

Supernatural Vitale Face Elixir



There is a growing desire for the effects of anti-wrinkle injections, such as Botox, yet with natural results. This presents the need for a solution that draws on advances in skin science and technology to deliver on these seemingly opposing preferences. Emma Lewisham's Supernatural Vitale Face Elixir is a natural, cosmeceutical-grade facial muscle relaxant, that is topically applied and scientifically proven to inhibit the frequency of facial muscle contractions responsible for fine lines and wrinkles by up to 91% after 24 hours. Wrinkles are primarily caused by a decline in collagen, elastin, and skin hydration, which all naturally decrease with age, in addition to the impact of internal and external aggressors. The Emma Lewisham Supernatural Vitale Face Elixir targets these foundational skin functions, providing instant plumping hydration and strengthening the skin's underlying dermal matrix for long-term wrinkle resistance and reduction. This pioneering formulation delivers a sustainable solution akin to the effects of anti-wrinkle injections such as Botox, while maintaining a natural skin appearance.

Formulation Design & Delivery

Physiology Synchrony Unlock Method™

This formulation has been engineered in line with the Emma Lewisham PSU 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.

Why did we develop this product?

At Emma Lewisham we believe in delivering innovative solutions to complex problems faced by consumers. The identification of a growing group of people who desire the effects of anti-wrinkle injections such as Botox yet through natural, non-invasive means, centred the design and delivery of the Emma Lewisham Supernatural Vitale Face Elixir. This formulation aims to provide a non-invasive, natural alternative to Botox with its approach to wrinkle resistance and reduction in addition to working with the skin to ensure the long-term benefits of a strengthened skin foundation.

Wrinkles and fine lines are characteristically presented as folds, creases, or ridges in the skin and are formed as a result of continuous movement of the face to achieve expression. However, the intensity of wrinkle formation and the duration in which they persist depends on many factors associated with the skin's integrity. These factors include the amount of collagen and elastin present in the skin. Collagen has a prominent role in skin strength and elastin a prominent role in skin resilience, with their combined relationship greatly determining the skin's ability to recover from creasing¹.

Both collagen and elastin density decline with age, which is why wrinkles and fine lines are typically associated with mature skin. A similar decline with age is experienced by the skin's natural hydrating systems, and without sufficient hydration, the skin is less able to recover from creasing and defend itself from external aggressors². If the skin is experiencing both a depleted supply of collagen and elastin as well as a decrease in hydration, its ability to protect itself against external stressors and irritation will be compromised and its ability to recover from creasing will be amplified. Emma Lewisham's Supernatural Vitale Face Elixir aims to systematically target these issues to provide a sustainable solution to wrinkle resistance and reduction that is superficially akin to the effects of Botox with the additional benefits of strengthening the skin's foundation.

Formulation Summary

The Emma Lewisham Supernatural Vitale Face Elixir delivers a solution that imparts both short term and long-term impact. Short term impact is delivered by a 'relax and fill' system designed to relax skin creases while simultaneously delivering a hydrafilling effect that reduces their appearance. Longer term impact is delivered by strengthening the skin's underlying matrix. The dermal matrix, which lies beneath the epidermis, is home to countless synthesis and degradation processes of many key structural components in the skin, including collagen and elastin. By targeting the dermal matrix, with the specific intention of increasing collagen and elastin synthesis while also minimising its degradation, the Emma Lewisham Supernatural Vitale Face Elixir provides strength and resilience to the skin. This improvement of the skin's underlying matrix supersedes the ability of anti-wrinkle injections such as Botox, in providing

long-term skin resilience. Therefore, customers who choose Botox for wrinkle prevention, would see strong benefits of using the Supernatural Vitale Face Elixir in conjunction to offer complementary action of improving the underlying skin structure. The Supernatural Vitale Face Elixir provides triple-action impact in wrinkle reduction and resistance through muscular relaxation, an instant hydrafilling effect, and the rebuilding of the underlying skin structure.

Muscular Relaxation

The Supernatural Vitale Face Elixir's mechanistic focus on wrinkle reduction and resistance begins with an advanced Neuropeptide Relaxant Complex harnessing *Acetyl hexapeptide-8*, *Leucojum Aestivum Bulb Extract* and *Acmella oleracea extract*. As we move our face throughout day-to-day life, such as smiling, frowning, and squinting, our facial muscles contract to achieve these expressions. However, with repeated contractions of the facial muscles, expression lines and wrinkles begin to form. In addition to this, the time it takes for these muscles to relax after contracting increases with age, causing expression lines and wrinkles to be visible for longer³. This specialised Neuropeptide Relaxant Complex reduces the neural activity that leads to muscle contractions to reduce the intensity of expression lines and speed up relaxation time. *Leucojum Aestivum Bulb Extract* helps reduce contraction intensity, *Acmella oleracea extract* helps accelerate relaxation time and *Acetyl hexapeptide-8* amplifies both actions. By reducing the frequency and intensity of muscle contractions along with accelerating relaxation time following a contraction, this formulation helps to initiate the intended cascade of mechanistic action to begin wrinkle reduction and resistance. This muscular relaxation has been independently 3D *in vitro* tested by a specialist French laboratory using a

Reconstructed Human Epidermis which has shown Supernatural Vitale Elixir to reduce the muscle contraction frequency responsible for fine lines and wrinkles by up to 62% after 4 hours, 91% after 24 hours and 96% after 48 hours.

While the primary focus of this product is on delivering wrinkle resistance and reduction comparable to Botox, it is important to understand that the speed of efficacy will vary between topical products and injectables. Time must be taken for a topical product such as the Emma Lewisham Supernatural Vitale Face Elixir to work its way into the skin and exert the desired effects.

Instant Filling Effect

Hydration is foundational to the maintenance of smooth and plump skin. Wrinkles can appear more visible when skin has reduced hydration. In addition, as we age our skin loses the ability to retain moisture which increases its susceptibility to collagen breakdown and loss of elasticity, leading to the formation of wrinkles and fine lines⁴. Without adequate hydration the skin's ability to stretch and recover from facial muscle contractions is diminished. With wrinkle reduction and resistance at the core of Emma Lewisham's Supernatural Vitale Face Elixir, its formulation harnesses a hydrafilling complex to plump out fine lines and reduce their appearance. The complex consists of *Saccharide Isomerate* and *Sodium Acetylated Hyaluronate* which deliver cohesive, innovative mechanisms of action to provide longer lasting and deeper penetrating hydration. *Saccharide Isomerate* has unique water-binding properties which allow it to deliver long-lasting hydration and smoothing effects, while triggering an increase in the skin's synthesis of hyaluronic acid. *Sodium Acetylated Hyaluronate* achieves deeper penetration into the skin, while also exhibiting a unique ability to resist degradation by the hyaluronidase enzyme, exhibiting a half-life of

approximately 13 times longer than that of traditional hyaluronic acid. This allows the hydrafilling impact to persist for longer in the skin to deliver longer acting reductions in the visibility of fine lines. This hydrafilling complex works in synergy with the Neuropeptide Relaxant Complex to deliver advanced 'relax and fill' action. The relaxant complex primes the skin for hydrafilling by reducing creasing and allowing the hydration complex to move in, plump the skin and deliver an immediate reduction in the appearance of fine lines and wrinkles. In addition to immediate action, the complementary nature of these complex's lay the foundation for long term benefit by focusing on providing sustainable solutions to wrinkle reduction and resistance.

Rebuilding and strengthening of the dermal matrix

To deliver long-term impact on wrinkle and fine line formation, Supernatural Vitale Face Elixir is formulated to target the underlying dermal matrix. The dermal matrix lies beneath the epidermis and has a large impact on the skin's structural integrity. It is responsible for a delicate balance of synthesis and degradation of a matrix of components to ensure optimal skin behaviour⁵. Collagen is an imperative component of the dermal matrix, with synthesis and degradation of collagen occurring within the dermal matrix, making it an essential area of focus for this product.

The Supernatural Vitale Face Elixir harnesses specialised delivery technology to enhance the bioavailability of *Hydrolysed Pinus Sibirica Seedcake extract* and *Palmitoyl pentapeptide-4* to increase the synthesis of collagen and elastin while simultaneously preventing their degradation. *Hydrolysed Pinus Sibirica Seedcake extract* delivers a plant sourced derivative of human tripeptide, using dermal messengers (matrikine-like peptides) to interact with fibroblasts that are responsible for the

synthesis of collagen. *Palmitoyl pentapeptide-4* is a nature identical peptide which is a sub-fragment of type I collagen. It stimulates an increase in collagen synthesis and delivers functional benefits to the deeper components of the skin.

The dermal matrix is home to a concentrated presence of peptidases, which are responsible for the breakdown of peptides and often begin breaking down topical, skincare-based peptides before they can elicit any great effect on the skin. To achieve maximum efficacy and provide long-term benefit, the *Hydrolysed Pinus sibirica seedcake extract* and *Palmitoyl pentapeptide-4* used in Supernatural Vitale Face Elixir both have protective functions to resist peptidase degradation. *Hydrolysed Pinus sibirica seedcake extract* is encapsulated in a liposomal carrier system that carries an added extract from *Acanthopanax senticosus* (*Siberian ginseng*) root. *Palmitoyl pentapeptide-4* is housed in a liposphere containing 24 carat gold embedded into its wall. Both encapsulation techniques are designed to successfully deliver their intended ingredients in a functional state. Delivering ingredients deeper into the skin while working to fortify the dermal matrix provides a physically strong and resistant foundation, that ensures increased skin integrity and a subsequent decline in the potential for wrinkle formation.

An independent 12-week consumer trial measured by an OBSERV Skin Analyser, showed the visible results of this dermal matrix strengthening. The independent skin specialist operating the OBSERV Skin Analyser, utilising their more than 40 years' experience in the skincare and beauty industry, noted that visual changes were evident in the skin over this two-month period. They noted that there was a visible improvement to the skin's structural integrity, cellular turnover, plumpness, hydration, and oxygenation, in addition to the visible reduction in depth and length of facial wrinkles, and reduction in skin congestion and pore size.

Formulation Validation

To validate the formulation efficacy, independent *in vitro* and *in vivo* testing has been performed. This research was focussed on the impact on fine lines and wrinkles, collagen production and breakdown, hydration, as well as the ability of this formulation to inhibit muscular contractions to soften fine lines and wrinkles.

Impact Investigated	Methodology Summary	Results
Impact on fine lines and wrinkles	Independent subjective <i>in vivo</i> data over 14 weeks (2023)	<p>90% of the users felt moderately or extremely satisfied about skin's smoothness after product's use</p> <p>73% of the users felt moderately or extremely satisfied about skin's firmness after product's use</p> <p>60% of the users saw improvement to the appearance of their skin over and above reduction of wrinkles.</p> <p>57% of the users felt moderately or extremely satisfied about the improvement of skin's tightening and lifting effect</p> <p>50% of the users felt that the product delivered results while allowing them to maintain a natural appearance.</p>
	Independent 12-week consumer trial measured by OBSERV Skin Analyser, with twice daily application (2024)	<p>Independently proven to reduce the depth and length of facial wrinkles by at least 45%.</p> <p>Independently proven to improve the skin's structural integrity.</p> <p>Independently proven to improve cellular turnover.</p>

Impact Investigated	Methodology Summary	Results
Impact on neuromuscular inhibition	Independent <i>in vitro</i> (2024) testing performed by a French laboratory using a Reconstructed Human Epidermis measured the Vitale Elixir's impact on muscle contraction frequency using human skin fibroblasts compared against a-bungarotoxin, product applied to cells twice daily.	Independently proven to reduce the muscle contraction responsible for fine lines and wrinkles by up to 62% after 4 hours Independently proven to continue reducing muscle contraction responsible for fine lines and wrinkles by up to 91% after 24 hours Independently proven to continue reducing muscle contraction responsible for fine lines and wrinkles by up to 96% after 48 hours
Impact on collagen production	Independent <i>in vitro</i> testing (2024) performed on human skin fibroblasts to investigate the impact on collagen production.	Independently proven to stimulate human skin fibroblasts which produce collagen.
Impact on collagen breakdown	Independent <i>in vitro</i> research (2023) performed using human skin fibroblasts to investigate the impact of formulation on matrix metalloproteinases.	Independently proven to deliver a 62.4% decrease in matrix metalloproteinase activity, indicating a reduced impact on collagen breakdown.
Impact on hydration	Independent <i>in vivo</i> test over 14 weeks (2023) Independent subjective <i>in vivo</i> data over 14 weeks (2023) Independent 12-week consumer trial measured by OBSERV Skin Analyser, with twice daily application (2024)	Independently proven to decrease the skin's transepidermal water loss to maintain hydration. 77% of the users felt moderately or extremely satisfied about the increase of skin's hydration. Independently proven to improve skin plumpness and hydration by up to 75%.
Impact on visible skin complexion	Independent 12-week consumer trial measured by OBSERV Skin Analyser, with twice daily application (2024)	Independently proven to improve skin oxygenation, demonstrating a fresh and glowing complexion. Independently proven to reduce skin congestion. Independently proven to reduce pore size and appearance.

Supernatural Vitale Face Elixir Summary

Through harnessing advancements in skin science and ingredient technology, Emma Lewisham's Supernatural Vitale Face Elixir delivers revolutionary muscular relaxation, instant filling effects and rebuilds the underlying skin structure to deliver a new era of efficacy in wrinkle reduction and prevention. It provides a powerful non-invasive yet natural-looking alternative to anti-wrinkle injections such as Botox, for customers who wish to age naturally.

References

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- 5 Breitzkreutz D, Koxholt I, Thiemann K, Nischt R. Skin basement membrane: the foundation of epidermal integrity--BM functions and diverse roles of bridging molecules nidogen and perlecan. *Biomed Res Int.* 2013;2013:179784. doi: 10.1155/2013/179784. Epub 2013 Mar 21. PMID: 23586018; PMCID: PMC3618921.

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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