

Chromabright™

Agenda

We are planning to assist to the following events:

2008

- **Cosmetorama - Athens**
24 November

2009

- **In-Cosmetics - Munich**
21 - 23 April
- **Colamiq - Guayaquil**
25 - 28 October

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InsightNEWS

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Lipotec at
IN-COSMETICS ASIA

Nº 2 NOVEMBER 2008

Preventhelia™

*A Pure Concept that Protects
Cells Core from Aging*

Chromabright™

*A Cutting-Edge Molecule
for a Radiant Skin Tone*

Vecorexin® Protective

*An Anti-Aging Complex
for Maintaining Healthy Hair*



We research for you
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Molecular solutions
for cosmetics



Lipotec Group



We research for you

InsightNEWS

"Lipotec flies to Far East"

Lipotec travels to Far East to attend the most important trade fair of this area: In-Cosmetics Asia. A meeting with international prestige that reflects the rising demand of cosmetics in Asia. In fact, Asian people are investing more and more in cosmetics due to the increase of their purchasing power, especially in India and China. Far East consumer is really interested in skin care products, being the biggest category of cosmetics in the region. Thus, the Asian market represents both an opportunity and a challenge for the cosmetic companies.

Preventhelia™ and **Vecorexin® Protective** are the two new active ingredients designed by Lipotec. **Preventhelia™** is an active ingredient that neutralises the harmful effects of free radicals, thus preventing the skin from premature aging. Whereas, **Vecorexin® Protective** is a delivery system containing a selection of actives that shields hair from damage and prevents hair beauty and youthfulness.

Besides, Lipotec also presents in Asia **Chromabright™** and **Vanistryl™**, two of its recent launchings. **Chromabright™** is a cutting-edge molecule for a radiant skin tone, and **Vanistryl™** is a novel complex to get rid of stretch marks once and for all. All these products are the result of the methodical commitment of Lipotec team with market needs.

Finally, there is a new section in this edition: *Lipotec From the Inside*. This section includes an interview to one of the members of Lipotec, this time the interviewee is Roman Pérez, Chief Sales Officer of the company.

All details, explained on the following pages, are also available at our stand at In-Cosmetics Asia. We look forward to seeing you at stand B-26 to share ideas and projects together.



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Insight News soon available on line

Lipotec's newsletter will be available on line at the beginning of 2009. The company knows that to be informed is to be alive. For this reason, a new newsletter on line comes out to be sent to all the distributors and clients of Lipotec monthly. *Insight News on line* will include all the novelties related with the company, such as product launches, new tests related with Lipotec active ingredients, new appointments, etc. The publication will be quick and easy to read, because time is gold.

Products

Chromabright™ *A cutting-edge molecule for a radiant skin tone*



Chromabright™ is the innovative cutting-edge brightening active designed by Lipotec. It induces a significant lightening efficacy on the skin, has a completely safe profile, shows good stability in formulations and possesses a photoprotective effect on human epidermal keratinocytes.

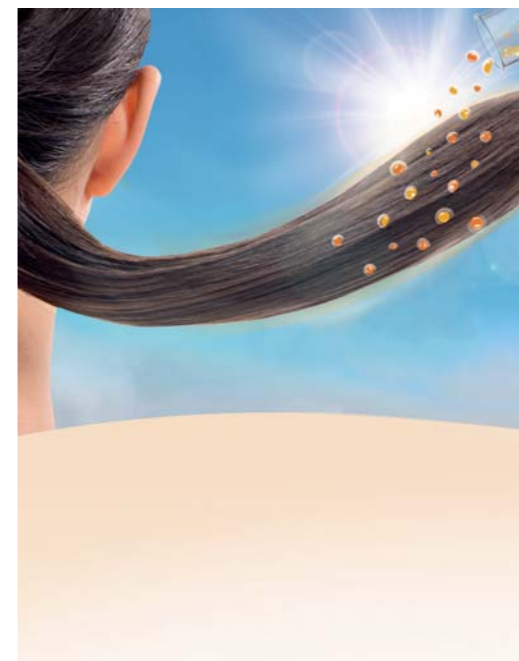
Chromabright™ is a lightening active designed to even the skin tone. The product, based on a patented molecule, is safer and better tolerated than other skin lightening agents. **Chromabright™** shows neither cytotoxic effects, nor any irritation or sensitisation reaction. Moreover, **Chromabright™**, in contrast to other depigmenting agents which can cause skin irritation when exposed to the sun, has no phototoxic effects.

The product can be incorporated in cosmetic formulations such as emulsions, oily sera, and in general in any formulation containing oil or silicon phases where a brightening effect is desired.

Chromabright™ is an example of the line of active ingredients developed by Lipotec: Molecular Cosmetics. This concept creates a virtually unlimited source of new active ingredients with well-defined structure, higher purity, better efficacy, lower dosage and complete safety. Active ingredients designed to reach specific targets in order to achieve a more beautiful skin.

Chromabright™ is a new active for safe skin brightening. It induces a significant lightening effect on the skin, at the same time that fights against photoaging.

Vecorexin® Protective *An anti-aging complex for maintaining healthy hair*



Vecorexin® Protective is a special delivery system which contains a selection of actives that provide to hair anti-aging and protective properties for maintenance of beautiful and healthy hair.

The appearance of hair plays an important role in people's overall physical appearance and self-perception. Hair aging comprises both intrinsic or physiologic aging and extrinsic aging caused by external factors such as ultraviolet radiation, air pollution, smoking, chemicals treatment, nutrition and lifestyle that contribute to weathering of the hair shaft and rendering the hair structurally weaker.

Once the hair shaft leaves the skin and grows longer it undergoes some degree of damaged caused by these factors, and this physical and chemical trauma is accumulated with length and age.

Vecorexin® Protective shields hair shaft structure from UV radiation and degradation of the amino acids of the hair, shows an excellent protection of disulfide bonds of keratin, helping to maintain the structure, integrity and tensile strength of hair.

Vecorexin® Protective efficacy has been tested in *ex vivo* tests, where it has shown an excellent protection of disulfide bonds and keratin from UV radiation.

Vecorexin® Protective shields hair from damage, prevents the generation of free radicals, enhances shine and provides strength, preserving hair beauty and youthfulness.

Preventhelia™

A pure concept that protects cells core from aging

Lipotec presents **Preventhelia™**, a new active ingredient which provides an intelligent molecular protection to neutralise the harmful effects of free radicals, thus producing innovative prevention against premature aging. We can act at the molecular level to avoid macroscopic aging and damage in the future.

Photoaging describes the superposition of environmental effects, especially of UV radiation, on chronological skin changes. UV radiation is responsible for a wide variety of different acute and chronic effects on the skin. Acute UV damage may cause sunburn and cumulative long-term UV damage due in part to DNA alterations. UVA and UVB cause different biological effects on the skin. UVA radiation penetrates the epidermis resulting in a damage to the dermis. Furthermore, UVA is mainly responsible for indirect DNA

damage. Meanwhile, UVB radiation is mostly absorbed in the epidermis and its main mechanism of action is the direct interaction with DNA via induction of DNA damage. In the aging process, the various DNA repair systems decrease their ability as a result of the accumulation of the mutagenic DNA photoproducts.

Reactive Carbonyl Species (RCS) are potent mediators of cellular carbonyl stress originating from chemical processes such as lipid peroxidation and glycation. *Trans*-4-hydroxy-2-nonenal (4-HNE) is one of the most abundant and cytotoxic of the RCS. 4-HNE is a major electrophilic product of lipid peroxidation caused by oxidative stress. HNE reacts with a variety of nucleophilic sites in DNA and proteins, generating various types of adducts. Intracellular RCS are suggested to play an important role in oxidative stress through their inhibitory effect on DNA repair mechanisms.

Preventhelia™, a peptide born from preventive cosmetics

Lipotec presents **Preventhelia™**, a tetrapeptide that protects skin cells from UVA-induced DNA damage and is able to promote the DNA repair system capacity, providing a complete skin protection of intrinsic and extrinsic aging.

Lipotec R&D department has demonstrated its efficacy in several *in vitro* tests. The quenching ability of **Preventhelia™** was studied towards *trans*-2-nonenal (2-NE) and 4-hydroxynonenal (4-HNE). The results obtained by the product were superior to the quenching ability of carnosine.

The protective effect of **Preventhelia™** on human epidermal keratinocytes (HEKa) and human dermal fibroblasts (HDFa) was also tested in the presence of a cytotoxic dose of simulated solar light. The results showed that the product increased cell viability by 92% on HEKa, and by more than 13,000% on HDFa respect to irradiated control cells.

Finally, it was analysed the activity of **Preventhelia™** on DNA. The results of these tests showed that the product has not only an inherent photoprotection capacity against UVA radiation, but also that it increases the DNA repair capacity on human dermal fibroblasts.



Lipotec From the Inside

Roman Perez joined Lipotec in October 2001 after finishing his Chemistry degree at Barcelona University. Initially working as an Inside Sales, he soon became responsible of the Lipotec activities in Asia-Pacific. After around 4-5 years of work covering that region, he became Global Sales Manager for Lipotec in 2006.



• How long have you been working in Lipotec?

It is now 7 full years since I joined and, I must admit that the number of experiences I lived, business trips, long hours of work etc. since my first day at Lipotec make me feel that these last 7 years have actually passed as quick as a flash.

• How was the company when you joined it and how is it today?

When I started working at Lipotec it was still located at the old premises in L'Hospitalet. The number of employees those days was much smaller than now so, there was sometimes a certain atmosphere around us making us feel that we were all part of the same family or group of friends. I believe this is probably typical of small companies and, as far as the level of activity of the company grew and, more and more new people were hired, a more practical and professionally driven relationship was adopted by the staff of the company.

As I mentioned before, Lipotec (and the other companies at Lipotec group) has evolved extremely positively since 2001 if we look at the different manufacturing premises used then and now. Our current state of the art manufacturing facilities, laboratories, equipments, etc. can be considered of the highest technological level without doubt.

Let me also finally point out that these 7 years of hard work have also contributed to build a premium reputation to our products and technologies. The number of dialogues, projects, etc. being currently carried out with the leading cosmetic companies worldwide is of major relevance compared to 7 years ago.

• What have you learned from your experience in Lipotec?

The level of technological development at Lipotec has helped me to receive an enormous amount of inputs from many different areas all these years. I also find of extremely high value for me to have had the chance to work together with those professionals at Lipotec and Diver Drugs whose scientific career could be considered as a reference worldwide.

It is important to mention as well that these years at Lipotec have also contributed to my personal growth. Without doubt it has been another important experience for me to become leader of a group of people. I remember very well the first day I interviewed each of the different members of the Sales Team at Lipotec. Their highly remarkable professional evolution since they joined us is one of the most important satisfactions in my career.

• Lipotec has signed a partnership agreement with three new distributors in the last year. Which are the future plans of the company in the international market?

We have lately formalised collaboration agreements with new distribution companies in Brazil, Russia and India. It is time now to work hard and we will do our best to support the activities of our new partners in order to achieve the best possible medium-long term results.

In terms of our future sales strategy, it is our purpose to have the closest possible contact with our most relevant customers worldwide in order to make sure that they receive our inputs on the due time and their questions are properly transferred to our technical teams. Our experiences in this regard in Europe are very positive so, step by step and always looking to develop win-win situations with our business partners, we believe it is worth trying to develop similar strategies worldwide.

• The international economy is nowadays living a difficult situation, how does affect cosmetic industry?

This year is being an extremely chaotic in terms of global economy. Even though personal care industry has historically done well in difficult economic environments, I do not think this time it will be that easy for our industry to remain unaffected. Luckily for us, exclusive cosmetic brands and high quality skin care products should not suffer that much the economic situation so, I expect sales of our premium skin care actives to continue robust. Not even world referenced economists know what's going to happen in the near future so, let's continue trying to our best everyday until better times finally come!

News

Lipotec's new distributors

Lipotec has signed a partnership agreement with three new distributors located in three different areas. Arinos Quimica is the new distributor of Lipotec's products in Brazil since last April. Arinos manages the relations with Brazilian cosmetic industries whereas Galena, the other distributor of Lipotec in the same area, promotes and distributes Lipotec's products to the pharmacies. Lipotec attended, in collaboration with Arinos, FCE Cosmetique (International Exhibition of Technology to Pharmaceutical Industry) trade fair celebrated in Sao Paulo last May.

The new distributor of Lipotec in Russia, Ukraine and Byelorussia is NovaCom, one of the most important Russian distributors of Cosmetics and Toiletries products. The contract with NovaCom was signed on July, and since then Lipotec

has organised a seminar about Molecular Cosmetics held in Kiev.

Finally, Mitai is the new distributor of the company in India. Lipotec has already attended the last edition of In-Cosmetics India trade fair, held in Bombay last September.

NovaCom, Arinos Quimica and Mitai maintain a long-term and fruitful business relationship with many worldwide suppliers. These agreements symbolise a bet on the international expansion of Lipotec.

For further details please consult Distributors section of Lipotec website (www.lipotec.com)

Antarcticine® renovates its image

Antarcticine® has renovated its image following the fresh style of the new catalogues of the company. Its new claim is: *Perfect skin comes from the Antarctic.*

Antarcticine® is a cosmetic active with several benefits for the skin. Its natural bioprotective properties prevent cutaneous dryness under extreme cold conditions. Furthermore, **Antarcticine®** promotes the formation of a group of essential proteins that help wound healing and skin rejuvenation. The product can be incorporated in cosmetic formulations where, besides attenuation of wrinkles, protection of the skin dryness under extreme cold is desired. Moreover, **Antarcticine®** with Salicylic Acid has been recently validated in accordance with Ecocert ecological and biological standards.



Perfect skin comes from the Antarctic

Formulation

PHASE	INGREDIENTS	% BY WEIGHT
A	WATER (AQUA)	qsp 100
	PROPYLENE GLYCOL	5
	IMIDAZOLDINYL UREA	0.3
	PHENONIP (from Clariant UK LTD)	0.8
B	GLYCERYL STEARATE, PEG-100 STEARATE	6
	CETYL ALCOHOL	0.7
	STEARIC ACID, PALMITIC ACID	1.8
	CAPRYLIC/CAPRIC	
	TRIGLYCERIDE	7
	ISOHEXADECANE	2.5
C	CAPRYLIC/CAPRIC	
	TRIGLYCERIDE	1
	ISOHEXADECANE	0.5
	CHROMABRIGHT™ (Code ES291)	0.1
D	WATER (AQUA)	9.6
	PHENONIP (from Clariant UK LTD)	0.05
	ACRYLATES/C10-30 ALKYL ACRYLATE CROSSPOLYMER	0.3
E	TRIETHANOLAMINE	0.12
F	FRAGRANCE (PARFUM)	0.2

Brightening Cream SKIN CARE

PROCEDURE

Weigh phase B ingredients and heat up to 70°C until thoroughly melted. Separately, weigh phase A ingredients and heat up to 70°C. Add phase A into phase B slowly while stirring with a turbine.

Weigh phase C ingredients and heat until **CHROMABRIGHT™** is dissolved. Once dissolved, add the mixture into phase A+B. Then add phase D ingredients and homogenise.

Finally, adjust pH to range 6 – 7 with Triethanolamine and add the fragrance. Check pH and viscosity.

PROPERTIES

pH = 5.5 – 6.5
Viscosity = 7200 – 17000 cps (6/50)

Chromabright™