

Instalift® Goji (glycopeptides)

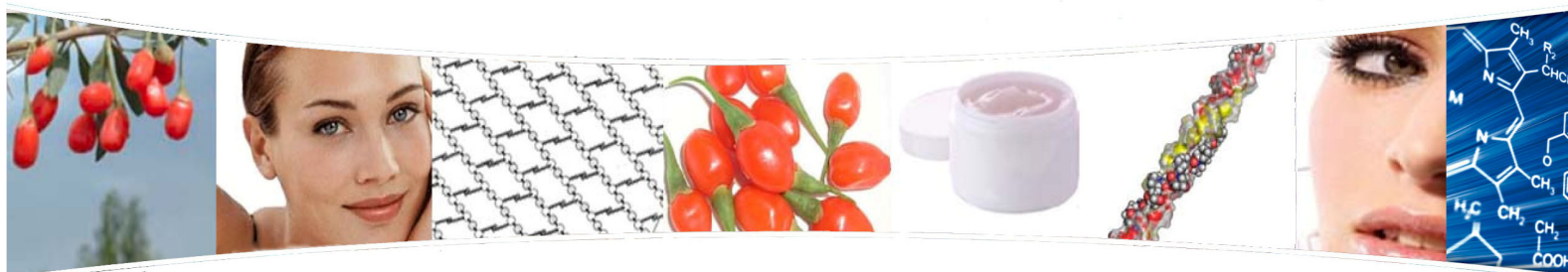
INCI: Water, Butylene Glycol, Lycium barbarum Fruit Extract **

October 27, 2010 rev.

Immediate wrinkle lifting and firming / Long-term anti-aging benefits

Lycium Barbarum, also referred to Tibetan Goji berry or Wolfberry, is a member of the nightshade family of plants. This species of plant is a deciduous woody perennial, native to southeastern Europe and Asia.

Goji has long played an important role in traditional Chinese medicine where it is known to enhance immune system function, improve eyesight, protect the liver and improve circulation, among other effects. In recent years, it has become highly prized in the global health food market with attention being focused on their nutrient value and antioxidant content (carotenoids (beta-carotene and zeaxanthin), polysaccharides, vitamins, minerals and essential fatty acids).



Instalift® Goji is an isolated active glycopeptide fraction from the Goji berry which combines the skin lifting and firming strength of both proteins and polysaccharides. This specific glycopeptide fraction forms a perfect rigid lifting mesh to support sagging and wrinkled skin for creating an immediate visible lifting appearance. Instalift Goji further offers critical long term anti-aging functions via: inhibition of MMP 1 expression, antioxidant efficacy, anti-apoptotic activity, and collagen stimulation for a complete anti-aging treatment.

BENEFITS

- ◆ Smoothing
- ◆ Lifting
- ◆ Moisturizing
- ◆ Firming
- ◆ Free Radical Scavenging
- ◆ Anti-Aging



APPLICATIONS

- ◆ Forehead wrinkles
- ◆ Reduction of crow's feet
- ◆ Eye brow lift
- ◆ Frown lines
- ◆ Sagging skin areas
- ◆ Body firming products

TYPICAL PROPERTIES

Appearance	Dark Brown Liquid
pH	5.00 - 7.00
Solids	7.00-8.00% Lycium Barbarum Fruit Extract

FORMULATION GUIDELINES

Recommended use level	3%
pH range	4-8

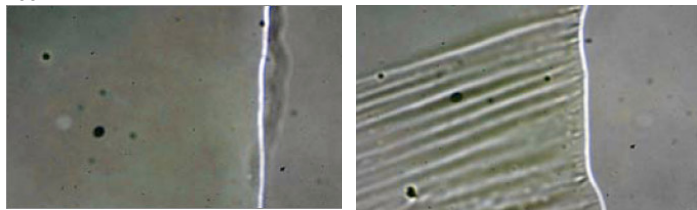
** Glycol-free version available: Instalift® Goji GF

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TIGHTENING EFFECT

Instalift Goji forms tightening micro-ripples observed after 1 hour on slide at 400X

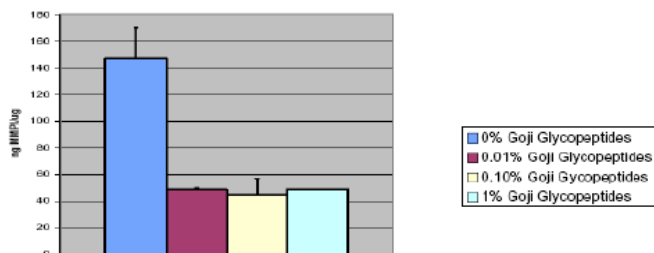


Instalift Goji at T=0, 400x magnification, sample is left of meniscus line

Instalift Goji at T=1hr, 400x magnification, sample is left of meniscus line

ANTI-AGING EFFECT

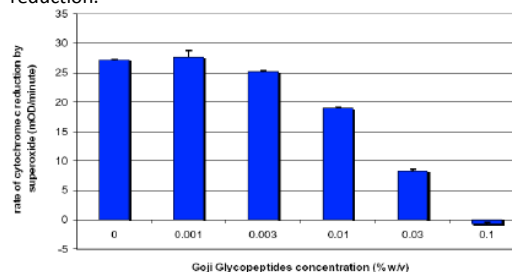
Inhibition of MMP-1 Expression by increasing concentrations of Goji Glycopeptides



Instalift Goji (goji glycopeptides) further offers critical long term anti-aging functions via: inhibition of MMP 1 expression, antioxidant activity, anti-apoptotic, and collagen stimulatory activity for a complete anti-aging treatment.

ANTIOXIDANT EFFECT

This graph demonstrates the protective antioxidant properties of goji glycopeptides and its capability of inhibiting the oxidative capacity of superoxide free radical demonstrated by measuring the rate of cytochrome C reduction.

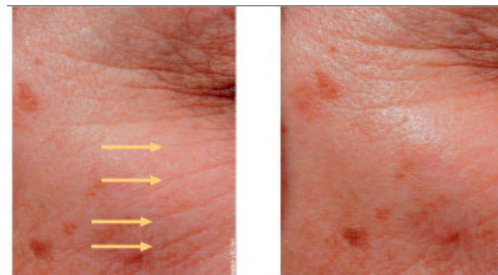


At increasing concentrations of goji glycopeptides the rate of oxidation is significantly diminished.

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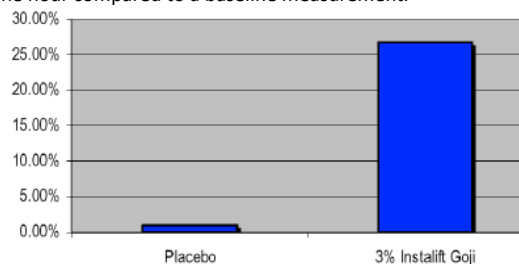
SMOOTHING EFFECT

Baseline vs. 60 minutes after application of 3% Instalift Goji in water



FIRMING EFFECT

Instalift Goji was tested at 3% in water on 19 subjects using Twistometry via Dermal Torque Meter Method. Results are expressed as % variation after one hour compared to a baseline measurement.



Placebo (water) showed no significant change after 1 hour. Instalift Goji improved skin firmness by 26.8% after 1 hour with statistical significance $p < 0.001$

REFERENCES

- ◆ Protective effect of Fructus Lycii polysaccharides against time and hyperthermia-induced damage in cultured seminiferous epithelium; Yanrong Wang, Hui Zhao, Xincheng Sheng, Patricia E. Gambino, Brian Costello, Krzysztof Bojanowski; Journal of Ethnopharmacology 82 (2002) 169/175
- ◆ Lycium barbarum glycoconjugates: effect on human skin and cultured dermal fibroblasts, H. Zhao, A. Alexeev, E. Chang, G. Greenburg, K. Bojanowski; Phytomedicine 12 (2005) 131-137