

Illuminating Face & Body Oil



While focus is often placed on skincare for the face, skin on the body faces similar challenges associated with environmental aggressors and the natural ageing process. Therefore, products used on the body should deliver similar efficacious benefits as facial skincare. Customers are often faced with body lotions that simply focus on hydration, or illuminating products that impart visible glow but don't offer efficacy benefits. Emma Lewisham recognised the need for a luxurious body oil that delivered a full-body glow while delivering the nutrient dense, hydrating benefits of efficacious skincare. The Illuminating Face and Body Oil bridges this gap, with its unique formulation combining the illuminating effects of bronze-pigmented, ethically sourced Mica, with antioxidant activity and a proprietary oil soluble Hyaluronic Acid that boosts the skin's hydration and overall health.

Formulation Design & Delivery

Physiology Synchrony Unlock Method™

This formulation has been engineered in line with the Emma Lewisham P/S Unlock Method™ of product design. This method is anchored on the skin's physiology, piecing together novel combinations of up to 25 scientifically researched ingredients to work in symphony and trigger a coordinated response from the skin. This synchronous activity is designed to deliver formulations that both enhance the skin's condition and amplify its response to achieve leading results.

Importance of antioxidants for the skin

Our body's skin experiences similar aggressors to our faces, especially when our skin is directly exposed to the external environment where aggressors such as free radicals can increase the degradation of collagen responsible for keeping our skin firm and lifted. In addition, internal activity of the skin also presents aggressors to the skin. For this reason, antioxidants that protect against both internal and external aggressors shouldn't be reserved solely for the face – efficacious skincare should be for the body too.

Emma Lewisham's Illuminating Face and Body Oil contains antioxidant rich ingredients that possess the ability to neutralise free radicals to reduce the extent of

the skin's suffering from oxidative stress. Antioxidants help to protect from cellular damage and reduce the impact of environmental stressors that can cause collagen degradation. In validating the efficacy of the Illuminating Face and Body Oil, it was independently tested and shown to outperform a leading in-market facial serum in its antioxidant activity.

Importance of skin hydration

The skin becomes dehydrated when its lipids, which are a key component of the skin barrier, are depleted¹. When the skin barrier is weakened, moisture escapes more easily, leading to symptoms such as dry, flaky or scaly skin, often in addition to increased skin sensitivity, redness and an overall dull and depleted appearance. Hyaluronic Acid can help to fortify the skin barrier and retain moisture in the skin. Hyaluronic Acid occurs naturally in the skin and plays a vital role in maintaining skin hydration, owing to its ability to attract and hold water molecules. As we age, the concentration of naturally occurring Hyaluronic Acid in the skin depletes, leading to a loss in skin hydration, firmness and resilience which is a contributing factor to the formation and appearance of fine lines and wrinkles.

Hyaluronic Acid is naturally water soluble, therefore it is extremely rare to find an oil product containing

Hyaluronic Acid. The Illuminating Face and Body Oil uniquely harnesses the advanced ingredient technology of an oil soluble Hyaluronic Acid to deliver deeper and longer lasting hydration than has previously been available in oil-based formulations.

Why we chose an oil-based body formulation

Oils contain emollient ingredients, such as fatty acids, to help soften the outer skin layer, in turn supporting the integrity of the skin barrier. Oils are also prioritised to achieve skin radiance, as they give a subtle sheen and luminosity to the skin.

When looking to embrace and amplify the pre-existing mechanisms of oil application it is important to understand how an oil is hydrating. Oils can have both emollient action and occlusive properties, where they are able to fill the gaps between skin cells for a smoothing effect as well as form a thin film on the skin to seal in moisture for maintaining hydration over a long period of time. Oils such as Jojoba are similar to the skin's natural oils so along with emollient action and occlusive properties, skin surface lipid balance can be achieved^{2,3}.

While the inherent properties of oils can deliver skin hydration-maintenance and luminosity, Emma Lewisham recognised that most body oils available only achieve these results superficially by the simple characteristic of being an oil, with no supporting mechanisms

that delve deeper into skin function. An opportunity was identified to offer the customer a body oil that contains more complex ingredients that delve deeper into the skin, for more effective and longer lasting results.

Harnessing antioxidant activity and patented oil-soluble hyaluronic acid, Emma Lewisham's Illuminating Face and Body Oil works in partnership with the skin to boost its naturally occurring functions and delivering optimal skin health. Delivering skincare for the body, it advances what has been previously possible in a body oil.

Achieving skin illumination with an oil

Oils can provide the skin with an illuminating appearance through their natural mechanism of hydration-maintenance, as hydrated skin can reflect light more evenly. However, this subtle method of achieving illumination lacks longevity as illumination fades upon absorption or wear, and oils do not naturally contain light reflecting properties.

To enhance the luminosity delivered through hydration and deliver long-lasting illumination, Emma Lewisham's Illuminating Face and Body Oil harnesses the light reflecting qualities of ethically sourced Mica. The thin, flat shape of these specialised Mica flakes also diffuse light, reducing shadows and creating a blurring effect that smooths the skin, minimising the appearance of fine lines, wrinkles and imperfections.

Formulation Validation

A key objective of this formulation is to provide antioxidant activity. To validate this action at a cellular level and on the skin, independent *in vitro* testing was performed on the formulation with results supporting the achievement of target antioxidant objectives, along with visual swatches to validate compatibility across a range of skin tones. The results support achievement of target antioxidant and visual compatibility objectives.

Impact Investigated**Methodology Summary****Results**

Antioxidant activity

Independent *in vitro* test (2021) investigating the inhibitory effect of product on macrophage cells.

Confirmation of antioxidant protection, outperforming a leading 'age targeting' facial serum.

Illuminating Face & Body Oil Summary

The Emma Lewisham Illuminating Face and Body Oil aims to provide skincare for the body, with an oil that delivers superior and longer lasting hydration, antioxidant activity and illumination. Harnessing the hydration power of innovative oil-soluble Hyaluronic Acid, skin barrier protection of antioxidant-rich ingredients, and the illuminating effect of bronze-pigmented Mica, it delivers firm, lifted, glowing and deeply nourished skin.

References

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- 2 Rawlings, A.V. and Lombard, K.J. (2012), A review on the extensive skin benefits of mineral oil. *Int. J. Cosmet. Sci.* 34: 511-518. <https://doi.org/10.1111/j.1468-2494.2012.00752.x>
- 3 Gad, Heba A., Autumn Roberts, Samirah H. Hamzi, Haidy A. Gad, Ilham Touiss, Ahmed E. Altyar, Osama A. Kensara, and Mohamed L. Ashour. 2021. "Jojoba Oil: An Updated Comprehensive Review on Chemistry, Pharmaceutical Uses, and Toxicity" *Polymers* 13, no. 11: 1711. <https://doi.org/10.3390/polym13111711>

All Emma Lewisham products are formulated according to Regulation (EC) N° 1223/2009 which is the main European regulatory framework to strengthen the safety of finished cosmetic products. Emma Lewisham products have been independently reviewed by an expert safety assessor according to these regulations and issued a safety certificate. As part of this review, they have confirmed there are no groups of people, such as pregnant or breastfeeding women, for which Emma Lewisham products would be unsafe.

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