



**ORGANIC
BIOACTIVES**
NEW ZEALAND

INNOVATING FROM TRADITION™

OceanDerMX™

LIFT & FIRM

Immediate Lifting Effect

*Instantly diminishes
the appearance of
fine lines & wrinkles*

SYNCHRONISED ALLIANCE
OF NEW ZEALAND NATIVE
RED SEAWEED & MAMAKU
BLACK FERN



COSMOS
APPROVED



NEWZEALAND.COM
Licence No.100685



CHINA
COMPLIANT

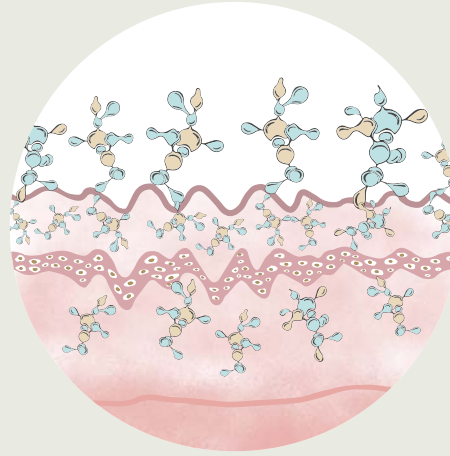
RAW MATERIAL VERIFIED BY ECOCERT GREENLIFE,
CONFORM TO THE COSMOS STANDARD

IPONZ PATENT
No. 793020

OVERVIEW

This unique and biodiverse synchronised alliance 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.

- A single multitasking input that replaces multiple ingredients, significantly reducing 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



Sulphated glucosaminoglycans [sGAGs] play a major role in skin vitality and delivery of bioactives via their vibrant intra and extracellular communication

Sulphated GAGs in OceanDerMX™ Lift & Firm stained with Alcian blue stain



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 glucosaminoglycans (sGAG).

These natural biopolymers are known to form a fishnet like matrix that can help hold water molecules, while also acting as a structural scaffold to tighten the skin.



MAMAKU - NEW ZEALAND NATIVE BLACK FERN

Some of New Zealand native plants have developed marvellous biomimetic biopolymers as defensive and adaptive mechanisms to survive and thrive in their unique New Zealand environment. Botanicals like Mamaku - Black fern produce

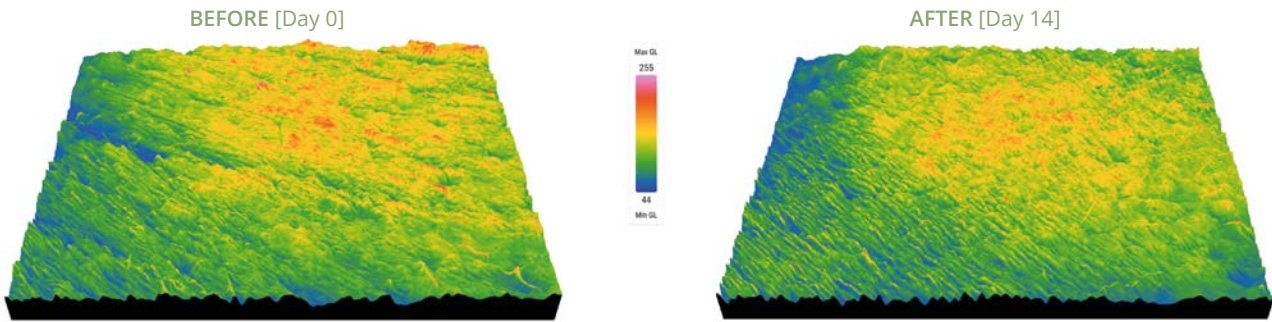
mucilage containing Glucuronomannans, which play a major role in forming 3D - viscoelastic matrix that can rapidly hydrate. This synergistic activity provides immediate lifting and tightening of the skin.

CLINICAL STUDIES

IN VIVO

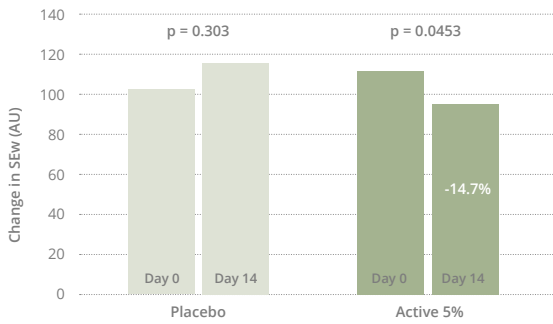
Evaluation of Anti-Wrinkle Efficacy of OceanDerMX™ Lift & Firm at 5% on Crow's Feet

SKIN SURFACE & WRINKLES



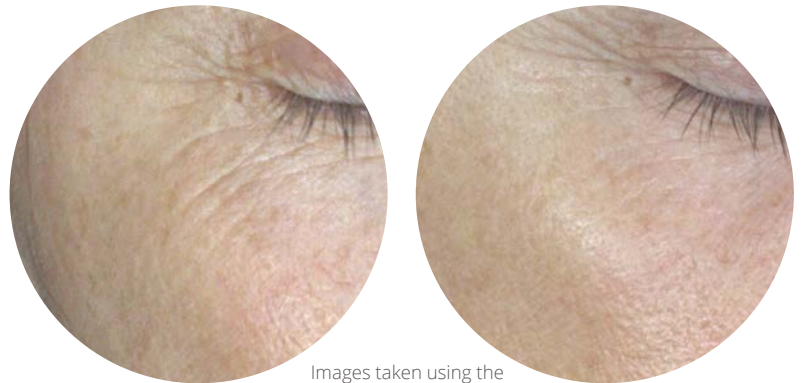
Skin Surface Parameter Wrinkles by SELS Method. Skin Surface Before & After with 5% OceanDerMX™ Lift & Firm. Probe: Visioscan topography (Courage + Khazaka)

Change in SEw: Before (Day 0) & After (Day 14)
Treatment with Placebo
& OceanDerMX™ Lift & Firm at 5%



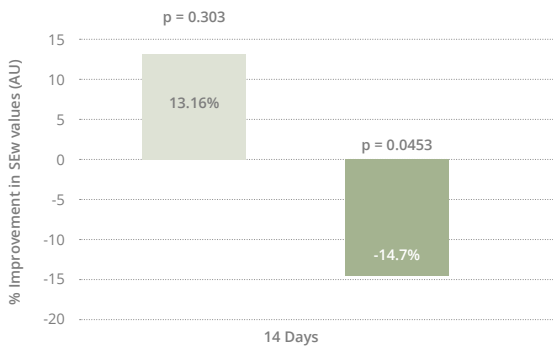
BEFORE [Day 0]

AFTER [Day 14]

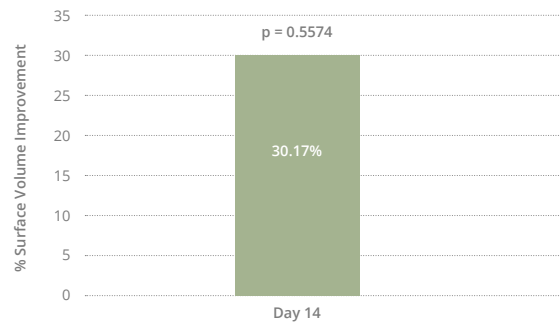


Images taken using the Oberv520 Camera (Daylight)

% Improvement After 14 Days
with OceanDerMX™ at 5% Compared to Baseline

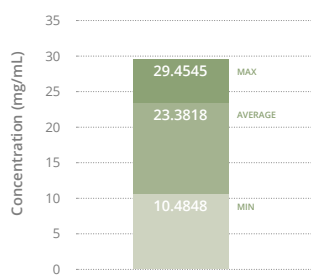


% Improvement in Skin Surface Volume:
OceanDerMX™ Lift & Firm over Placebo



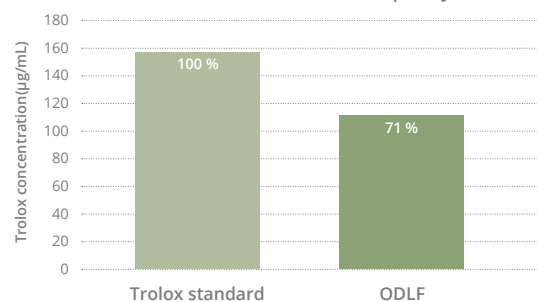
ANALYTICAL DATA

sGAG Concentration of OceanDerMX™ Products



Average sGAG quantity in OceanDerMX™ products
23.3818 mg/mL ± 5.25572

OceanDerMX™ Lift & Firm
Relative total Antioxidant Capacity



CUPRAC [CUPric Reducing Antioxidant Capacity] method

TECHNICAL & REGULATORY

PRESEVATIVE OPTIONS:

INCI: Aqua & Sarcothalia circumcincta & Cyathea medullaris leaf extract, Pentylene glycol

China INCI: Aqua & Kousou ekisu & Cyathea Medullaris Leaf extract & Pentylene glycol

OR

INCI: Aqua & Sarcothalia circumcincta & Cyathea medullaris leaf extract, Gluconolactone & Sodium benzoate & Potassium sorbate & Calcium gluconat

China INCI: Aqua & Kousou ekisu & Cyathea Medullaris Leaf extract, Gluconolactone & Sodium benzoate & Potassium sorbate & Calcium Gluconate

TECHNOLOGY: TPT Xtraction™ (Bio-liquefaction) process

GENERAL USE: 1% – 5%, Anti-aging results: 5%

REGULATORY: Certified Vegan, China Compliant, Ecocert & Cosmos Approved

PROVEN BENEFITS

- Visible plumping effect after 15 minutes
- Diminishes the appearance of fine lines and wrinkles in only 14 days.

APPLICATIONS

- Anti-aging skincare
- Hydration booster
- Lifting and firming face and body lines

ABOUT ORGANIC BIOACTIVES

Organic Bioactives brings the power of New Zealand's rich and bountiful biodiversity together with innovative green biotechnologies to create high-efficacy cosmetic bioactives.

We are committed to Tikanga Māori – the inherited values and practices of the indigenous people of Aotearoa New Zealand.

For that reason, we keep the process of harvesting with Māori communities who still carry the traditional knowledge on how to approach our native habitat in a respectful and sustainable way.

New Zealand is being internationally recognised as a biodiversity hotspot that is both abundant and unique.

The impact of high UVB sunlight on its plants produce superior levels of bioactivity not found anywhere else in the world. For this, we are grateful and blessed.

DISCLAIMER

This brochure is not intended for final consumer or to advertise your products to final consumers without our written approval. 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.



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