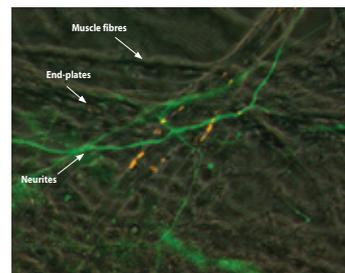


the vegetal answer to smooth expression LINES

► **REDUCES THE CONTRACTION OF
MUSCLE CELLS (INNOVATIVE IN VITRO MODEL)**



► **ANTI-WRINKLE ACTIVITY (IN VIVO
TOPICAL TEST ON CROW'S FOOT AREA)**

► **BIOTRANSFORMATION OF
PEPTIDES FROM HIBISCUS
SEEDS**



a mild and safe alternative
to drastic procedures

Definition

There are 2 main mechanisms in wrinkles apparition: biological ones (ageing of cells, oxidation or glycation of macromolecules...), and mechanical ones, when face muscles are involved.

Facial muscles are responsible for the formation of dynamic wrinkles: horizontal and vertical frown lines across the forehead, crow's feet around the eye and "naso-labial" line around the mouth.

A recent evolution of the cosmetic industry has offered to prevent these dynamic wrinkles by inhibiting facial muscle contraction.

To answer the need for a topical, gentle alternative to drastic procedures, Laboratoires Sérobiologiques have developed MYOXINOL™ LS 9736, with a targeted activity against expression lines.

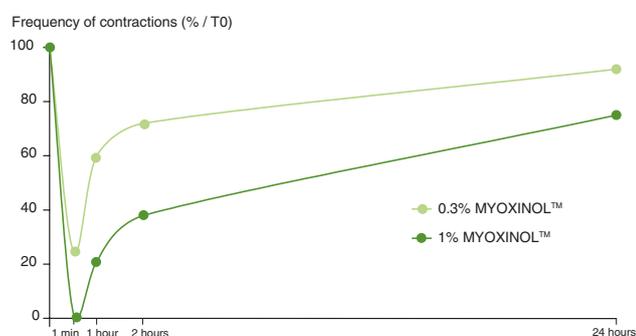
MYOXINOL™ actually goes further, as its efficacy against mechanical parameters of ageing is complemented by a biological one, offering a comprehensive anti-wrinkle approach (patented).

MYOXINOL™ is a complex of oligopeptides obtained by biotransformation of native proteins from the seeds of *Hibiscus esculentus L. (okra)*.

Efficacy tests

Inhibition of muscle cells contraction, *in vitro*

Innovative model mimicking the hyperactivity of facial muscles.



Inhibition of the frequency of contractions on a co-culture: muscle and neurons.

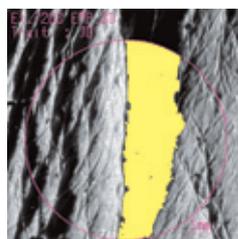
MYOXINOL™ LS 9736 significantly reduces muscle cells contraction.

This effect is longer lasting than the reference, completely reversible after 24 hours, yet providing evidence of the harmlessness of MYOXINOL™ on the long term.

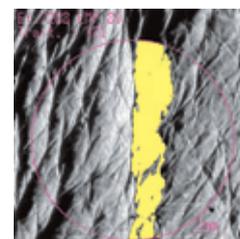
MYOXINOL™ inhibits the mechanical factor responsible for expression lines apparition.

Complementary tests:

- Anti-oxidant effect, *in vitro*.
- Anti-wrinkle activity (clinical test), topical reduction: **-26% wrinkle reduction** (mean value versus placebo).



Before treatment



After 3 weeks of treatment with a cream containing 1% MYOXINOL™

Cosmetic application

- Facial anti-age.
- Topical answer to smooth expression lines.
- Substitution or spacing-out of drastic procedures.

Technical data

INCI Name : Hydrolyzed Hibiscus Esculentus Extract (and) Dextrin.

Dose of use : 0.5 to 2%

Aspect : fine powder, beige to pale yellow, of characteristic odor.

Solubility : MYOXINOL™ is soluble in water, insoluble in oils and fats.