phase B and put under stirring until homogenization.  
When both phases are homogeneous, pour phase B into A under stirring, and leave under stirring until homogenization.  
Then, add phase C under stirring until homogenization.

### Physicochemical parameters

pH = 5,74

### Efficacy Testing

2 subjects - On the forearm and crow's feet:  
- Microcirculation increase of 20% after 5 minutes of application  
- Wrinkle decrease of 42% in depth (Delta D) after 5 minutes of application  
- Wrinkle decrease of 29% in width (Delta W) after 5 minutes application

### ISO 16128 Indexes

Natural Origin Content: 95,15%  
Natural Content: 71,03%

Organic Origin Content: 0%  
Organic Content: 0%

### Important

Biomethics® CPS O/W should be integrated into the continuous phase and mixed for about 30 minutes before emulsification to avoid granules.