Luscious lashes
from dreams to reality

Capixyl™
New Application
Luscious lashes: from dreams to reality

Existing solutions:

- **Falses eyelashes**
  
  **Inconveniences**: temporary, may not look real, irritation and infections, damage natural lashes, difficulties to remove glue

- **Eyelash curler**
  
  **Inconveniences**: temporary, pinch your eyelids, lashes lost some of their curl after four hours

- **Castor oil**
  
  **Inconveniences**: galenic, 'tastes' pretty bad

- **Eyelash extension**
  
  **Inconveniences**: semi-temporary, price, may not look real

- **“Normal” mascara**
  
  **Inconveniences**: temporary

Efficient but ... not the best solution.
New approach

- Action through physiological mechanisms
- Enhance the natural cycle of eyelash growth
- Long lasting effect
- Permanent solution

In 2009, the solution came from pharmaceutical company... 

And now...

With hair growth actives, we can delay the loss, increase growth phase to elongate and increase thickness of eyelashes....

Hence the opportunity to use Capixyl™ for eyelash growth... with clinical proven efficacy!
Capixyl™ Efficacy summary

**NEW APPLICATION**
Decrease lash loss & Lash growth stimulation

**Biochanin A + Acetyl tetrapeptide-3**
- Inflammation reduction
  - IL-8 reduction

**Biochanin A**
- DHT modulation
  - 5-α reductase inhibition

**Acetyl tetrapeptide-3**
- Stimulation of anchoring proteins
  - Stimulation of Collagen III, Collagen VII and Laminin

**Decrease lash loss & Lash growth stimulation**

**Stimulation of anchoring proteins**
- Stimulation of Collagen III, Collagen VII and Laminin
Hair follicles and lash growth

Like hair follicle growth cycle, eyelash growth cycle is a 3 stages phase cycle: the only difference is the time period of each phase.

<table>
<thead>
<tr>
<th>Hair follicle</th>
<th>Eyelash</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Anagen</strong></td>
<td><strong>Catagen</strong></td>
</tr>
<tr>
<td>Growth phase</td>
<td>Transition phase</td>
</tr>
<tr>
<td>2 - 6 years</td>
<td>100 days</td>
</tr>
<tr>
<td>70 - 85% hair</td>
<td></td>
</tr>
<tr>
<td>1 - 3 m (ref.1)</td>
<td>4 - 9 m (ref.1)</td>
</tr>
<tr>
<td>22 - 55 d (ref.2)</td>
<td>~2 m (ref.2)</td>
</tr>
<tr>
<td>15 - 40%</td>
<td></td>
</tr>
</tbody>
</table>

Hair and lash similarities

Compared with scalp, eyelid revealed a thinner epidermis and no hypodermis.

Eyelash follicles has the same overall structure as scalp hair follicles, but much shorter (due to a shorter hair cycle).

Upper lid: Number :100-200; length: 8-12 mm

Lower lid: Number :75-100; length: 6 to 8 mm

After 40 years old, the number of eyelashes decreases and they become thinner.
Ethnic characteristics of eyelashes

- Lift-up and curl-up are greater in Caucasians than in Asians
- Asian have fewer eyelashes than Caucasians but eyelash lengths are similar in both ethnic groups
- Eyelashes are thicker with greatest diameter in Asians than in Caucasians
- Mean eyelash growth rates are similar in Asians and Caucasians

Summary

Capixyl™

The innovative and unique active solution for permanent, safe and effective luscious eyelashes with a natural appearance and results.

- 5 times longer
- Increase density
- + 45% new lashes
- 93% satisfaction

Capixyl™: the perfect combination of a signal Peptide & Red clover extract
Test Protocol

• 17 Caucasian volunteers, average age 49 years old

• 2 Steps application of an eye gel* containing 2.5% Capixyl™ - twice a day (morning and evening) for 8 weeks

1. Application of the gel to skin using applicator: «draw the applicator carefully along the skin at the base of the upper and lower eyelashes (where eyelashes meet the skin)".

2. Application of the gel on lashes using the brush as close to the roots of your lashes as possible and wiggle before brushing out to get more product applied to every lash. Lightly brush the tip back and forth across lower lashes.

* Formulation developed in partnership with SECOS SAS (Cheops group)
Evaluation of the lash density

Lash density: number of roots per unit of surface

1 - At D0, 4 weeks and 8 weeks, photographs of the upper lashes were taken with a camera fixed on a biomicroscope

2 - Counting the number of lashes in the specific area to be analyzed

3 - Measurement of the surface where the lashes growth

4 - Determination of the lash density
Evaluation of the lash density

Capixyl™ induces a clear and significant increase in the lash density (increase in new lashes & decrease in falling lashes)

Lash density improvement

- Capixyl 2,5%
- placebo

* p<0.05 between Capixyl™ and placebo

After 4 weeks 73% of the subjects improved in lash density and 93% had an effect after 8 weeks

Up to 27% increase in lash density after 8 weeks application
Evaluation of the lash density
Evaluation of the number of new lashes

Characteristics of young lashes (in comparison with adult lashes):
- less coloring
- thinner
- shorter

1 - At D0, 4 weeks and 8 weeks, photographs of the upper lashes were taken with a camera fixed on a biomicroscope.

2 - Counting the number of new lashes according the morphology and characteristics of young lashes.
Evaluation of the number of new lashes

- **Capixyl™** significantly increases the number of new lashes after 8 weeks application.

Number of new lashes improves significantly by 45.5% after 8 weeks application.

No visible effect with placebo.

* p<0.1 between 8 weeks and T0
Evaluation of the number of new lashes

Vol #10

T 4 weeks

T 8 weeks
Evaluation of the lash length

Length of the lashes:
Assessment of the mean length of the upper ciliary fringe (for each eye)

1. At D0, 4 weeks and 8 weeks, photographs of the upper ciliary fringe were taken with a digital camera

2. The mean of the lash length (mm) was measured
Evaluation of the lash length

The evolution of lash length is 3 and 5 times better after Capixyl™ application (4 and 8 weeks respectively) in comparison with placebo.

*p < 0.05 between 4 or 8 weeks and T0

After 8 weeks 73% of the subjects saw an improvement in the length of their lashes.

Up to 0.70 mm growth after 4 weeks

Capixyl™ improves significantly lash growth after only 4 weeks application.
Evaluation of the lash length

Vol #3

Vol #2
Evaluation of the lash length

Vol #16

T0  T 4 weeks  T 8 weeks

Up to 0.70 mm growth after 4 weeks
Consumers noticed a real improvement when they used Capixyl™ in an eye lash treatment.
Applications

Treatments: Serum for lashes and eyebrow
Applications

Makeup remover, cleansing

Triple performance: protection, growth and reinforce eyelashes.
Rich in vitamins

Gentle makeup remover + nourishing and stimulating the natural growth of eyelashes.
Applications

Mascara

Huge opportunity: 1 billons units are sold every year

Lot of eyelashes

Dense eyelashes

Long eyelashes
Applications

Recommended dosage

Intensive treatment: 2.5%
Preventive care: 0.5 – 1%

Potential Applications

- Eyelash growth mascara
- Eyelash serum
- Eyelash conditioner
- Anti-eyelash loss
- Eyelash treatment
- Active make-up

Incorporation: at the end of the formulation (< 40°C), pH:4-8

INCI name: Butylene Glycol (and) Water (and) Dextran (and) Acetyl tetrapeptide-3 (and) Trifolium Pratense (clover) Flower Extract
Formulation Tips

Capixyl™ is a clear aqueous solution easy to work and formulate with.

Capixyl™ should be added in the cooling phase at the end of the formulating process.

Should used a buffer before adding the active.

Very good solubilisation in water.

No known incompatibilities.

pH: 4 - 8

Formulation (gel) developed in partnership with SECOS SAS (Cheops group)

<table>
<thead>
<tr>
<th>Commercial Name</th>
<th>INCI</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>water</td>
<td>aqua</td>
<td>68.100</td>
</tr>
<tr>
<td>glycerine</td>
<td>glycerin</td>
<td>3.000</td>
</tr>
<tr>
<td>chlorophenesine</td>
<td>chlorophenesin</td>
<td>0.250</td>
</tr>
<tr>
<td>carbopol Ultrez 10</td>
<td>cabomer</td>
<td>1.000</td>
</tr>
<tr>
<td>water</td>
<td>aqua</td>
<td>2.300</td>
</tr>
<tr>
<td>hydroxyde sodium 20%</td>
<td>sodium hydroxide</td>
<td>20.000</td>
</tr>
<tr>
<td>water</td>
<td>aqua</td>
<td></td>
</tr>
<tr>
<td>PVP VA S30</td>
<td>VP/VA copolymer</td>
<td>2.000</td>
</tr>
<tr>
<td>Borax decahydryte</td>
<td>sodium tetraborate decahydrate</td>
<td>0.100</td>
</tr>
<tr>
<td>Boric acid</td>
<td>Boric acid</td>
<td>0.660</td>
</tr>
<tr>
<td>microcare MT</td>
<td>methylisothiazolinine</td>
<td>0.090</td>
</tr>
<tr>
<td>Capixyl™</td>
<td>butylene glycol</td>
<td>2.500</td>
</tr>
<tr>
<td></td>
<td>aqua</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Acetyl tetrapeptide-3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Red clover extract</td>
<td></td>
</tr>
<tr>
<td>Features</td>
<td>Benefits</td>
<td></td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Unique combination: Peptide &amp; botanical active</td>
<td>Stable, easy to work with</td>
<td></td>
</tr>
<tr>
<td>3 different mechanisms of action</td>
<td>Acts on most parameters influencing hair loss (reduce quantity of active in final product)</td>
<td></td>
</tr>
<tr>
<td>Better in vitro efficacy than Minoxidil™</td>
<td>Provides faster results without side effect</td>
<td></td>
</tr>
<tr>
<td>High efficacy on hair and eyelash growth</td>
<td>Low dosage (starting at 0.5%) and fast action</td>
<td></td>
</tr>
<tr>
<td>Clinical efficacy on hair loss</td>
<td>Reverses the hair loss process and helps hair regrowth</td>
<td></td>
</tr>
<tr>
<td>Clinical efficacy on eyelash growth</td>
<td>Helps lashes grow stronger whilst visibly adding length and volume</td>
<td></td>
</tr>
</tbody>
</table>
Summary

- Effective combination of a signal peptide & red clover extract
- **Complete** action on **eyelash density, number and length**
- Outstanding clinical results
- Excellent safety profile
Summary

**Capixyl™**
The innovative and unique active solution for **permanent, safe and effective** luscious eyelashes with a natural appearance and results

5 times longer

Increase density

+ 45% new lashes

93% satisfaction

**Capixyl™**: the perfect combination of a signal Peptide & Red clover extract
Tolerance Studies

Capixyl™

- Ocular tolerance (HET CAM) (tested at 15%)
- Acute skin tolerance (single patch test) (tested at 25%)
- HRIPT (irritation and sensitization on 100 volunteers) (tested at 15%)
- Mutagenic Potential In Vitro Test - AMES TEST (tested at 25%)
- In vitro 3T3 phototoxicity (tested at 15%)

Eyelash gel formulated with 2.5% Capixyl™

- Ocular tolerance (HET CAM) (tested at 100%)

Excellent Safety Profile