

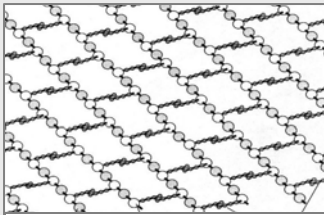
Instalift® Goji (glycopeptides)

Immediate wrinkle lifting and firming with long term anti-aging benefits

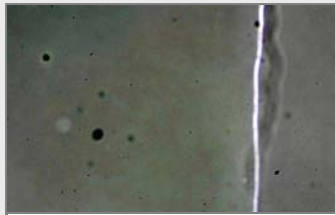


“Wolfberry” is also referred to as “Tibetan Goji berry” and has become highly prized in the global health food market. Wolfberry long played an important role in traditional Chinese medicine where it is known to enhance immune system function, improve eyesight, protect the liver and improve circulation, among other effects. **Instalift Goji** is an isolated active glycopeptide fraction which combines the skin lifting and firming strength of both proteins and polysaccharides. This goji glycopeptide fraction forms a perfect rigid lifting mesh to support sagging and wrinkled skin for creating an immediate visible lifting appearance.

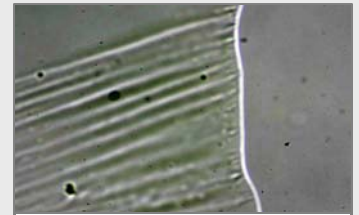
Instalift Goji forms tightening micro-ripples observed after 1 hour on slide at 400X



Goji glycopeptides mesh instantly lifts sagging and wrinkled skin



Instalift Goji at T=0, 400x magnification, sample is left of meniscus line



Instalift Goji at T=1hr, 400x magnification, sample is left of meniscus line

Tightening micro-ripples can lift up lines, wrinkles and support sagging skin

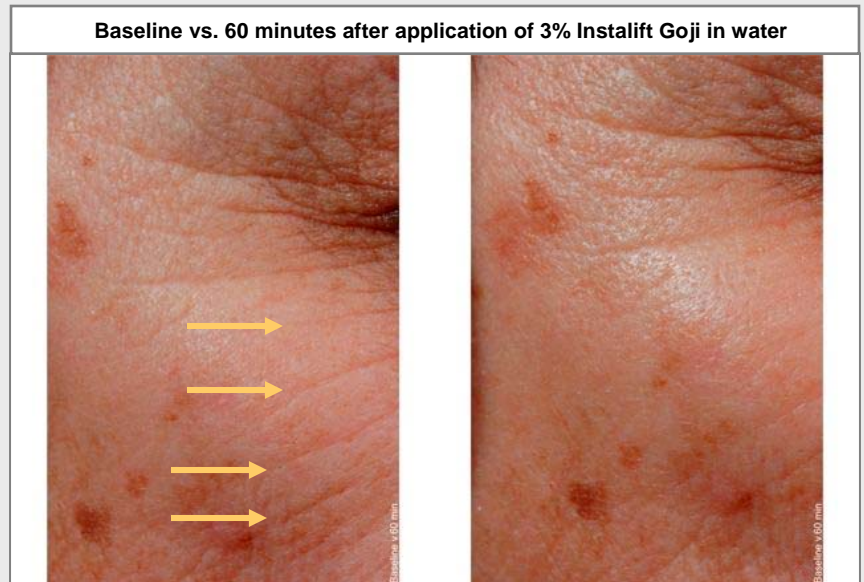


lifting micro ripples

Applications

- Eye brow lift
- Reduction of crow's feet
- Forehead wrinkles
- Sagging skin areas
- Body firming products

Baseline vs. 60 minutes after application of 3% Instalift Goji in water



Distinctive Cosmetic Ingredients, LLC

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Instalift® Goji (glycopeptides)

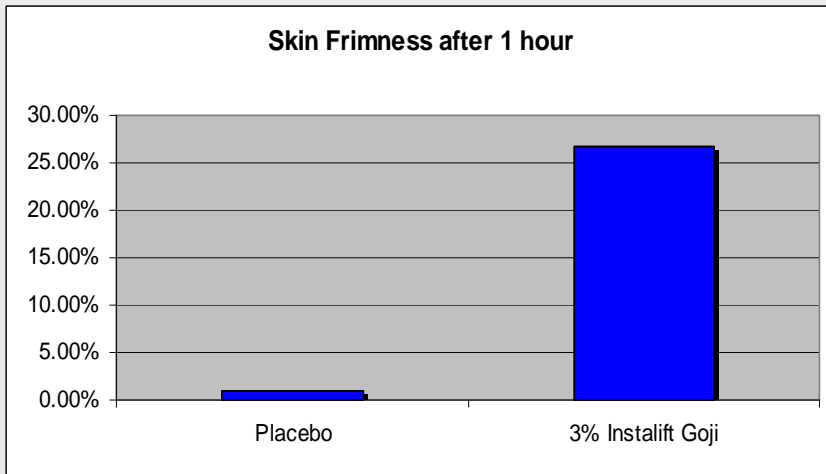
Immediate wrinkle lifting and firming with long term anti-aging benefits

Instalift Goji combines the lifting strength of both protein and natural polysaccharides in a form of active glycopeptides extracted from goji berries. This glycopeptide isolate forms a perfect rigid mesh to support sagging skin for creating an immediate visible lifting effect.

Instalift Goji (goji glycopeptides) further offers critical long term anti-aging functions via: MMP inhibition, antioxidant activity, anti-apoptotic, and collagen stimulatory activity for a complete anti-aging treatment.



In Vivo Twistometry via Dermal Torque Meter Method

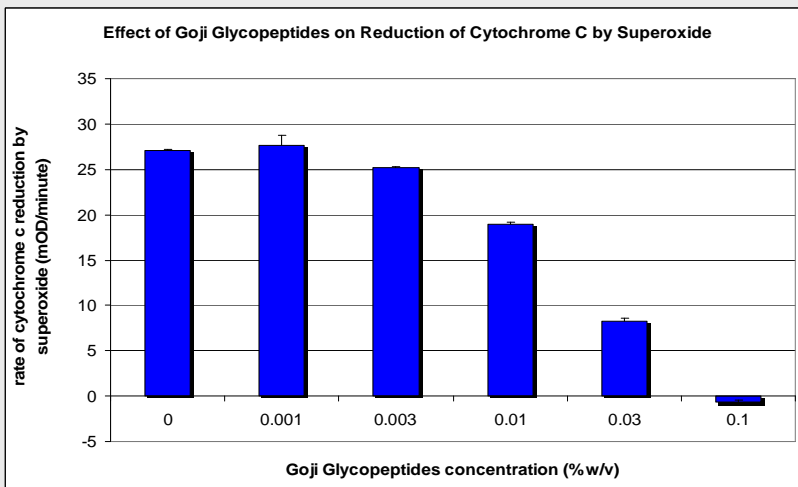


Instalift Goji was tested at 3% in water on 19 subjects. Results are expressed as % variation after one hour compared to a baseline measurement.

Placebo (water) showed no significant change after 1 hour.

3% Instalift Goji improved skin firmness by 26.8% after 1 hour with statistical significance $p < 0.001$.

In Vitro Antioxidant Study (inhibition of super oxide free radical)



This graph demonstrates the protective antioxidant properties of goji glycopeptides and its capability of inhibiting the oxidative capacity of superoxide free radical.

At increasing concentrations of goji glycopeptides the rate of oxidation is significantly diminished.

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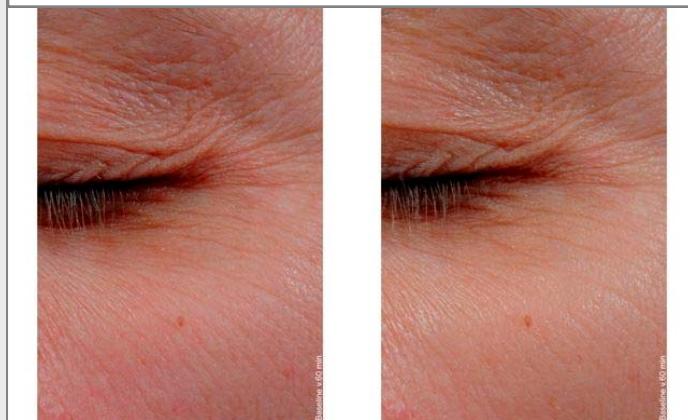
Goji Lift Formulation RON6-4

Phase	Ingredient	%
A	Water	QS
A	Dermofeel PA3	0.05
A	Chlorphenesin	0.40
B	Heliogel	2.50
B	Gransil PC-12	2.00
B	DC 200/350CS	2.00
C	Instalift™ Goji	3.00
D	Chlorhexidine Digluconate 25%	0.10

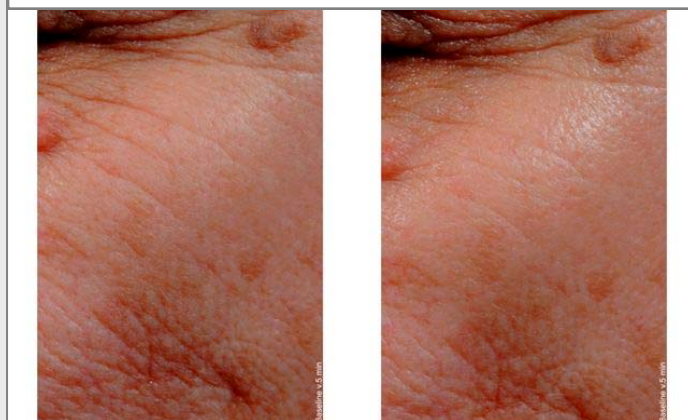
Procedure:

Combine Phase A in the main vessel and mix with medium speed prop mixing until uniform. Heat phase to 75-80C. In a separate container, combine Phase B and heat to 80C. Add Phase B into Phase A with high speed prop mixing until product thickens and is uniform. Begin cooling batch. At 35-40C, add Phase C. At 35C, add Phase D and mix until uniform.

Baseline vs. 60 minutes after application of Goji Lift Formulation



Baseline vs. 5 minutes after application of Goji Lift Formulation



Recommended use level: 3%

pH range: 4-8

Instalift Goji INCI Name: Water (and) Butylene Glycol (and) Lycium Barbarum Fruit Extract

Instalift Goji GF INCI Name: Water (and) Lycium Barbarum Fruit Extract

References:

Protective effect of Fructus Lycii polysaccharides against time and hyperthermia-induced damage in cultured seminiferous epithelium; Yanrong Wang , Hui Zhao , Xincheng Sheng , Patricia E. Gambino , Brian Costello , Krzysztof Bojanowski; Journal of Ethnopharmacology 82 (2002) 169/175

Lycium barbarum glycoconjugates: effect on human skin and cultured dermal fibroblasts.
H. Zhao, A. Alexeev, E. Chang, G. Greenburg, K. Bojanowski; Phytomedicine 12 (2005) 131-137

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