

PRESS RELEASE

THE INNOVATIVE ART OF SKIN HEALTH

Our refreshingly innovative approach to enhancing skin health allows us to create new products that support multi-functional benefits while delivering rapid results.

E.Y.E. lift serum

THE INNOVATIVE ART OF SKIN HEALTH

pHformula is an international dermatological skincare company that uses pharma-grade ingredients - the highest and purest quality raw materials - in its product formulations and in its approach to chemical skin resurfacing.

We practice the art of controlled chemical skin resurfacing at a pharma cosmeceutical level. Our non-invasive, customised skin resurfacing treatments are the result of more than three decades' of scientific, medical and skin health experience.

Targeted at the specific needs of our four identified skin disorders ranging from ageing, hyper-pigmentation, skin redness to acne-prone skin, key ingredients are applied to the skin combined with acids and our unique delivery vehicle complex, PH-DVC™. All the elements together, deliver protons to the different layers of the skin in a controlled manner. This release of protons result in accelerated cell turnover and optimum skin regeneration with no downtime.

ABOUT E.Y.E. lift serum

An innovative eye serum enhanced with double lifting components: Prolifting complex and InTensor extract that provide an immediate (flash effect) – and long- term lifting effect. The soothing Glycine soja seed extract contributes to improve the bioavailability and timed release of active ingredients while in synergy with Prolifting complex - helping to increase collagen synthesis, contributing to the reduction in fine lines and wrinkles.

Caffeine has powerful antioxidant properties, assists in reducing puffiness and increases microcirculation to reduce signs of fatigue. Marshmallow extract has a dual-action anti-pollution effect to help reduce the effects of pollution such as premature ageing signs and a dull complexion. Enriched with emollients to provide skin moisture and a natural origin ingredient to provide a soft, velvety finish. A special glass-touch roller-ball applicator provides controlled application and a feeling of freshness.



PROLIFTING COMPLEX

An innovative ingredient with a marked lifting or tightening effect, with both an immediate (flash effect)- and long-term action, as shown in *in vivo* efficacy studies. Prolifting complex is a novel galactomannan tridimensional hydrocolloid matrix, which sequentially releases oligosaccharides obtained from chicory root (*Cichorium Intybus* Root Oligosaccharides). This tri-dimensional mesh is adsorbed on the skin surface (clings to the skin surface) to form a continuous film that enables an immediate lifting effect and a prolonged effect for the release and later absorption of oligosaccharides. *Ex vivo* efficacy studies noted a dose-dependent increase in collagen levels.

INTENSOR EXTRACT

Based on new technology making use of sugar cross-linking agents, the 3D molecular structure of InTensor extract quickly adheres, spreads, and forms a viscoelastic film on the skin's surface. This stable, cohesive glucan biopolymer (Tapioca starch) produces an immediate lifting and smoothing effect. *In vivo* studies demonstrated a statistically significant effect in the reduction of crow's feet.

CAFFEINE

Topically, caffeine has demonstrated potent antioxidant properties as well as the ability to increase microcirculation in the skin, helping to relieve puffiness and signs of fatigue. Studies have indicated that caffeine can reduce swelling of the tissue around the eyes.

MARSHMALLOW EXTRACT

Althaea Officinalis Root Extract is a key ingredient obtained from French marshmallow. It has a dual-action antipollution effect on the skin where it limits the adhesion of pollution particles to the skin and helps to remove pollution particles from the skin. The preventative effect is obtained by the formation of a non-occlusive film on the skin to help overcome the effects of pollution such as signs of premature ageing signs, dull complexion, clogged pores, etc. The improvement effect is obtained through the removal of pollutants that would have embedded in the skin.

LUMISTOP

Is a ferment extract obtained through biotechnology from a radiation-resistant microorganism. It is a blue light specific protector that helps to activate the epidermal photosensors and prepares, protects, and repairs the skin against solar- and artificial blue light-induced damage, helping to minimise the main signs of digital and photoageing.

GLYCINE SOJA SEED EXTRACT

Antioxidant and soothing benefits. According to a 2021 study published in *Molecules*^[1], soybean seed extracts has indicated an ability to inhibit elastases while increasing the skin's elastin, collagen synthesis and glycosaminoglycans levels, especially hyaluronic acid. Glycine soja seed extract improves the delivery and bioavailability of key ingredients and enhances collagen and elastin production, as well as providing skin soothing benefits while contributing to skin moisture and preserving skin integrity.

SHEA BUTTER

Butyrospermum Parkii butter is composed of mainly oleic and stearic acids and has rich emollient benefits that helps to maintain moisture in the skin.

OLEA-DERIVATIVE COMPLEX

Is an olive-derived, very stable emollient that gives a velvety finish and enhances spreadability. It is a very light oil and gets absorbed rapidly after application – giving the skin a 'dry' touch.

CAPRYLIC / CAPRIC TRIGLYCERIDE

A plant derivative that acts as an emollient, skin conditioning agent and solvent. It shows skin smoothing properties, excellent spreadability, respiration, and good skin absorption.

^[1] *Molecules*. 2021 Jun 11;26(12):3584.

E.Y.E. lift serum AT A GLANCE

- Immediate and long-term lifting effect.
- Helps to reduce the appearance of lines and wrinkles around the eyes.
- Assists with protection against solar light (UV, blue, and IR) and artificial blue light.
- Helps to reduce signs of fatigue.
- Contributes to the reduction of puffiness or swelling around the eyes.
- Assists in enhancing collagen production.
- Helps to improve microcirculation around the eyes.
- Double antipollution effect that contribute to limit adhesion and remove pollution particles from the skin.
- Velvety/silky touch.

DIRECTIONS FOR USE

- Use gentle pressure, roll under each eye from inner to outer corner, twice.
- Gently pat with ring finger, in upward direction around the orbital bone and brow bone until completely absorbed.
- Apply morning and night



ABOUT pHformula

Represented in more than 40 countries worldwide and based in Barcelona, pHformula is a dermatological skincare company that prides itself in the art of skin health. Using pharma-grade ingredients consisting of the highest and purest quality raw materials in its product formulations, pHformula is innovative in its controlled chemical skin resurfacing approach. Its formulations feature a unique and exclusive delivery vehicle complex - PH-DVC™ - to provide quick penetration, improved bio-availability of the ingredients thereby minimising the possible side effects associated with traditional skin peeling. pHformula not only develops controlled chemical skin resurfacing products of the highest level, but also offers the ART of skin resurfacing - a complete treatment system for the professional (skin therapists, aesthetic nurses and doctors) to achieve optimum results in our four identified skin disorders.

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PRODUCT HIGHLIGHTS

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DERMATOLOGICAL SKIN RESURFACING

