SESAFLASH™
Instant Tightening and Moisture
from Sesame.

Try it, Feel it, Approve it!
Market Trend

Skin tightening agent

Immediately smoothes, by a mechanical effect, the imperfection of the skin’s topography (wrinkles, orange peel skin, flabby skin, etc..)

Highly sought in cosmetic field due to its immediate and visible skin benefits.
Highly perceptible effect => direct impact on the consumer’s decision to buy the product again.
REQUIRED CHARACTERISTICS OF A SKIN TIGHTENING AGENT

1. Tightening effect must be felt by the consumer.

2. Proof of its immediate efficacy must be demonstrated in a clinical in vivo test – visible and measurable smoothing of cutaneous relief.

3. Must be gentle and comfortable on application.

4. Should have the “extra benefit” of a skin moisturization effect all day long (in vivo proof) to improve comfort & active skin care.

5. Must be easy to use in formulation.

Development of SesaFlash
STRUCTURE OF SESAFLASH

- SesaFlash: an original molecular association coming from our expertise in polymer, biological and galenic:

  - Registered INCI Name: Glycerin & Acrylates copolymer & VP/polycarbamyl Polyglycol Ester & Hydrolyzed Sesame Protein PG-Propyl Methylsilanediol

  - Film forming effect
  - Gentle, comfortable & moisturizing effect
  - Quick drying of the film
  - Shrinking of the film

SEPPIC Patent
1. Evaluation of sensorial effect on trained panellists

SCREENING PROTOCOL for testing many molecular associations:

<table>
<thead>
<tr>
<th></th>
<th>Formula Placebo</th>
<th>Formula with SesaFlash</th>
</tr>
</thead>
<tbody>
<tr>
<td>SesaFlash</td>
<td>-</td>
<td>10%</td>
</tr>
<tr>
<td>Ethanol</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Fragrance</td>
<td>0,2%</td>
<td>0,2%</td>
</tr>
<tr>
<td>Water</td>
<td>Qsp 100%</td>
<td>Qsp 100%</td>
</tr>
</tbody>
</table>

Formula is applied at the junction between the hand and the wrist. Drying phase of 1 minute with the hand laying flat and immobile.

Tightening effect felt without moving the hand, and then while bending the wrist (12 people) – Rating for 1 to 10
1. Evaluation of sensorial effect on trained panelists

RESULT of the most relevant association = SesaFlash

Evaluation of the tightening effect of SESAFLASH 1 minute after application:

⇒ 100% of panelists have felt an immediate tightening effect of the formula containing SesaFlash in comparison to Placebo.

The tensing effect is rapidly felt by the consumer.
In vivo protocol:

- SesaFlash diluted at 10% in water
- 20 women (average age: 47 years old)
- Application: once
- Application area: Crow’s feet (deep wrinkles)

⇒ Tightening effect is evaluated using a direct measure of the cutaneous relief 5 minutes and 30 minutes after application (technical of analysis of the luminous fringe – acquisition by Primos™ software)
2. Quick smoothing effect on the skin's micro relief – Clinical Proof

Immediate & VISIBLE anti wrinkles effect:

Before application

5 minutes after the application
10% SesaFlash diluted in water
2. Quick smoothing effect on the skin’s micro relief – Clinical Proof

Immediate & VISIBLE anti wrinkles effect:

Before application

5 minutes after the application

10% SesaFlash diluted in water
2. Quick smoothing effect on the skin’s micro relief – Clinical Proof

SensaFlash instantly smoothes the skin’s micro-relief.

Wrinkles are erased.

*(Primos™ software illustrations)*

Immediate “measured” anti-wrinkles effect:

- Skin relief before the application
- Skin relief 30 minutes after the application of 10% of SesaFlash diluted in water
2. Quick smoothing effect on the skin’s micro relief – Clinical Proof

Immediate Anti Wrinkles Effect:

SesaFlash effectively smoothes the cutaneous relief – A younger looking skin only 5 minutes after application!

* : Significant Results (p<0.05) in comparison to the same area before application
3. Comfort and softness on application – Clinical Proof

⇒ Evaluation of the sensorial effect felt by the women 5 and 30 minutes after application of SesaFlash:

The efficacy of SesaFlash is unanimously felt by the consumer: 100% of firmer and smoother skin!

Confortable, SesaFlash let the skin softer and better hydrated. SesaFlash does not produce an uncomfortable sensation.
4. The “EXTRA BENEFIT” of a real Skin Moisturizing Effect – Clinical Proof

**In vivo protocol:**

- SesaFlash diluted at 10% in water
- **15 women** (average age = 31 years old)
- Included criteria: dry skin < 50 UI (with corneometer)
- Application: once
- Application area: **forearms**

⇒ Evaluation of the moisturizing effect through a direct Corneometer measurement done **30 minutes and 2 and 4 hours** after application.
4. The “EXTRA BENEFIT” of a real Skin Moisturizing Effect – Clinical Proof

SesaFlash effectively and significantly moisturizes the skin all day long.
The cutaneous comfort sensation is then actively reinforced.

* Highly significant results (p<0.001) in comparison to the non treated area.
Excellent tolerance of SESAFLASH:

- Very well tolerated in topical application
- Non-sensitizing
- Non-mutagenic

Recommended dose up to 10% in cosmetic applications.
SESAFLASH can be used up to 10% in all types of formulation where SMOOTHING, TIGHTENING, ANTI AGEING, ANTI SAGGING, FIRMING, or MOISTURIZING properties are sought:

* Make up : Foundation for mature skin
* Dark circles and Wrinkle masking Care
* Face & Neck care « Anti-wrinkles »
* Eye contour products « Anti-fatigue »
* Bust contour and firmness
* Body care «anti orange peel skin »
* Firming Body care
* All moisturizing skin care (face & body)
SESAFLASH can easily be incorporated in all types of cosmetic formulations:

- Hydrodispersible White liquid
- Stable color and odor during the time
- Heat and shear resistant – Compatible use in cold process
- Does not generate electrolytes – Will not affect viscosity
- No incompatibility observed
  but optimum pH for « tightening » efficacy = pH 7

- White Emulsion with or without perfume
- Transparent lotion (3% of SesaFlash)
- Hygiene Product
## SMOOTHING FOUNDATION – IDEAL MATURE SKINCARE

### A
- **SENSANOV WR** (C20-22 Alkyl phosphate and C20 -C22 alcohols - SEPPIC) 1.00 %
- **SIMULSOL 165** (Glyceryl stearate and PEG -100 stearate - SEPPIC) 2.00 %
- Octyl palmitate 10.00 %
- Xanthane gomm 0.15 %

### B
- **SIMULGEL EG** (Sodium acrylate/acyrloyldimethyltaurate copolymer and Isohexadecane and Polysorbate 80 - SEPPIC) 0.50 %

### C
- Water / Aqua 20.00 %
- Butylene glycol 4.00 %
- PEG 400 4.00 %
- **PECOSIL PS100** (Dimethicone copolyol PEG -7 phosphate - PHOENIX) 1.00 %
- Tromethamine Qs pH=7
- Titanium dioxyde 10.00 %
- Talc 2.00 %
- Yellow Iron oxyde 0.90 %
- Red Iron oxyde 0.30 %
- Black Iron oxyde 0.05 %

### D
- EDTA 0.05 %
- **MICROPEARL M201** (Methylmethacrylate crosspolymer – SEPPIC) 3.00 %
- Lactic acid Qs pH =6.5
- Water / Aqua 40.00 %

### E
- **MANOLIVA** (Manganese gluconate & olive extract – SEPPIC) 3.00 %
- **SESAFLASH** (Glycerin & Acrylates copolymer & PVP/polycarbamyl polyglycol ester & Hydrolysed Sesam Protein PG - propyl methylsilanediol) 10.00 %
- **SEPIDIE CI** (Imidazolidinyl urea - SEPPIC) 0.20 %
- **SEPIDIE HB** (Phenoxyethanol/Methylparaben/Ethylparaben /Propylparaben /Butylparaben - SEPPIC) 0.30 %
- Parfum/ Fragrance 0.10 %

### Procedure
The pigment phase is previously prepared: powders are dispersed in liquid ingredients with magnetic stirring and the resulting paste in crushed with a bead mill.

Then fatty and aqueous phases are heated separately at 75°C.

Phase C, is added into phase D and also heated until 75°C.

Then, phase B is added into phase A, then phase (C+D) and emulsifying procedure is started (a rotor/starter turbin is recommended). The mixture is homogenized few minutes then the cooling procedure is started under moderate stirring. Phase E is added at around 40°C.

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### Microscopic Cutaneous aspect:

- Foundation placebo
- Smoothing Foundation with SesaFlash

**Instant masking effect on wrinkles**
TIGHTENING SERUM « LISS’MAGIC »
7001

**Microscopic Cutaneous aspect:**

Before the application 5 min after the application of 7001 formula

10% SESAFFLASH

| A | • **SIMULGEL NS** (Hydroxyethylacrylate/sodium acryloyldimethyl taurate copolymer & squalane & polysorbate 60 - SEPPIC) | 3.50% |
|   | • C12-15 Alkyl benzoate | 5.00% |
| B | • Water | 40.00% |
| C | • **SESAFLASH** (Glycerin & Acrylates copolymer & VP/Polyacrylamide Polyglycol Ester & Hydrolyzed Sesam Protein PG-Propyl Methylsilanediol - SEPPIC) | 10.00% |
|   | • Glycerin | 5.00% |
|   | • Fragrance | 0.10% |
|   | • **SEPICIDE HB** (Phenoxyethanol/Methylparaben/Ethylparaben /Propylparaben /Butylparaben - SEPPIC) | 0.30% |
| D | • **SEPICIDE CI** (Imidazolidinyl urea - SEPPIC) | 0.20% |
|   | • Water | Qsp 100% |
|   | • Dye (solution at 1%) | qs |

**Procedure – COLD PROCESS**

Mix the ester with SIMULGEL NS and the water in one step then mix to create the cream gel with a mecanical stirrer (a simple turbine such as serrating disc is suitable). Then, when the gel is homogeneous, add the phase C, then the phase D while stirring (maintain the stirring procedure during few minutes after adding the last ingredient).
“FLASH & LONG” Anti Wrinkle Skin Care
7002

Association of SesaFlash and Sepilift DPHP:

<table>
<thead>
<tr>
<th></th>
<th>Ingredient</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>• MONTANOV 202 (Arachidyl alcohol &amp; behenyl alcohol &amp; arachidyl glucoside - SEPPIC)</td>
<td>3.00%</td>
</tr>
<tr>
<td></td>
<td>• Phytosqualane</td>
<td>5.00%</td>
</tr>
<tr>
<td></td>
<td>• SEPILIFT DPHP (Dipalmitoyl Hydroxyproline - SEPPIC)</td>
<td>1.00%</td>
</tr>
<tr>
<td>B</td>
<td>• SEPIPLUS 265 (Acrylamide / Ammonium acrylate copolymer &amp; Polyisobutene &amp;Polysorbate 20 - SEPPIC)</td>
<td>1.00%</td>
</tr>
<tr>
<td>C</td>
<td>• Water</td>
<td>Qsp 100%</td>
</tr>
<tr>
<td>D</td>
<td>• Cyclomethicone</td>
<td>5.00%</td>
</tr>
<tr>
<td></td>
<td>• SESAFLASH (Glycerin &amp; Acrylates Copolymer &amp; VP/Polycarbamyl Polyglycol Ester &amp; Hydrolyzed Sesam Protein PG-Propyl Methylsilanediol - SEPPIC)</td>
<td>10.00%</td>
</tr>
<tr>
<td>E</td>
<td>• Fragrance</td>
<td>0.10%</td>
</tr>
<tr>
<td></td>
<td>• SEPICIDE CI (Imidazolidinyl urea - SEPPIC)</td>
<td>0.20%</td>
</tr>
<tr>
<td></td>
<td>• SEPICIDE HB (Phenoxyethanol/Methylparaben/Ethylparaben /Propylparaben /Butylparaben - SEPPIC)</td>
<td>0.30%</td>
</tr>
</tbody>
</table>

Procedure
Melt phase A and B separately at 80°C. When the fatty phase is completely melted, add the SEPIPLUS 265 and mix. Then, pour the fatty phase into it the water phase in one step. Then, homogenize the emulsion during few minutes (rotor/ stator turbine is recommended). Then emulsion is then cooled under moderate stirring. The phase D is added at around 50°C and phase E at around 30°C.

Microscopic cutaneous aspect

Before the application

5 min after the application of 7002 formula

10% SESAFISH
Anti Sagging Care – Bust and Body 7000

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td><strong>SEPIPLUS 265</strong> (Acrylamide / Ammonium acrylate copolymer &amp; Polyisobutene &amp;Polyisorbate 20 – SEPPIC)</td>
<td>2.00%</td>
</tr>
<tr>
<td></td>
<td>Isononyl Isononanoate</td>
<td>6.00%</td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>Water</td>
<td>Qsp 100%</td>
</tr>
<tr>
<td><strong>C</strong></td>
<td><strong>SESAFLASH</strong> (Glycerin &amp; Acrylates copolymer &amp; VP/polycarbamyl Polyglycol Ester &amp; Hydrolyzed Sesam Protein PG-Propyl Methylsilanediol - SEPPIC)</td>
<td>5.00%</td>
</tr>
<tr>
<td><strong>D</strong></td>
<td>Ethanol</td>
<td>20.00%</td>
</tr>
<tr>
<td></td>
<td>Menthol</td>
<td>0.02%</td>
</tr>
<tr>
<td><strong>E</strong></td>
<td><strong>SEPITONIC M3</strong> (Magnesium aspartate &amp; Zinc gluconate &amp; Copper gluconate – SEPPIC)</td>
<td>1.00%</td>
</tr>
<tr>
<td><strong>F</strong></td>
<td>Fragrance</td>
<td>0.20%</td>
</tr>
<tr>
<td></td>
<td><strong>SEPIDCE CI</strong> (imidazolidinyl urea - SEPPIC)</td>
<td>0.20%</td>
</tr>
<tr>
<td></td>
<td><strong>SEPIDCE HB</strong> (Phenoxyethanol/Methylparaben/Ethylparaben/Propylparaben/Butylparaben - SEPPIC)</td>
<td>0.30%</td>
</tr>
<tr>
<td></td>
<td>Dye (solution at 1%)</td>
<td>0.04%</td>
</tr>
</tbody>
</table>

**Procedure - COLD PROCESS**
Mix the ester with SEPIPLUS 265 and the water in one step then mix to create the cream gel with a mecanical stirrer (a simple turbine such as serrating disc is suitable). Then, when the gel is homogeneous, add the other ingredients as indicated.

**Microscopic Cutaneous aspect**:

Before the application

5 min after the application of 7000 formula

5% SESAFALAS
**Tightening Hydrating Mist 7012**

**Transparent Formula – 3% SesaFlash**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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<th></th>
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</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td>Xanthan gum</td>
<td>0.20 %</td>
</tr>
<tr>
<td></td>
<td>Water</td>
<td>Qsp 100 %</td>
</tr>
<tr>
<td><strong>B</strong></td>
<td><strong>CAPIGEL 98</strong> (<em>Acrylates copolymer – SEPPIC</em>)</td>
<td>0.50 %</td>
</tr>
<tr>
<td></td>
<td>Water</td>
<td>10.00 %</td>
</tr>
<tr>
<td><strong>C</strong></td>
<td><strong>SESAFLASH</strong> (<em>Glycerin &amp; Acrylates copolymer &amp; VP/ Polyglycol ester &amp; Hydrolyzed Sesam Protein PG-Propyl Methylsilanediol – SEPPIC</em>)</td>
<td>3.00 %</td>
</tr>
<tr>
<td></td>
<td>Glycerin</td>
<td>5.00 %</td>
</tr>
<tr>
<td></td>
<td>Fragrance</td>
<td>0.05 %</td>
</tr>
<tr>
<td><strong>D</strong></td>
<td>Ethanol</td>
<td>10.00 %</td>
</tr>
<tr>
<td></td>
<td>Chlorphenesin</td>
<td>0.20 %</td>
</tr>
</tbody>
</table>

**Procedure – COLD PROCESS**

Disperse the xanthan gum under stirring into the water than add the phase B, then phase C, then phase D.

**Microscopic Cutaneous aspect** :

Before application

5 min after application of 7012 formula

3% SESAFLASH
The analytical specifications warranted are only those mentioned on the certificate of analysis supplied with each delivery of the product.

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