



**ORGANIC
BIOACTIVES**

NEW ZEALAND

INNOVATING FROM TRADITION

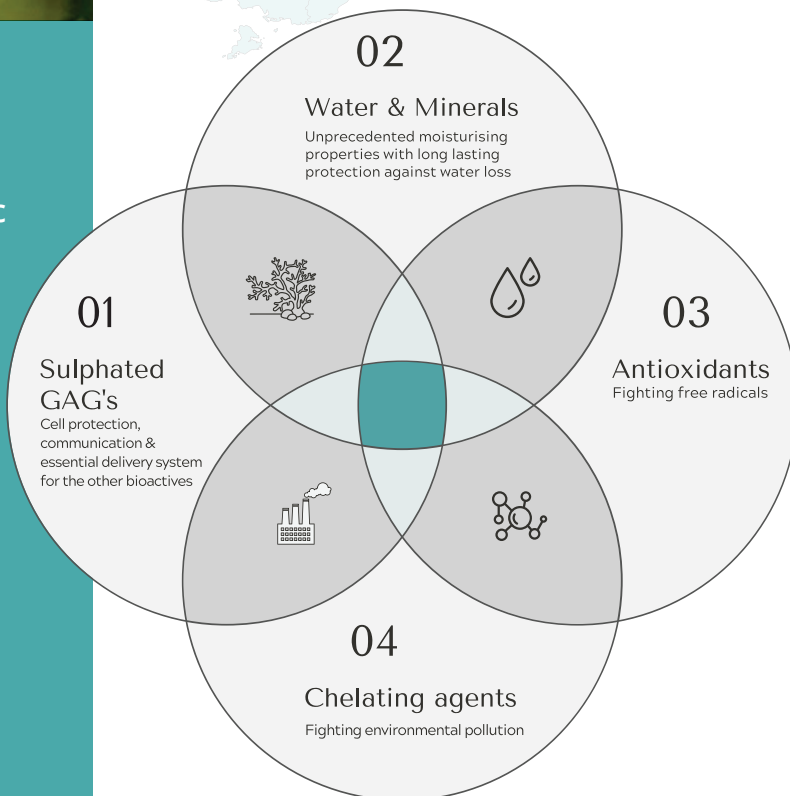
OceanDerMX[®]

LIFT & FIRM



PRODUCT DATA SHEET

- This patented, hardworking duo features a **viscoelastic matrix** of **bioactive, bioavailable and biomimetic polymers** from native New Zealand red seaweed and Mamaku - Black fern meristems with excellent **sensorial profile and hydrating properties**
- A single multitasking input that replaces multiple ingredients and so significantly reduces formulating and manufacturing time and cost
- Raw processed via patent pending TPT Xtraction[®] Bio-liquefaction
- Sustainably sourced from biodiverse, pristine and nuclear free New Zealand



IPONZ PATENT NUMBER: 761088



* Certification in process

1024301

1024302

ADDRESSING

Premature ageing, fine lines, wrinkles, dry & dehydrated skin, sagging skin

PRODUCTS

Anti-ageing lines, Mature skin lines, Glow infusing lines, Body firming and Anti - cellulite products

TECHNOLOGY

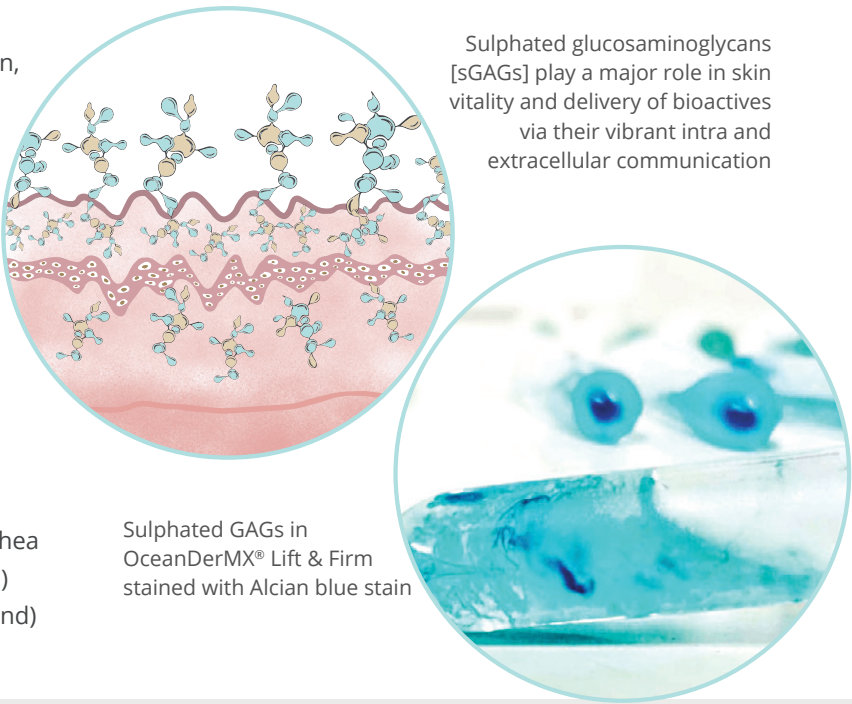
TPT Xtraction® [Bio-liquefaction] process, water soluble

SUGGESTED CONCENTRATION USE

1-5% for general use, 5% for intense anti-ageing, lifting and firming effects

INCI

Algae extract [New Zealand native red seaweed] (and), Cyathea medullaris leaf extract [New Zealand native black fern] (and) Gluconolactone & Sodium benzoate & Calcium gluconate (and) Potassium sorbate



FEATURES

This unique and biodiverse botanical blend effectively diminishes fine lines and wrinkles due to the firming and lifting properties of native New Zealand Red seaweed and Mamaku- Black fern meristem cells.

The unique milieu of sulfated glucosaminoglycans (sGAGs) within our red seaweed, acts as a supreme bioactive delivery system for its own and added bioactives, unrivalled immediate and long lasting hydrator and bio-identical structural scaffold to ensure the skin gains or maintains its suppleness, firmness and vitality along with supreme hydration.

This is further enhanced by the world’s most intriguingly unique biopolymers, derived from the meristem of Mamaku - native New Zealand Black fern.

PROVEN BENEFITS

- IMMACULATE CARRIER AND DELIVERY AGENT FOR OTHER ACTIVES
- DIMINISHES THE APPEARANCE OF FINE LINES AND WRINKLES IN 15 MINUTES
- ANTI FREE RADICAL AND ALL NATURAL CHELATING AGENT
- PLUMPS AND HYDRATES THE SKIN
- REVITALISES THE SKIN AND PROTECTS AGAINST WATER LOSS
- SHIELDS THE SKIN AGAINST ENVIRONMENTAL POLLUTION

SYNCHRONISED MODES OF ACTION



NEW ZEALAND NATIVE RED SEAWEED

A plethora of studies have confirmed that the hydrating and plumping effect of red seaweed on the skin, is attributed to the various mix of versatile biomimetic sulphated gycosaminoglycans (sGAG).

These natural biopolymers are known to form a fish-net like matrix that can help hold water molecules, while also acting as a structural scaffold to tighten the skin. The sGAGs from red seaweeds have structural features that resemble the “eight essential sugars” of human cells, allowing specific binding to proteins, polysaccharides and bioactives within cells to induce and elevate focused activities.



NEW ZEALAND NATIVE BLACK FERN - MAMAKU

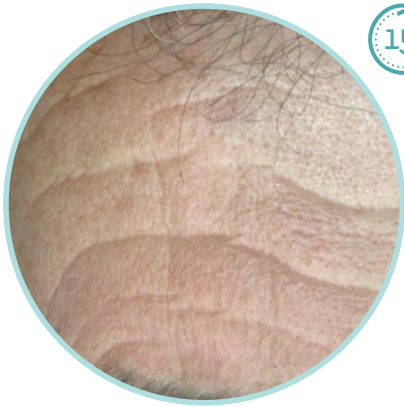
Land and sea botanicals have developed marvellous biomimetic biopolymers as defensive and adaptive mechanisms to survive and thrive in their unique New Zealand environment where the thin ozone layer offers little protection against aggressive UV rays.

Botanicals like Mamaku produce mucilage containing Glucuronomannans, which play a major role in forming 3D - viscoelastic matrix that can rapidly hydrate. Consequently, this synergistic activity provides immediate lifting and tightening of the skin. These straight-chained biopolymers have also outstanding antioxidant and antipollution properties while the uronic acids that form the backbone of Glucuronomannans, are thought to be important for facilitating water solubility and water holding capacity. These unprecedented natural architectural feats cannot be replicated by even modern science.

OceanDerMX® - MECHANISM OF ACTION



BEFORE APPLICATION [untreated skin]



15 min AFTER APPLICATION showing diminished redness, fine lines and wrinkles. [emulsion with OceanDerMX® Lift & Firm at 5%]

OceanDerMX® Lift & Firm optimises and simplifies formulating while at the same time elevates the performance, efficacy and sensorial profile to the next level.



Enhances delivery of actives due to its outstandingly high content of sulphated GAGs essential for: skin health, defying of ageing process and for vital cell communication.



Retains vitality and bioactivity of the product by the presence of highly potent antioxidants and chelating agents, providing an environmental shield and helping protect against UV induced damage.



Effectively increases and binds moisture providing visible immediate and long lasting improvement of the skin. Instantly delivers plumped and naturally glowing skin.



Diminishes redness, fine lines and wrinkles in less than 15 minutes. Promotes collagen synthesis due to the natural abundance of oligopeptides known as transforming growth factor TGF-beta.

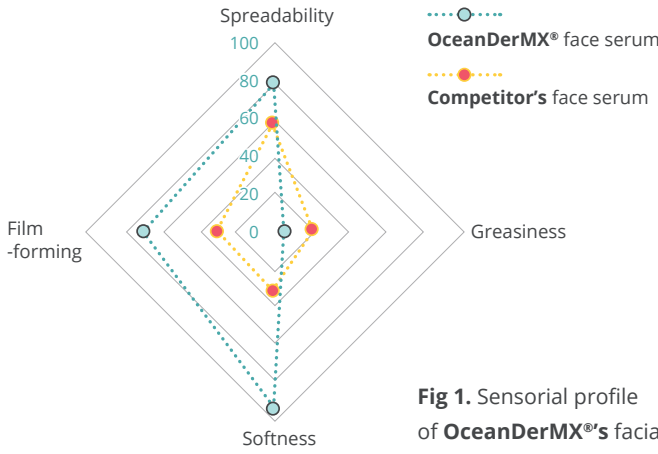


Fig 1. Sensorial profile of OceanDerMX®s facial serum, against competitor's facial serum.

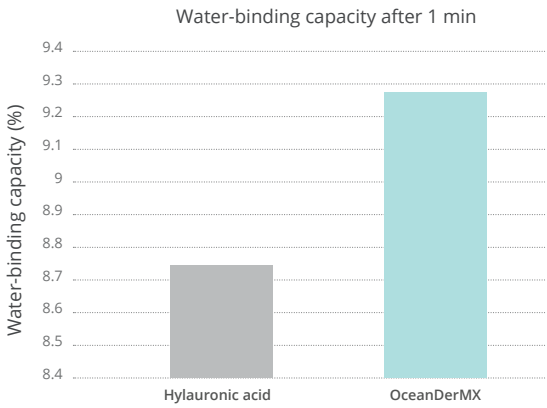


Fig 2. Water-binding capacity of OceanDerMX® compared to Hyaluronic acid, at 1 ml for 1 min. Note: Higher water-binding capacity is indicative for higher water retention capacity.

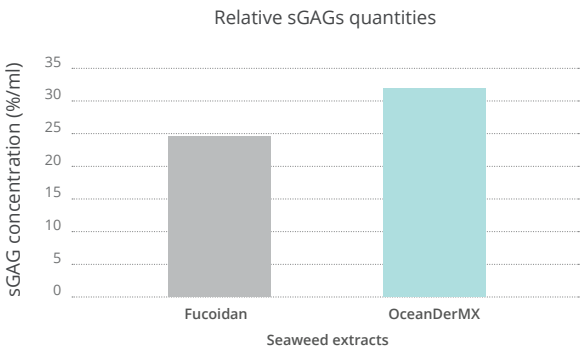


Fig 3. The total amount of sulphated GAGs [glucosaminoglycans] per millilitre present in OceanDerMX® compared to Fucoidan.

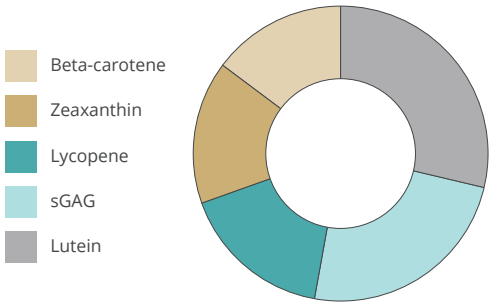


Fig 4. Vitamin A / Retinoids precursors (carotenoids), composition present in OceanDerMX®.

Multitasking performance
of OceanDerMX® range vs Hyaluronic Acid

ACTIVITY	OceanDerMX®	HYALURONIC ACID
Immediate hydration	✓	✓
Long lasting hydration	✓	✗
Multitasking cosmetic ingredient	✓	✗
Naturally present antioxidants & retinoids	✓	✗
Naturally present oligopeptides & TGF beta	✓	✗
Shields the skin	✓	✗
Instantly diminishes wrinkles	✓	✗
Bioactive	✓	✓
Delivery system for other actives	✓	✗
Protects against water loss	✓	✗
Naturally abundant with sulphated GAGs	✓	✗
Certified organic	✓	✗
Immediately adds glow to the skin	✓	✗
Sourced from pristine New Zealand	✓	✗
Natural chelating agent - anti pollutant	✓	✗
Improves sensorial profile of formulation	✓	✗
Immediately improves appearance of the skin	✓	✗
Calms & soothes the skin	✓	✗
Lifts & firms the skin	✓	✗
Restores & protects the skin	✓	✗

LIFT ME UP - PLUMP EFFECT SERUM
[with OceanDerMX® Lift & Firm] Fragrance free

PHASE	INGREDIENT	INCI NAME	% w/w	ECOCERT Compliant
A	Deionised water	Aqua	74,0	✓
	Vegetable silicone	Hydrogenated Ethylhexyl Olivat (and) Hydrogenated Olive Oil Unsaponifiables	2,0	✓
	ECOGEL®	Lysolecithin (and) Sclerotium Gum (and) Xanthan Gum (and) Pullulan	1,3	✓
	Potassium Sorbate	Potassium Sorbate	0,3	✓
	Dermofeel® PA-3	Sodium Phytate (and) Water (and) Alcohol	0,1	✓
	Cool down to 40°C & Low shear			✓
B	OceanDerMX® Lift & Firm	Algae extract [New Zealand native Red seaweed] (and) Cyathea medullaris extract [New Zealand native Black fern] (and) Gluconolactone & Sodium Benzoate & Calcium Gluconate (and) Potassium Sorbate	5,0	✓
	Organic Aloe Vera Gel	Aloe Vera leaf juice	10,0	✓
	Dermosoft® 1388 ECO	Glycerin (and) Water (and) Sodium Levulinate (and) Sodium Anisate	3,5	✓
	Gotu Kola extract	Glycerol (and) Centella Asiatica (Gotu Kola) Leaf Extract (and) Water	1,0	✓
	Ginkgo extract	Glycerol (and) Ginkgo Biloba Leaf Extract (and) Water	1,0	✓
	Vitamin E natural	Tocopherols	0,8	✓
	Provitamin B5	Panthenol	0,5	✓
	Alpha Bisabolol	Bisabolol	0,5	✓
C	Lactic acid	Lactic Acid	q.s.	✓

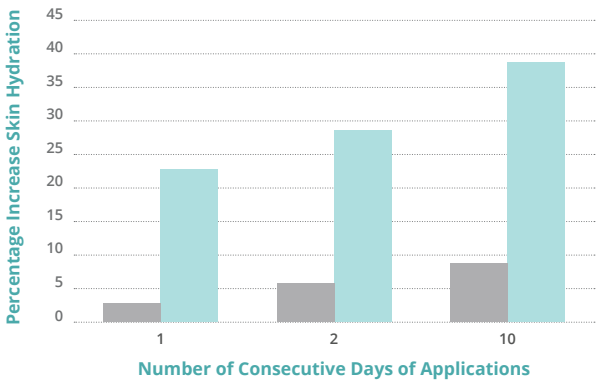


Table 1 Average hydration change relative to the initial baseline (i.e. corrected to untreated skin) obtained on day 1.

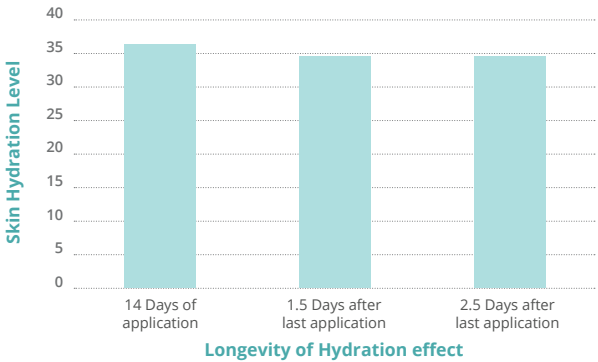


Table 2 Demonstrates that hydration effects were maintained for over 36 hours (based on 14 days of continuous application) when the serum and day cream were no longer applied.

Evaluation of the hydrating properties of New Zealand Red seaweed GAGs on human skin via clinical trials performed on the forearms of twelve healthy volunteers, applying products twice a day over fourteen consecutive days.

FORMULATION METHOD

Combine all of the ingredients from **phase A** and heat to 60 - 65°C. Homogenise under the medium shear for 20 minutes. Cool down below 40°C. Add all of the ingredients from **phase B** one after another **under the low shear**. Keep stirring until fully homogenised. Adjust pH if necessary to 5.2 -5.5

APPEARANCE

Off-white, silky, semi liquid gel

STABILITY

Centrifugation (4000 rpm, 15 min): Stable

100% NATRUE, COSMOS
& ECOCERT COMPLIANT

FORMULATING TIPS

APPLICATIONS

- Hydration booster for skincare products
- Cosmeceuticals
- Anti - pollution skincare
- Anti - ageing cosmetic products
- Brightening and lightening skincare
- Booster and carrier for other actives
- Luxury Natural and Certified organic products

FORMULATION

Add below 40°C under the low shear
Excellent compatibility with traditional and sustainable - cold process formulating methods

GENERAL USE

1% — 5%
Fast and visible anti-ageing results: 5%

pH RANGE OF FINAL PRODUCT

4 - 7

CLAIM

- Instantly hydrates and plumps the skin
- Provides long lasting hydration
- Diminishes fine lines and wrinkles
- Provides anti-pollution shield
- Soothes and calms the skin

DISCLAIMER

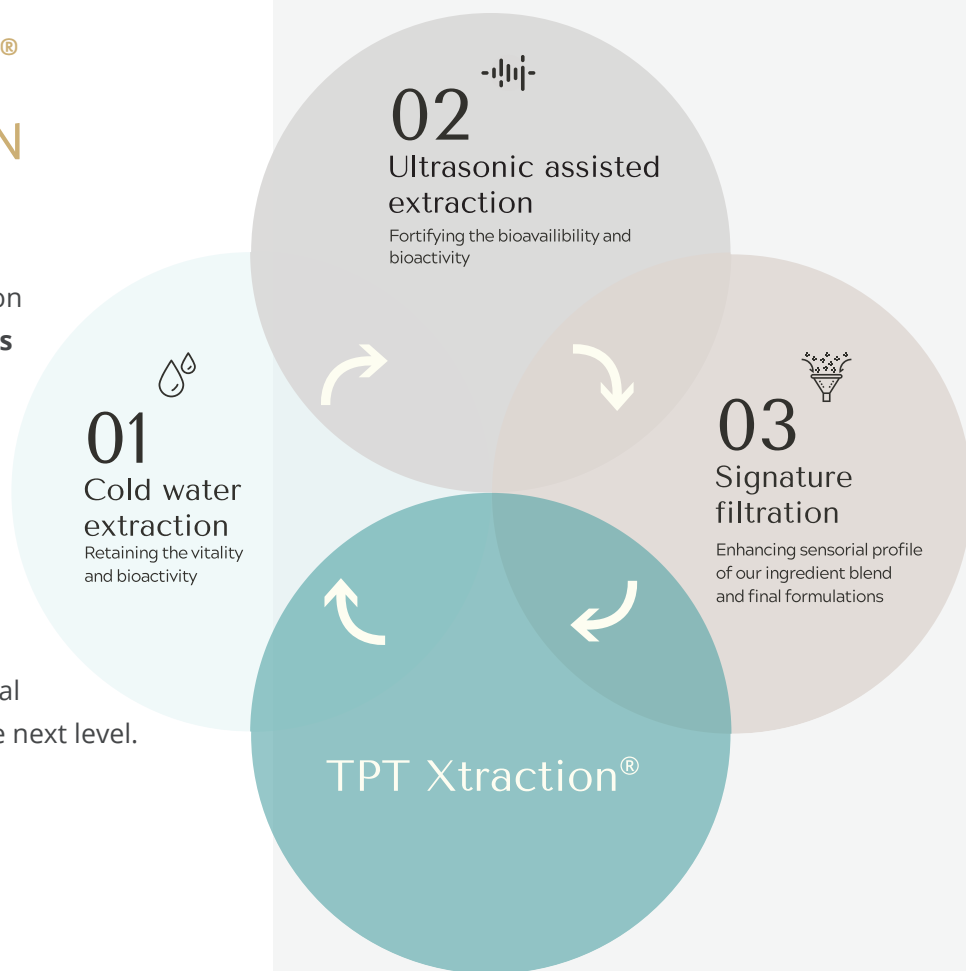
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No claims related to the ingredients and formulation shall be made without our prior written approval - [even though the claims are presented in this brochure] The person using the ingredients or formulation from this brochure is solely responsible that the final products, labeling, packaging, advertising and claims comply with local cosmetic laws and regulations.

TPT Xtraction® BIO-LIQUEFACTION

IPONZ Patent number: 761089

Our proprietary tripartite extraction method is **100% free of chemicals** and provides **unrivalled levels of bioactive compounds** in an entirely bioavailable, odourless, semi-liquid gel form.

TPT Xtraction® optimises and simplifies the formulation while at the same time elevating the performance, efficacy and sensorial profile of cosmetic products to the next level.



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INNOVATING FROM TRADITION



THE VISION

To enhance the skin's appearance and health by working with the rhythms of Nature

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