



SouthernCross
BOTANICALS

ACTIVE
INGREDIENTS

SUPEROX-C™

ILLUMINATE YOUR SKIN!

Extracted from Kakadu plum, the world's highest source of vitamin C

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Fights oxidative stress to reduce the appearance of wrinkles

-

Improves skin radiance and boosts skin luminosity



SUPEROX-C™ IS A KAKADU PLUM EXTRACT, A UNIQUE SUPERFRUIT KNOWN AS THE WORLD'S RICHEST SOURCE OF VITAMIN C. IT REINFORCES CELL ANTIOXIDANT DEFENSES TO BETTER PROTECT AGAINST OXIDATIVE STRESS.

Free radicals are an inevitable actor of tissular aging process. Daily aggressions (sun exposure, pollution, cigarette smoke, stress, etc.) are able to generate such a huge amount of free radicals that normal cell antioxidant defenses become overwhelmed, inducing an oxidative stress that leaves tissue vulnerable to damage. Oxidative stress induces collagen and hyaluronic acid breakage and leads to a loss of skin consistency and firmness responsible for the appearance of wrinkles and a dull complexion.

Superox-C™ is a botanical active ingredient extracted from native Australian Kakadu plum especially designed to provide a topical supply of antioxidants necessary to fight free radical-induced skin aging.



THE WORLD'S NATURAL RICHEST SOURCE OF VITAMIN C

Origin of Kakadu plum

Kakadu plum (*Terminalia Ferdinandiana*) is endemic to tropical northern regions of Australia around the Aborigines territory of the UNESCO World Heritage-listed Kakadu National Park. The small to medium-sized tree produces fruits about two centimeters long and a centimeter wide with a single seed.

History and traditional usage

Aborigines have lived in the Kakadu park area for tens of thousands of years. As nutrient-rich fruits, Kakadu plums have been a traditional source of bush tucker for this people and were eaten during long treks or hunting trips. It was also traditionally pound and used as an antiseptic and a soothing balm for aching limbs.

Composition

Kakadu plum is annually exposed to an extremely high sun index (up to 12) with harmful rays. The fruits have consequently developed a highly efficient self-defense system composed of a cocktail of various powerful antioxidant molecules to protect against violent sun-induced free radicals attack.

Kakadu plum has been identified as the fruit with the world's highest vitamin C content, up to about 100 times more than an orange! It also contains large amount of polyphenols (mainly gallic and ellagic acids). Due to its extraordinary antioxidant composition, Kakadu plum is classified as a superfruit.



ANTIOXIDANT EFFECT

Due to its high content in vitamin C and polyphenols, Superox-C™ has a strong antioxidant activity.

By supplementing the skin with a topical dose of natural antioxidants, cells boost their defenses against free radicals. Oxidative stress is then reduced.

STIMULATION OF PRO-COLLAGEN I AND HYALURONIC ACID SYNTHESIS

Because free radicals attacks are limited by the powerful antioxidant activity of Superox-C™, degradation of dermis components is strongly reduced. Furthermore, Superox-C™ induces the synthesis of pro-collagen I (+144% at 0.4%) and hyaluronic acid (+59% at 0.2%) to compensate from free radicals damages.

Dermis is both protected and reinforced to reduce the appearance of the aging signs.

REJUVENATION ACTION

Test protocol

- 2 groups of 20 women volunteers (A: mean age of 47; B: mean age of 37);
- Twice daily application of a cream with 2% Superox-C™ on split-face versus a placebo during 30 days;
- Crow's feet wrinkle measurement with dermaTOP-blue at D0, D15 and D30;
- Gloss value measurement with spectrocoulometer at D0 and D30.

Reduction of wrinkles - Smoothing action

Superox-C™ visibly reduces the appearance of wrinkles and smoothes skin surface (group A).



D0



D30

Roughness reduction up to:

- 21% after 15 days
- 38% after 30 days

100% of the subjects demonstrated a positive effect.

Improvement of skin luminosity

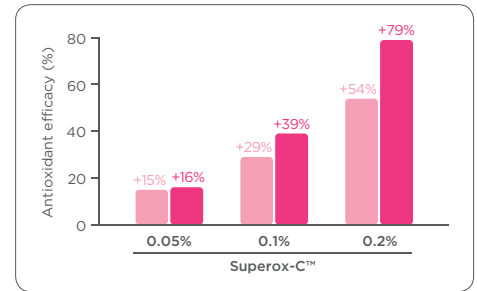
Gloss value is a parameter of the skin radiance. It defines the ability of the skin to reflect the light, and is directly linked to the skin surface quality. The smoothing action of Superox-C™ provides skin with a higher reflective power and enhances its radiance (group B).

Luminosity enhancement up to:

- 21% after 15 days
- 30% after 30 days

100% of the subjects demonstrated a positive effect.

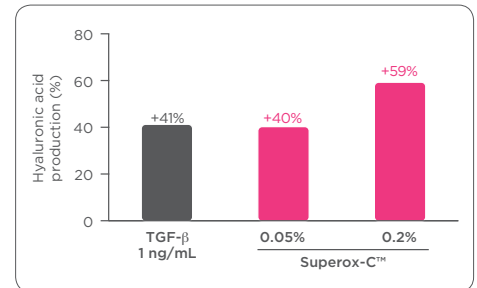
ANTIOXIDANT ACTIVITY



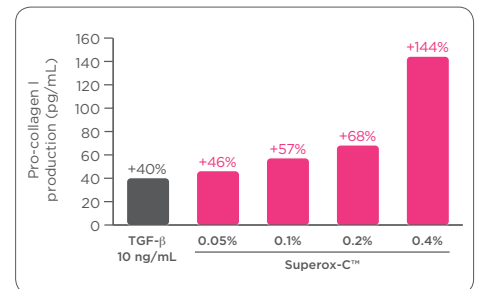
● 30 min.

● 24 hrs

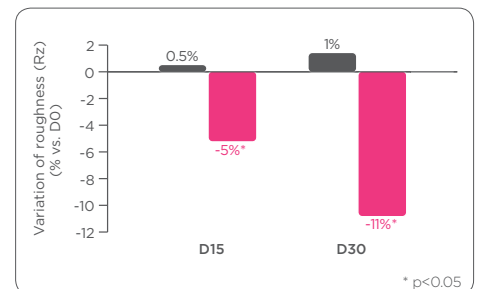
STIMULATION OF HYALURONIC ACID SYNTHESIS



STIMULATION OF PRO-COLLAGEN I SYNTHESIS



SKIN ROUGHNESS

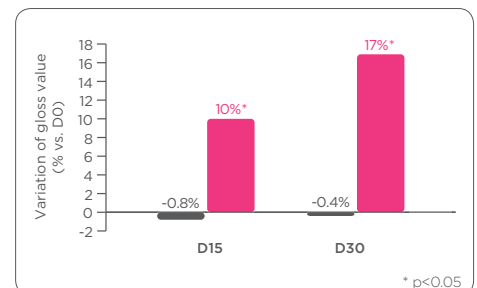


● Placebo

● 2% Superox-C™

* p<0.05

SKIN GLOSS VALUE



● Placebo

● 2% Superox-C™

* p<0.05

SUPEROX-C™ REBALANCES CELL DEFENSES TO PROVIDE OUTSTANDING CLINICAL RESULTS ON THE APPEARANCE OF WRINKLES AND SKIN RADIANCE.

PRODUCT DESCRIPTION

INCI NAME

Glycerin (1) (and) Water (2) (and) Alcohol Denat. (3) (and) Terminalia Ferdinandiana Fruit Extract (4)

CAS

56-81-5 (1), 7732-18-5 (2), 64-17-5 (3), 1176234-54-0 (4)

EINECS

200-289-5 (1), 231-791-2 (2), 200-578-6 (3), - (4)

APPEARANCE

Pale yellow to yellow-brown liquid

FORMULATION

Should be incorporated at the end of the formulation at a temperature below 40°C.

DOSAGE

1-2%

OPTIMUM pH

3.0-7.5

APPLICATIONS

- Anti-aging Care
- Anti-wrinkle Care
- Radiant Care
- Daily Care
- Sun Care and after-sun Care
- Skin protection
- Men Care

CHINA-COMPLIANT

FEATURES AND BENEFITS

FEATURES	BENEFITS
Kakadu plum thrives in extremely harmful UV environment	Highly efficient self-defense system
Extracted from unique Australian superfruit, the world's richest source of vitamin C	Powerful antioxidant activity
Fast action	Significant clinical results after only 2 weeks
Outstanding smoothing effect for 100% volunteers	- Reduces the appearance of wrinkles - Increases skin radiance, glossiness and luminosity

GLOSSY SKIN SERUM 13.322.01 C148

INGREDIENTS	INCI NAMES	%
A Deionized Water Dermafeel™ PA-3* FDC Red 4 Solution 0.1% Ecogel™	Water	81.17
	Sodium Phytate (and) Water (and) Alcohol	0.15
	Water (and) CI 14700	0.28
	Lysolecithin (and) Sclerotium Gum (and) Xanthan Gum (and) Pullulan	2.00
B Dermafeel™ Sensolv* Shea Butter Sweet Almond Oil Vitapherole E1000	Isoamyl Laurate	1.00
	Butyrospermum Parkii (Shea) Butter	3.00
	Prunus Amygdalus Dulcis (Sweet Almond) Oil	3.00
	Tocopherol (and) Helianthus Annuus (Sunflower) Seed Oil	0.20
C Dermosoft™ 1388* Superox-C™ WildBerry Harvest™	Fragrance	4.00
	Glycerin (and) Water (and) Alcohol Denat. (and) Terminalia Ferdinandiana Fruit Extract	2.00
	Glycerin (and) Water (and) Alcohol Denat. Tasmannia Lanceolata Fruit Extract (and) Syzygium Leuhmannii Fruit Extract (and) Kunzea Pomifera Fruit Extract	2.00
Liftessence™ Nature PF	Water (and) Glycerin (and) Cyathea Cumingii Leaf Extract	1.00
D SG 38237	Fragrance	0.20

pH: 4.5 - 5.5 - Viscosity (Rheo ELV 8, spindle 4, 6 rpm, 3 mn): 10 000 - 20 000 mPa.s

* Distributed in France by Lucas Meyer Cosmetics and Unipex Solutions France.

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