SymPeptide® XLash

Lipo-Oligopeptide

3D Lashes Enhancer

Symrise,
always inspiring more…

DISCLAIMER

“The information set forth herein does include proprietary and confidential information of Symrise and must be treated in confidence and not be used by the recipient hereof unless otherwise agreed to in writing by Symrise.”

SymPeptide®XLash

Leading the way to gorgeous lashes...

1		Marketing trends, data, story
2		The Science
3		The Features
4		Inspirations

Inspiring More…

In eyelashes

7 in 10 consumers around the globe would like to have longer lashes

Source:
CICS hair care study 2015 - BR, DE, CN, JP, US, ZA

Eyebrow products add value by leveraging hair care benefits such as ability to thicken and leveraging eyebrow hair re-growth.

Source: Eye color cosmetic insights, Mintel, March 2017

Consumers expect from their lash products

- Volume
- Density
- Long lasting effect

Main frustrations regarding market lash products

- Short lasting
- Smudges effect
- Mascara ‘build up’

The Story

History

Forget About Fake Lashes!

For those who desire long and fuller lashes, fake lashes are the best option to achieve this intense look, right? Unfortunately, they are not easy to apply and there is the risk of them falling off at any moment. Is it worth it?

*How about having **REAL** long and full lashes on your own, without any tricks?*

*Symrise has developed the most efficient solution for a glamorous intense wide-eyed look, **SymPeptide® XLash** is a **unique peptide** that is **capable of increasing the overall density of eyelashes !***

symrise

SymPeptide® XLash

Ensuring proper bioavailability for maximal keratin stimulation

Symrise Innovation

SymPeptide®XLash

3D LASH ENHANCER

1. **Significantly stimulates keratin genes expression**

2. **Improves overall eyelash density by 66% in 4 weeks / Clinically proven**

INNOVATION

> To offer a substantiated effective product that works on the enhanced appearance of eyelashes, ***Symrise*** *has identified a specific* ***lipo-oligopeptide*** *whose structure ensures optimal* ***bioavailability*** *in order to stimulate* ***keratin*** *production effectively (in-vitro).*

> As a result, Symrise brings to market an effective product for ***enhancing eyelashes****. An invitation to a* ***powerful look !***

symrise

The Science

SymPeptide®XLash

2 BENEFITS

Keratin Stimulation

Significantly stimulates keratin genes expression

In Vitro

Eyelash Enhancement

Increases in lash density in 4 weeks !

In Vivo

Increases the density and thickness of eyelashes

Keratin Gene Array
In Vitro Study - Protocol

Addition of EpiLife media to human epidermal keratinocytes (nHEK)

Incubation for 24h (37° C)

Addition of neat P226 (0.001%) in EpiLife media human epidermal keratinocytes (nHEK)

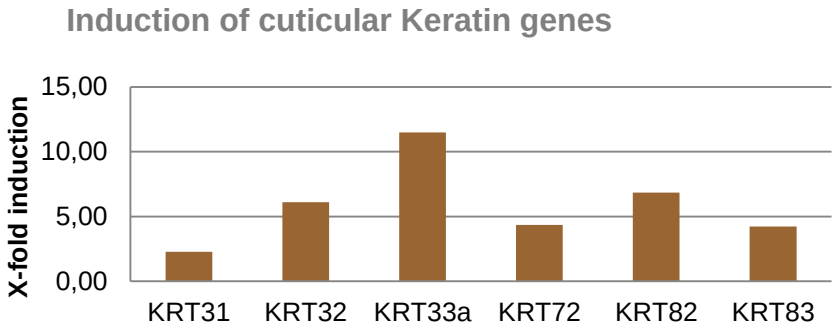
Incubation for 48h (37° C)

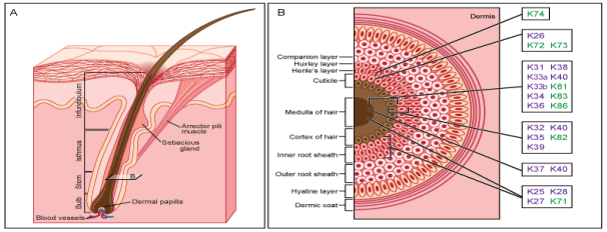
Lysis, Isolation and purification mRNA, generation cDNA

Quantification acc. to ΔΔCT-Method (HPRT as housekeeping-gen)

1 Keratin Gene Array

In vitro study





SymPeptide® XLash significantly stimulates ***keratin*** genes responsible for more densified eyelashes:

- Significantly induce Hair-specific Keratin genes
- Induced genes belong to acidic as well as basic Keratin subtypes
- Induced genes are expressed all over the Inner Root Sheath

Keratin Gene	Location in the Inner Root Sheath	Cuticular Keratin Isotype
KRT31	hair cortex	type 1, acidic
KRT32	outer medulla	type 1, acidic
KRT33a	inner medulla	type 1, acidic
KRT72	cuticle up to apex	type 2, basic
KRT82	outer medulla	type 2, basic
KRT83	inner medulla	type 2, basic

2 Eyelash Enhancement

In vivo assay - Protocol

Panel of 4 subjects

Test products: eyeliner serum with:

- 5% SymPeptide® XLash (50ppm peptide)
- 10% SymPeptide® XLash (100ppm peptide)

Products applied on the root of the lashes once a day at night

Measurements:
2, 4 and 6 weeks

Canon 5-DMII calibrated with micrometers to accurately calculate distal length and width. Cameras mounted on permanently fixed tripods shooting directionally above the anterior eye lids. Software programs are a composite of commercially available Canfield, Hasselblad and proprietary programs to represent eyelash density analysis.

2 Eyelash Enhancement

In vivo assay - conclusion

SymPeptide® XLash increases the density of eyelashes:

After14 days: 33,67%

After 28 days: 46,71

After 42 days: 60,60%

2 Eyelash Enhancement

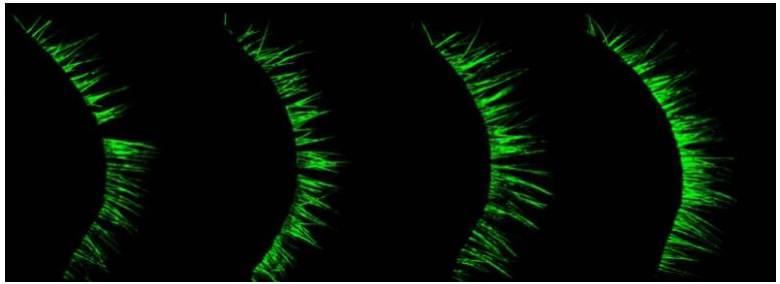
In vivo data

10% SymPeptide® XLash: Right Eyelash After 2-6 Weeks of Use

Eyelashes density & thickness increased **in only 2 weeks!**

Day 0 → Day 14 46.26% → Day 28 66.3% → Day 42 72.29%

Eyelashes overall density enhancement
+66% in 4 weeks



Day 0 Day 14 Day 28 Day 42

Eyelash Enhancement
In vivo data

5% SymPeptide® XLash: Right Eyelash After 2-6 Weeks of Use

Eyelash are clearly more **densified and thicker** in only **2** weeks !

© 2012 Symrise. All rights reserved

Day 0

© 2012 Symrise. All rights reserved

Day 14
10.47%

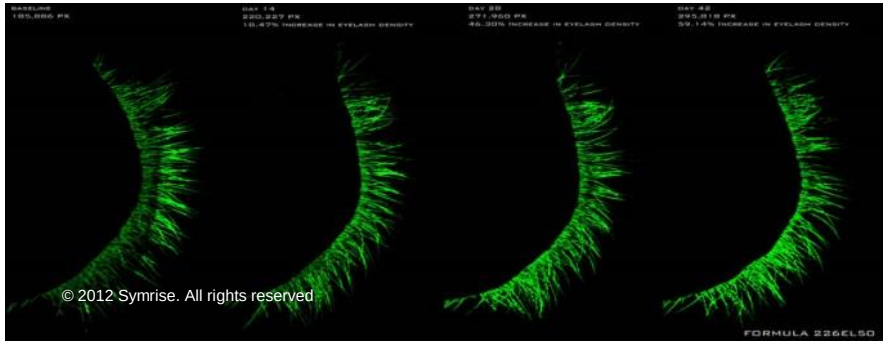
© 2012 Symrise. All rights reserved

Day 28
46.3%

© 2012 Symrise. All rights reserved

Day 42
59.14%

Eyelashes overall density enhancement
+59% in 4 weeks



symrise

The Features

SymPeptide® XLash

ID Card

NUMBER: 904704
INCI: Water (Aqua), Glycerin, Myristoyl Pentapeptide-17

- Recommended use level: 1- 10%
- Clear colorless to beige odorless liquid
- pH stable between 4 and 9
- Soluble in water, ethanol and glycols
- Temperature stable up to 50° C

SOURCE OF EYELASHES YOUTH VOLUME & DENSITY

STIMULATES KERATIN GENE PRODUCTION IN VITRO

CLINICALLY PROVEN TO **ENHANCE THE OVERALL DENSITY OF EYELASHES BY**

66%

IN 4 WEEKS!

MAIN APPLICATIONS

- MASCARAS
- EYELASH SERUMS
- EYELINER

14

FAST & VISIBLE EFFECTS IN

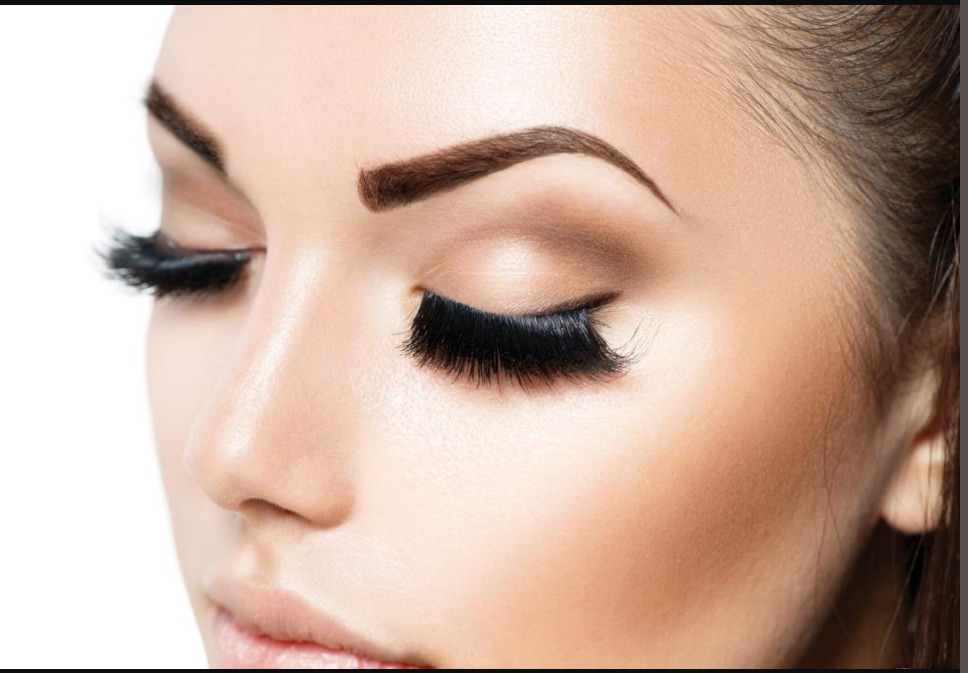
2 WEEKS

EFFICIENTLY & VISIBLY IMPROVES EYELASH VOLUME

GLOBALLY APROVED

(EXCEPT IN CHINA)

Inspirations



SO VOLUME

Eyelash & Brow Primer 2 in 1

Nutrient Primer & Shaping Brush for thicker, healthier and fuller eyelashes and brows

With SymPeptide®XLash

Apply the primer at the root of eyelashes and brows

Shape eyelashes and brows with the volumizing fiber gel

symrise

THEY ARE REAL!

EYELASH FOOD SERUM & VOLUMIZING MASCARA

Double eye mascara for a fake lash look. With SymPeptide®XLash in a transparent food serum your eyelashes will be nourished and stimulated to grow and the volumizing mascara ensures the ultimate dramatic look

symrise

INVISIBLE KAJAL

EYEBROW & EYELASH VOLUMIZING PEN

Have yourself a dramatic look with this contouring Kajal pencil. With SymPeptide® XLash, experience fuller and longer lashes from 2 weeks!

symrise

Symrise,
always inspiring more…

DISCLAIMER

“The information set forth herein does include proprietary and confidential information of Symrise and must be treated in confidence and not be used by the recipient hereof unless otherwise agreed to in writing by Symrise.”