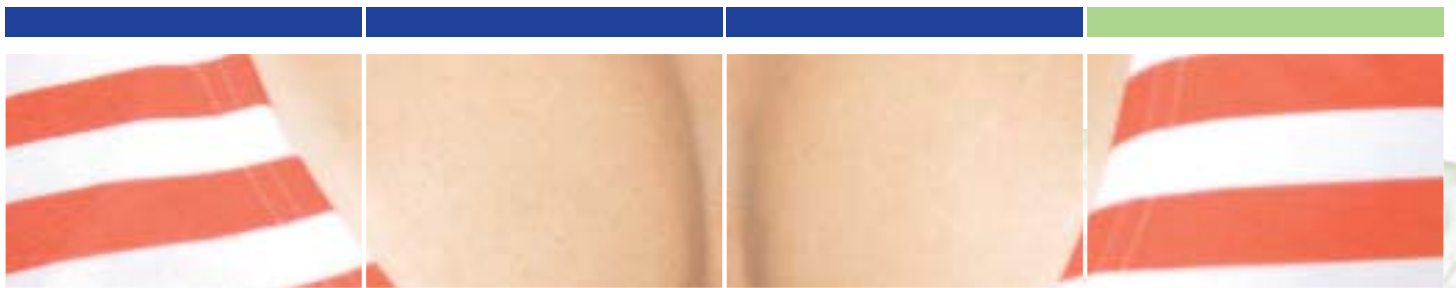




CellActive® - FORM

Firming & Forming



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CellActive®- FORM

CellActive®- FORM, as a plant-based complex of active ingredients supports the natural process of lipid deposition in the skin lending fullness to the bust. The complex of active ingredients has been developed and tested especially for application to the breast and cleavage area. Its active principle is based on the synergistic action of its ingredients Mangosteen, Quince-hydrogel and the Essential Cell Boost-Factor. It re-shapes the contours of the cleavage area and optimally accentuates the feminine features.



Confirmed efficacy

(A) Activation of lipid accumulation (*in vitro*) – Lipogenesis in human adipocytes.

(B) Volume-Effect (*in vivo*) - Added breast volume accentuates femininity and lends fullness to the cleavage.

(C) Firming-Effect (*in vivo*) - Improved skin elasticity in the cleavage area firms the breast and smoothes its surface.

Active principle



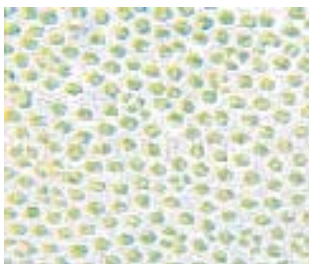
Mangosteen

The fruit of the tropical mangosteen tree is revered in Asia as the “Queen of fruits”. The mangosteen fruit is classed among the so-called “superfruits” or “functional foods”. The active ingredients in CellActive®- FORM are extracted from the skin of the fruit (pericarp) by means of a patented procedure. The phyto agents are classed amongst the xanthenes and flavonoids, known amongst other things for their antioxidant and anti-inflammatory properties.



Quince-hydrogel

The quince (*Cydonia oblonga*) became known as the fruit of the Goddess of Love, Aphrodite. Since antiquity to the present the quince symbolizes love, beauty and fertility. As a fruit, it is greatly valued for its high content of polysaccharides, vitamins and minerals. One of the active ingredients in CellActive®- FORM is highly concentrated quince-hydrogel, extracted from the seeds of the fruit by means of a gentle extraction procedure.



Essential Cell Boost-Factor

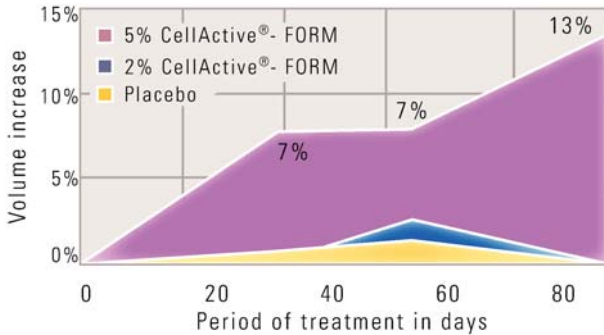
This highly active bioferment from the green algae *Chlorella vulgaris* and the proteins of the white lupin is the vital cocktail of substances contained within all the CellActive®- products. As a provider of essential nutrients, this biosubstrate compensates acute skin cell deficiencies and also specifically stimulates the skin metabolism and enhances skin processes.

Firming & Forming

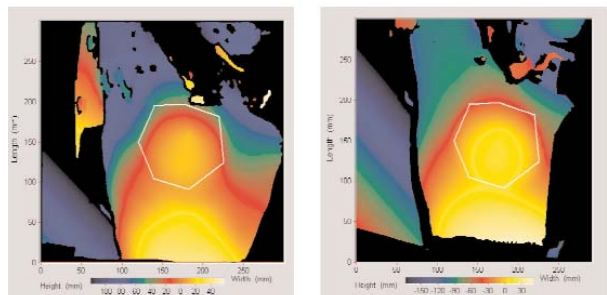
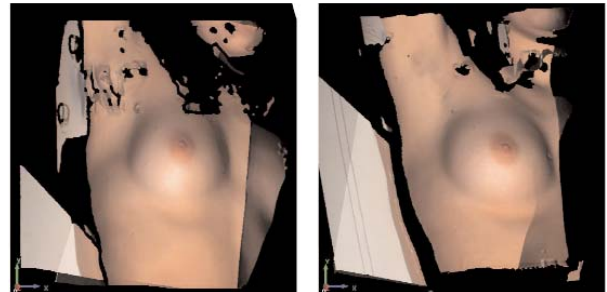
Studies of efficacy

The Volume Effect (*in vivo*)

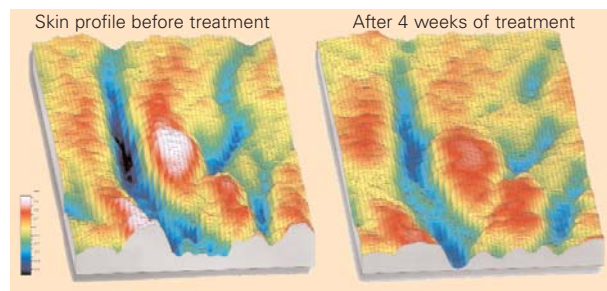
Volume effect - 3D-PRIMOS®



Breast and cleavage were treated for 84 days with (a) 5% CellActive®- FORM (b) 2% CellActive®- FORM and (c) 0% CellActive®- FORM (Placebo). The breast's percentage volume increase was determined (a) on day 0 (prior to start of treatment); (b) after 28 days; (c) after 56 days and (d) after 84 days of treatment. The measurement data were captured and evaluated with 3D-PRIMOS® Body Imaging.



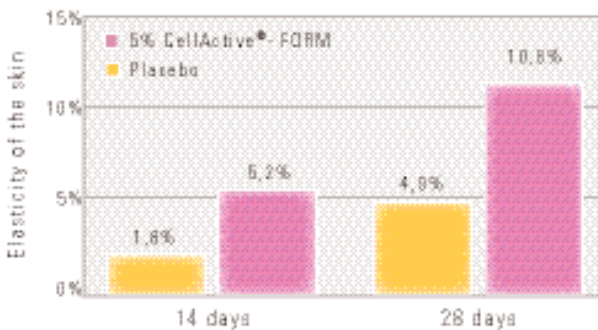
Skin smoothing - PRIMOS® Surface profile



After applying CellActive®- FORM test gel for 14 days, the skin had smoothed significantly by 11%. After 28 days, wrinkles were reduced by 15%.

The Firming Effect (*in vivo*)

Skin elasticity – Biomechanical skin analysis



Significant improvement of skin elasticity by applying 5% CellActive®- FORM compared to Placebo.

Applications

Special care for breast enlargement
Cleavage care to firm the skin and beautify the skin

Additional Information

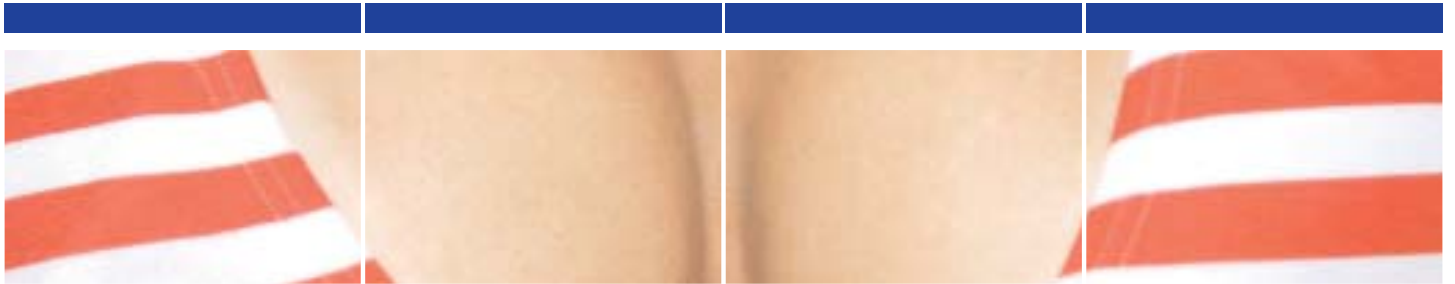
- Preserving agent:** 1% Phenoxyethanol
- Animal experiments:** Has not been tested on animals, no ingredients of animal origin
- Toxicology:** Non-toxic for humans and environment
- Security:** Is free from GMO, BSE, CMR, pesticides, mineral oil, heavy metals

Concentrations

- 2 – 4% for skin firming
- 5 – 8% for skin firming and breast volume enlargement

INCI

- EU:** Aqua, Glycerin, Alcohol denat., Chlorella Vulgaris/Lupinus Albus Protein Ferment, Garcinia Mangostana Peel Extract, Pyrus Cydonia Seed Extract
- USA:** Water, Glycerin, Alcohol denat., Chlorella Vulgaris/Lupinus Albus Protein Ferment, Garcinia Mangostana Peel Extract, Pyrus Cydonia Seed Extract
- Japan:** Water, Glycerin, Alcohol denat., Chlorella Vulgaris/Lupinus Albus Protein Ferment, Garcinia Mangostana Peel Extract, Pyrus Cydonia Seed Extract



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