Skin and Aging
皮肤和衰老问题

- Whether due to age, weight gain or water retention, skin may slacken

  无论是由于年龄，重量增加或者是水分保持的原因，皮肤都可能出现松弛现象。

- Chronological aging and photo-induced aging degrade the biodynamic properties of the skin – elasticity, firmness, and tonicity

  自然老化和光诱导的老化都会使皮肤的生物性能退化的——如弹性，紧致度和肌肉紧张度。

- The skin becomes thinner and loses its elasticity. It may get a sagging appearance, and wrinkles become deeper at the surface of the skin.

  皮肤会变得稀薄和失去本身的弹性。在皮肤表面可能会出现下垂和皱纹变深等现象。

- The skin around the eyes, constantly in movement, is thinner and more sensitive than the rest of the face. The epidermis shows rapidly signs of aging and tiredness such as crow's feet.

  眼部周围的皮肤会经常运动，会比面部其他皮肤更容易变稀薄和敏感。表皮会迅速地出现衰老特征和疲劳，例如鱼尾纹。

Easyliance

- Easyliance is an optimized blend of two natural ingredients with synergistic properties: a biopolymer and Acacia gum
Easyliance是由两种具有协同性能的天然成分组成：生物聚合物和阿拉伯树胶。

- **Polysaccharide** 多糖

- The biopolymer is naturally produced by a microorganism living in plant roots through a symbiosis system.
生物聚合物是通过共生体系生存在植物根部的微生物所产生的天然产品。

- The hydrolyzed polymer used in Easyliance is obtained through a patented industrial process.
Easyliance里面使用的水解聚合物是通过专利工业生产方法所获得的。

- No GMO strains / Vegetal renewable resources
非转基因品种／可再生的植物资源

Easyliance

•Acacia gum
阿拉伯树胶

- Acacia gum is an exsudate obtained from the stem and branches of the African tree harvested by incision of the bark
  阿拉伯树胶是将非洲树树皮切开后所提取到的渗出液。

- The process is unique and specifically designed for this Acacia gum quality
  整个加工过程是特有的并专门为了阿拉伯树胶的品质而特别设计的。

- Acacia gum has been supporting by local actions integrated in a Sustainable Development program.
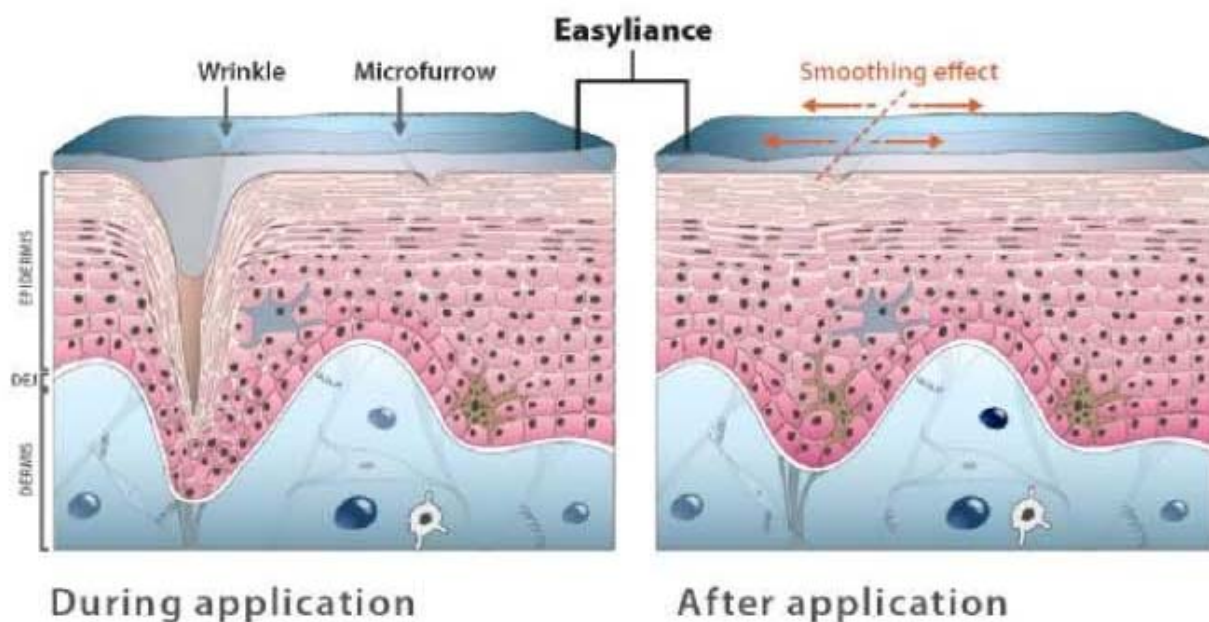 阿拉伯树胶是受到当地支持的综合性的可持续发展项目。

Mechanism of action
作用机理

Easyliance smoothes the skin by mechanical effect, due to both of the polymeric structures.
由于两种聚合物结构，Easyliance能够通过机械作用来使皮肤变平滑。

Wrinkle　Microfurrow　**Easyliance**　Smoothing effect

During application　　After application

1. Easyliance spreads out on the skin surface to form a network
   Easyliance在皮肤表面展开形成网状。

2. The Easyliance polymer film dries, retracts and stretches the skin
   Easyliance聚合物成膜变干，会收缩和舒展皮肤。

In vivo Tests 体内测试

▶ Easyliance efficacy shown by *in vivo tests* :
通过体内测试来展示Easyliance的功效

- Image analysis
图像分析

- Macrophotographies
宏观照相

-Tightening effect evaluated by the panel
通过人群测试来评估紧致效果
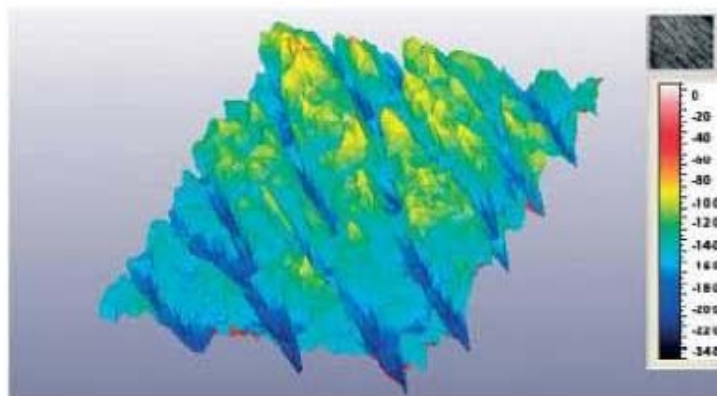
Easyliance smoothes the skin relief
Easyliance使皮肤变光滑

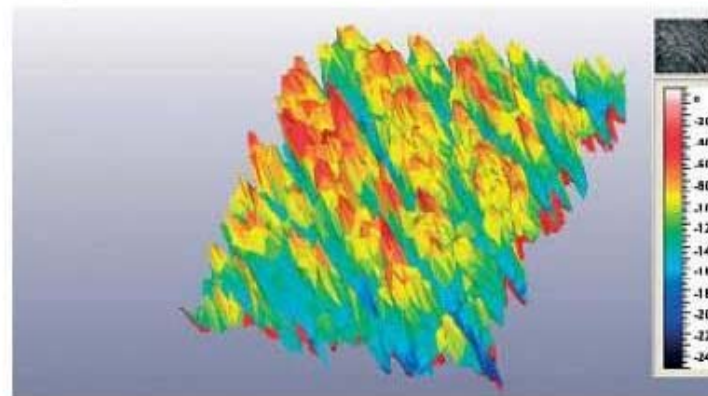## Evaluation 1 : 3D Image analysis (*In vivo* test)
评价1：3D图像分析（体内测试）

Protocol 方法

The tightening effect of Easyliance at 3% in a serum was evaluated on the upper side of the hand. Skin relief was 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.

在手臂上方使用含3%Easyliance的乳液并测试紧致效果．通过3D图像分析皮肤．图片右边的柱状图显示图像的像素水平的分布．颜色越蓝表示皮肤越粗糙，黄色或红色则表示皮肤光滑．

Before treatment

Easyliance after 1 H

Easyliance obviously smoothes the skin
Easyliance明显地使皮肤变光滑

Easyliance smoothes the skin relief
Easyliance使皮肤变光滑

Evaluation 2 : Crow's feet test (*In vivo* test)
评价2：鱼尾纹测试（体内测试）

Protocol 方法

A panel (12 volunteers, from 35 to 52 years old) applied a serum containing 3% Easyliance to the eye contour area. Photographs of the panelists' crow's feet were taken using a digital camera before and 5 minutes after application of the product

一组人群（12名志愿者，35岁到52岁）应用含3% Easyliance乳液在眼角部位。应用乳液前和应用后5分钟，分别用数码相机拍摄测试人群的鱼尾纹。

Easyliance has an immediate and visible lifting effect
Skin is smoother and looks younger
Easyliance拥有立即和明显可见的提升效果。
皮肤变光滑和看起来更加年轻。

Easyliance is perceived as a good tightener
Easyliace拥有良好的紧致感觉

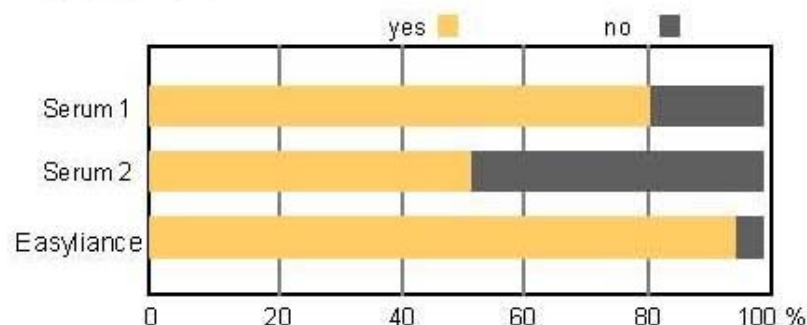## Evaluation 3 : sensory panel test
评价3：感官测试

Protocol

A panel (12 volunteers, from 35 to 52 years old) applied three serums to the eye contour area: Easyliance at 3% in a serum and two market references (serum 1 and serum 2). The panel answered a questionnaire after the product dried.

一组人群（12名志愿者，35岁到52岁）应用三种乳液在眼角部位：含3%Easyliance和另外两种市场对比产品（乳液1和乳液2）。当产品干后，询问测试者效果：
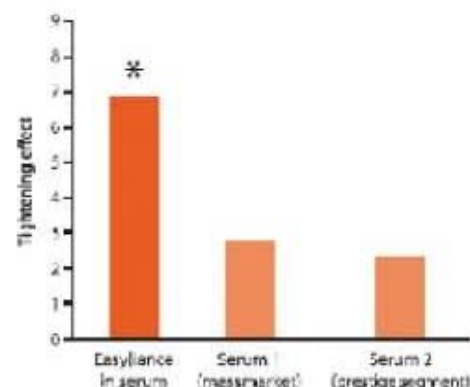
Perceived tightening effect :
紧致感官效果：

Comparison of the tightening effect

96% of the panelists have noticed a tightening effect for Easyliance.
96%测试者认为Easyliance有紧致效果

Easyliance presents a better tightening effect than commercially available serums

与其他乳液产品相比，Easyliance表现出更好的紧致效果

Cosmetic uses 化妆品使用

Specifications 说明书

-INCI Name: Acacia senegal gum (and) Hydrolyzed rhizobian gum

INCI名称：阿拉伯树胶和水解根瘤菌胶

-Aspect: powder

外观：粉末

-Color: yellowish

颜色：淡黄色

-Preservative : none

防腐剂：无

Cosmetic uses 化妆品使用

Cosmetic applications 化妆品应用

Easyliance can be incorporated into a wide range of skincare products :
绝大部分的护肤产品都可以添加使用Easyliance:

- -Day creams
  日霜

- - Lifting / Tightening serums
  提升/紧致乳液

- - Smoothing products
  柔滑产品

Recommended dosage 建议用量

From 2 to 3 % for a lifting product

提升产品是2~3%

Conclusion 结论

‣ Efficacy & Comfort 功效和舒适

Easyliance is an excellent lifting product with proven efficacy

Easyliance是一款拥有卓越功效的提升产品。

‣ Natural origin 天然来源

Easyliance, fully natural, from the synergy of 2 polymers

Easyliance是纯天然由两种聚合物合成。

‣ Ethical consideration 道德思考

Gum is obtained following sustainable development rules

按照可持续发展规则来获取胶。

Approved by Ecocert for ecological and organic cosmetics
Ecocert认证的生态有机化妆品