

DC Instalift™ Goji

Immediate Skin Tightening



DC Instalift™ Goji

INCI : Water (and) Butylene Glycol
(and) Lycium Barbarum Fruit
Extract

CAS #: 7732-18-5, 107-88-0, 85085-46-7

EC #: 231-791-2, 203-529-7, 285-375-0

DC Instalift™ Goji GF

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Fruit Extract

CAS #: 7732-18-5, 85085-46-7

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Anti-aging

Reduction of Wrinkle Appearance

Instant Lifting & Firming

Free Radical Scavenging

A unique, naturally-derived extract of Goji Berries rich in glycopeptides, amino acids and polysaccharides

DC Instalift™ Goji is a naturally derived anti-aging solution that not only provides instant benefits but with use, actually builds a foundation for healthy younger skin. The glycopeptide found in DC Instalift™ Goji is dual purpose and provides an instant tightening effect resulting in diminished fine lines and wrinkles while also protecting the skin from stress and degradation from the everyday causes of aging.

The health benefits of goji berries have been recognized for centuries amongst Tibetan and Himalayan monks. Goji berries are native to China and thrive in other East Asian countries including Nepal and Thailand. Lycium fruit has traditionally been used to increase life span, enhance the appearance of the skin and boosts the immune system when taken orally.

Lycium Barbarum (Goji Berry) Fruit Extract (aka DC Instalift™ Goji) has been designed for long term anti-aging benefits and instant firming results. Extracted from goji berry, an isolated active glycopeptide fraction is generated which combines the skin lifting and firming strength of both proteins and polysaccharides. This goji glycopeptide fraction forms a perfect lifting mesh to support sagging and wrinkled skin, creating an immediate visible lifting effect. DC Instalift™ Goji further offers long term anti-aging benefits via: MMP inhibition, antioxidant activity and collagen stimulatory activity for a complete anti-aging treatment.

Recommended applications



Skin Care



Face Makeup

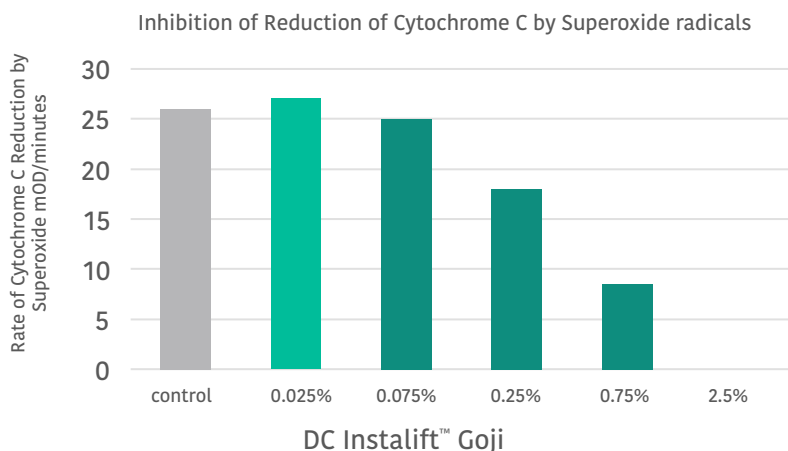


(For GF grade)

Vantage

Anti-oxidant potential

DC Instalift™ Goji inhibits the oxidative capacity of superoxide free radicals.



Method

Cells: Neutrophils from enriched leukocytes

Negative Control: Untreated Cells

Timepoint: 30 mins

Method: Reaction containing substrate cytochrome c and phorbol ester-activated neutrophils

Measurement: Absorbance at 550nm

cell protection effect

DC Instalift™ Goji protects cells when exposed to sub-optimal conditions and the active component of Goji active is a glycosylated molecule.

Cells grown in healthy condition	Cells exposed to sub-optimal conditions	Cells exposed to sub-optimal conditions + Goji	Cells exposed to sub-optimal conditions + Goji + Beta-glucosidase
Healthy cells	Cells start to break down	Presence of Goji allows cell recovery	Glucosidase results in loss of efficacy

Method

Subconfluent cultures of human neonatal dermal fibroblasts were treated as follows

- optimal conditions (complete FBM medium) for 6 days;
- 3 days at optimal conditions following 3 days at suboptimal conditions (DMEM without serum);
- 3 days at optimal conditions following 3 days at suboptimal conditions in the presence of 0.25% DC Instalift™ Goji
- 3 days at optimal conditions following 3 days at suboptimal conditions in the presence of 0.25% DC Instalift™ Goji pretreated with b-glucosidase

Morphology of cultures (40X magnification)

Effect on cell proliferation

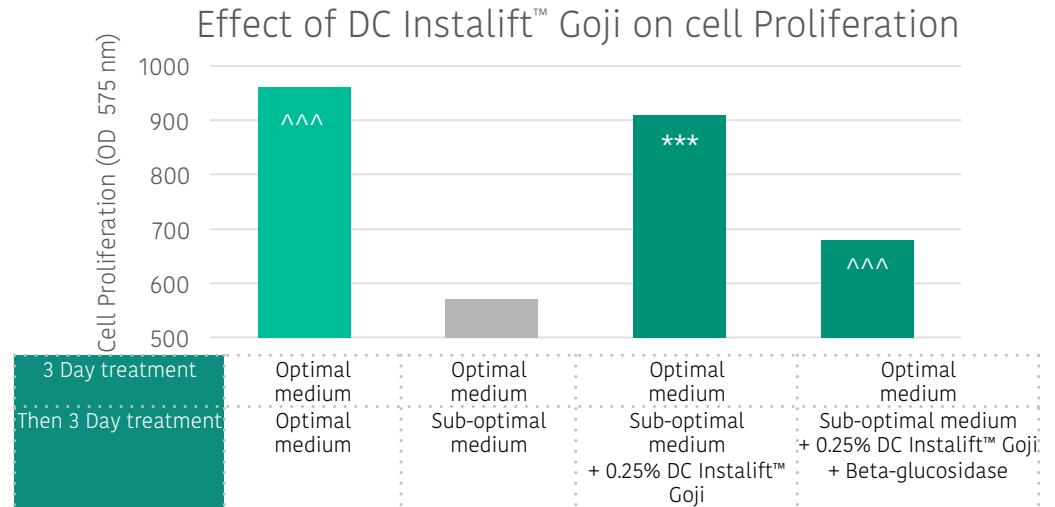
DC Instalift™ Goji improves cell viability when exposed to sub-optimal conditions and the active component of Goji active is a glycosylated molecule.

Method

Subconfluent cultures of human neonatal dermal fibroblasts were treated as follows

- optimal conditions (complete FBM medium) for 6 days;
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Quantification of cell numbers at 575 nm



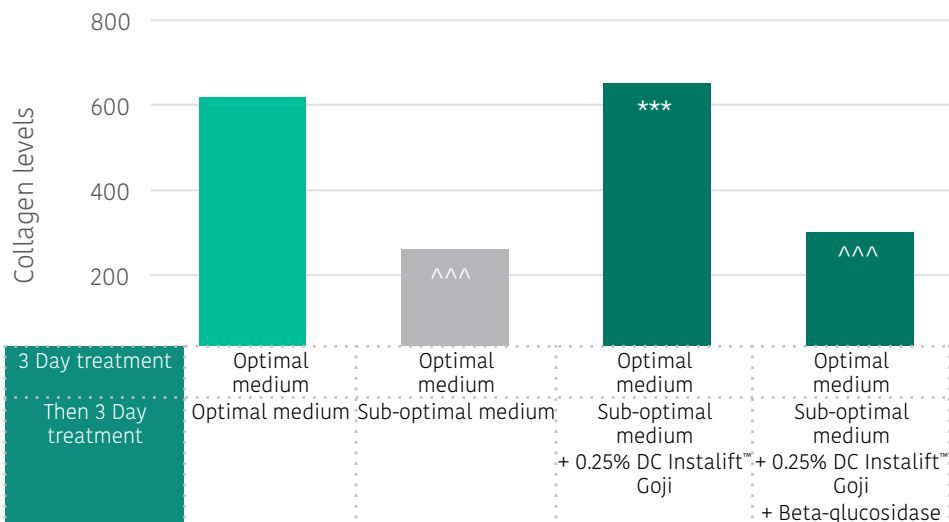
^^^ statistically significant ($p < 0.05$) compared to condition A and C

*** statistically significant ($p < 0.05$) compared to condition B and D

Effect on collagen I levels

DC Instalift™ Goji stimulates Type I Collagen when exposed to sub-optimal conditions and the active component of Goji active is a glycosylated molecule.

Effect of DC Instalift™ Goji on Collagen I



^^^ statistically significant ($p < 0.05$) compared to condition A and C

*** statistically significant ($p < 0.05$) compared to condition B and D

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Quantification of type I collagen in cell medium by ELISA

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	DC Instalift™ Goji	DC Instalift™ Goji GF
Appearance	Dark Brown Liquid	Amber/Dark Brown Liquid
Odor	Characteristic	Characteristic
pH	5.0-7.0	4.0-6.0
Solids	7-8% Lycium Barbarum Fruit Extract	6% Minimum Lycium Barbarum Fruit Extract
Recommended Use Level	3-8%	3-8%

Preservative System: Phenoxyethanol, Caprylyl Glycol, Potassium Sorbate and Hexylene Glycol

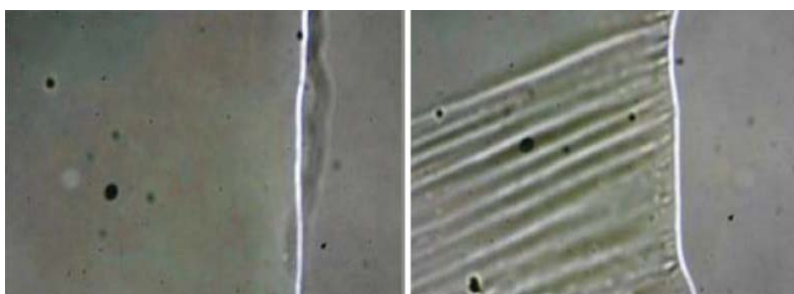
Film forming studies

New ways to use peptides in skin care are constantly being developed. A glycopeptide, for example, combines the skin-lifting and firming strength of both peptides and polysaccharides sourced from goji berries. This goji glycopeptide forms a mesh to support sagging and wrinkled skin, creating immediate subtle lifting. In addition, strategies to remedy various barrier and matrix disturbances associated with anti-aging are addressed with DC Instalift™ Goji. By creating a sturdy barrier, DC Instalift™ Goji helps to normalized stressed skin and rebalances the way your skin works and feels.

DC Instalift™ Goji exhibits continuous film forming properties

Method

On a microscope slide, Sample is left of the meniscus line and sample was observed in the microscope at 400X magnification at T0 as well as T60 mins at the meniscus



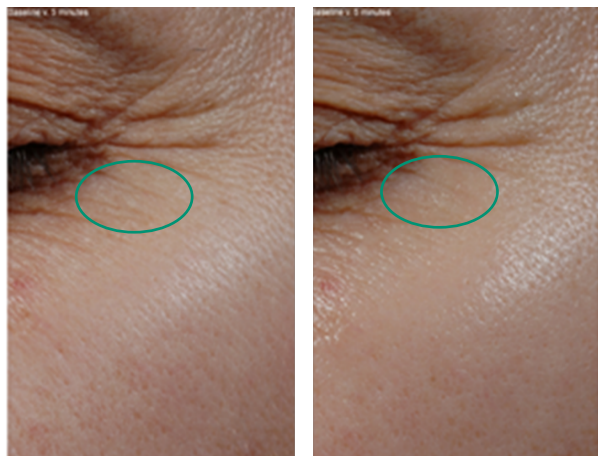
DC Instalift™ Goji at Time 0

DC Instalift™ Goji at 60min

Image magnification 400X

Immediate skin firming benefit

DC Instalift™ Goji induced an immediate visible increase in the firmness of the skin as seen by decrease in skin extensibility by 27%.



Baseline

5min

Method

20 female volunteers, 40-72 years old with self perceived sagging skin
Random Split face study
1/2 face – 3% Instalift™ Goji in water solution
1/2 face – Water
Application by cotton balls

Panelists washed face 2hrs before arriving to center
After equilibrating for 30 mins, baseline DTM measurements and pictures were taken 5 mins after application, measurements and pictures were made using Dermal Torque meter.