

EASYLIANCE

- *A 100% natural skin tightener*

Look younger instantly

Sustainable development by **SOLIANCE**

SKIN ELASTICITY AND AGING

Whether due to age, weight gain or water retention, skin may slacken. The facial contour appears heavy. Physiological and photo-induced aging degrades the biodynamic properties of the skin – elasticity, firmness, and tonicity. The skin becomes thinner and loses its elasticity. It may get a sagging appearance, and wrinkles become deeper at the surface of the skin.

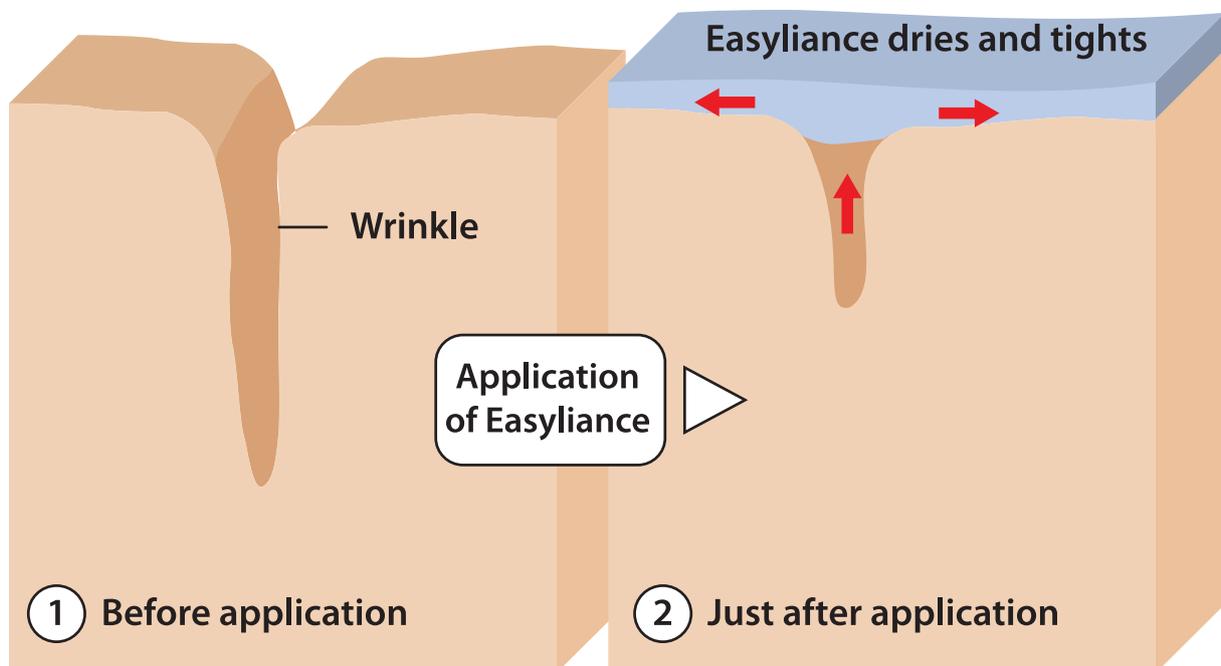
The skin around the eyes is thinner and more sensitive than the rest of the face. It is constantly in movement: blinking, squinting, wincing... The epidermis shows rapidly signs of aging and tiredness such as crow's feet. This facial area requires special care.

EASYLIANCE

Easyliance is a new cosmetic active, acting as a tightener with immediate effect. It is an optimized blend of two ingredients: an hydrolyzed biopolymer and acacia gum, with synergic actions.

- The biopolymer is naturally produced by a microorganism living in sunflower roots through a symbiosis system. The hydrolyzed polymer used in Easyliance is obtained through a patented industrial process.
- Acacia gum is a dried exudate obtained from the stem and branches of the African tree in sub-Saharan countries. It has always been used by local population for a wide range of applications. The local production of Acacia gum has been linked to a Sustainable Development program. The product is harvested using Good Practices for a sustainable production and generating educational programs (respect of the environment...). Acacia gum used in Easyliance is a naturally purified grade obtained from an innovative and proprietary process.

Easyliance tenses the skin through a mechanical action, due to both of the polymer structure. This active is adsorbed and spreads out on the skin surface to form a continuous and elastic film. In a short time period, it retracts and stretches the skin. Its effect leads to a visible and immediate decrease of wrinkle depth. Therefore, the skin appears smoother and fine lines disappear.



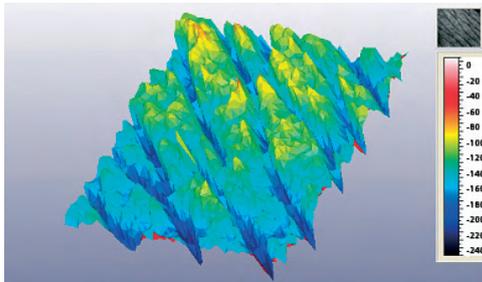
Easyliance is a tightening active with immediate and visible effect on the skin, especially on the crow's feet and the mouth contour.

EASYLIANCE MAKES WRINKLES DISAPPEAR (IN VIVO TEST)

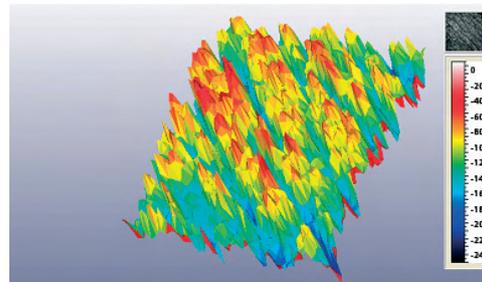
Image analysis

The tightening effect of Easyliance at 3% in a cream is evaluated on the upper side of the hand. Skin relief is analyzed by 3-D images. The histogram on the right side of the picture shows the distribution of the pixel level of the image. The bluer the shade the more uneven the skin is. A red/ yellow shade indicates a smoothing of the skin.

Before treatment



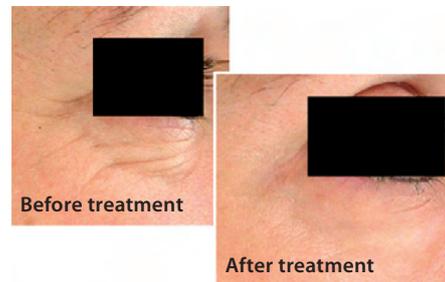
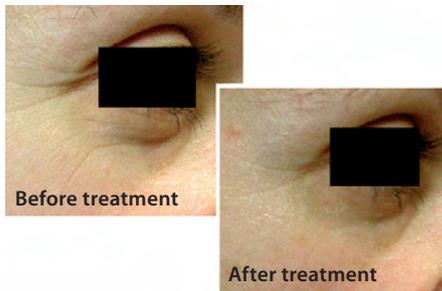
Easyliance effect after 1h



Easyliance improves skin smoothness

Photographies visualisation

A panel (12 volunteers) applies a serum with Easyliance at 3% on the eye contour area. Skin appearance is analysed before and after treatment. Crow's feet of the panelists have been shot with a digital camera. The left side represents the local area before application and the right side corresponds to the same area 5 minutes after application and drying of the product.



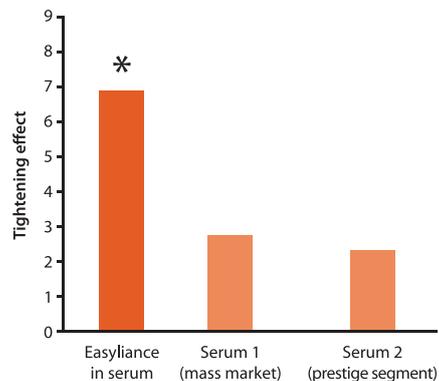
After the treatment, the skin is obviously smoother and looks younger

SENSORY TEST (PANEL)

The panel (12 persons) applies 3 serums on the eye contour: Easyliance at 3% in a serum and 2 references of the market (serum 1 and serum 2). The panel answers to the questionnaire after having waited for the drying of the product.

96% of the panelists have noticed a tightening effect for Easyliance

Comparison of the tightening effect



Easyliance presents a better tightening effect than references of the market