



# Gatuline<sup>®</sup> Expression AF

Immediate smoothing



People make our name



# Facial movements and expression lines



Smiling, squinting, pursing the lips... expression lines are the results of thousands of daily involuntary micro-contractions of the facial muscles.

These lines become more visible and deeper as we age, and represent a true concern for people who want to maintain a youthful appearance.

Our facial expressions leave their imprint on our skin and lead to the formation of expression lines:

- Fine lines start being visible around the age of 30 and will turn into deep wrinkles over the years.
- Affected areas include outer eye corner (where crow's feet will appear), forehead, lip contour, nasolabial folds and neck.

Limiting the contractions of the facial muscles, with a safe alternative to injections, can delay and limit the onset of these first signs of skin aging.

**A safe plant-based alternative to plastic surgery and other invasive techniques, Gatuline® Expression AF efficiently fights against expression lines.**



Lips play a key role in attraction and expression of emotions. Full heart shaped lips with well defined borders and upturned corners are an unfailing symbol of sensuality and feminine charm.

As we age, our lips lose their shape and definition: they become thinner, the double upper curve known as Cupid's bow flattens and the lip borders become less visible. Vertical upper lip lines, otherwise called barcode wrinkles, appear. From each corner, wrinkles known as bitterness folds fall upon the lower cheek, giving the face an impression of severity.

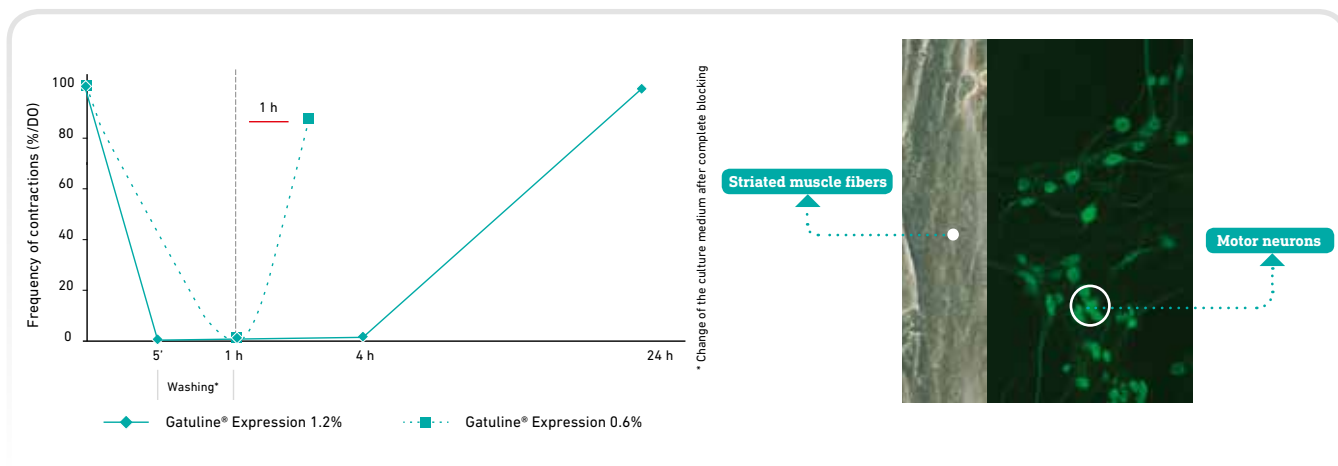
**Gatuline® Expression AF is the first active capable of redesigning completely the mouth contour, restoring its definition, recurving the Cupid's bow and lifting vertical wrinkles.**

**Gatuline® Expression AF acts on all facial expression lines and wrinkles with a confirmed efficacy on both eye and lip contours.**

# Immediate myorelaxing and smoothing effect

## Powerful and reversible action on muscle fibers

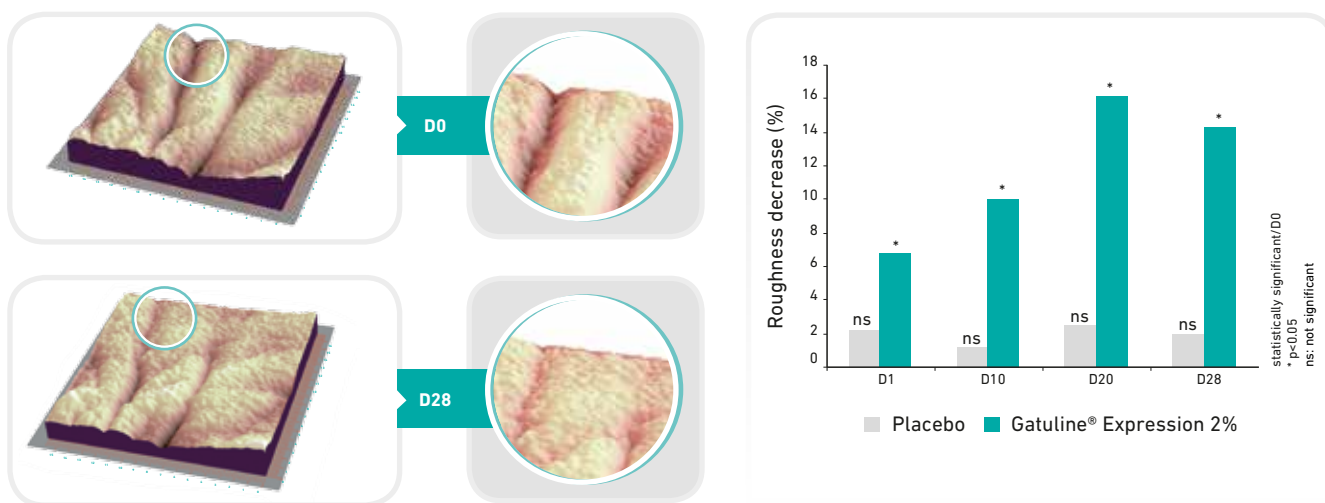
The myorelaxant activity of Gatuline® Expression was first tested in a model reproducing muscle contractions (nerve muscle co-culture). The muscle contraction frequency was measured after incubation with Gatuline® Expression at 0.6% and 1.2%.



Gatuline® Expression is efficient from 0.6% for a complete myorelaxation and shows a fully reversible effect.

## Visible smoothing effect on fine lines

The efficacy of an emulsion containing 2% Gatuline® Expression was assessed *versus* placebo, using the fringe projection method on the crow's feet area <sup>(1)</sup>.



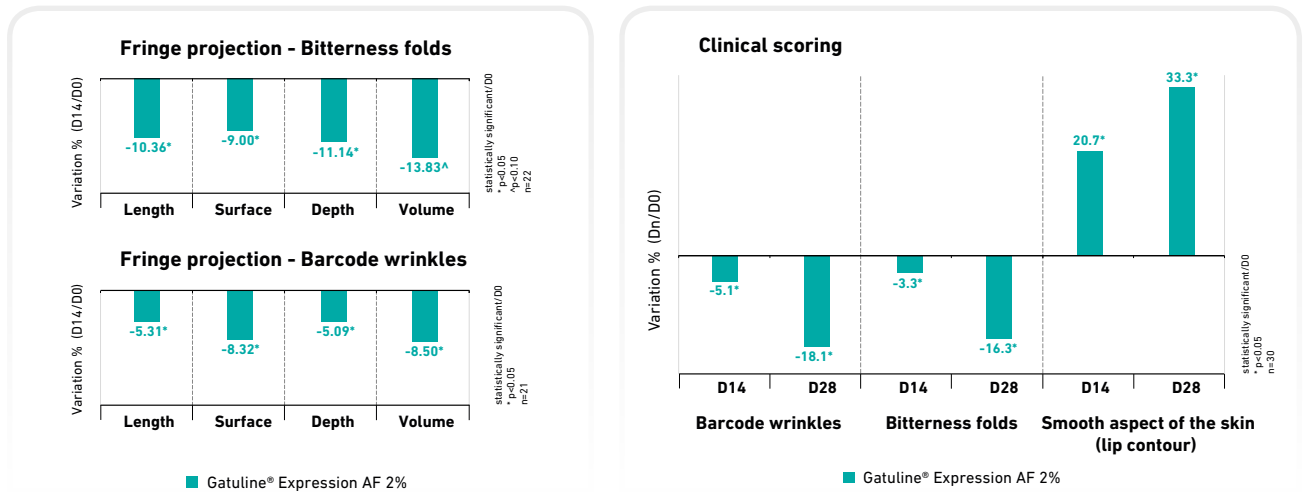
Gatuline® Expression shows a significant smoothing effect on expression lines whereas the placebo has no effect. A significant decrease of skin roughness is observed from the first day of use.

<sup>(1)</sup> 28-day clinical evaluation, involving twice daily application to split face in a simple blind study under dermatological control. Panel of Caucasian or Latin Mediterranean women, aged 38 to 50 with wrinkles of medium to strong intensity on both crow's feet.

# Lip contour rejuvenation

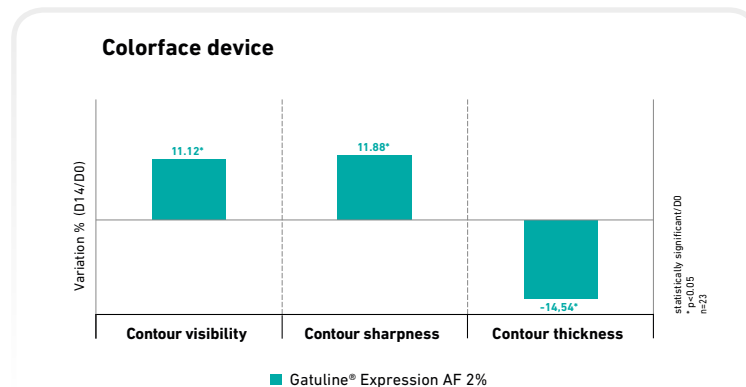
The efficacy of Gatuline® Expression AF on the lip contour has been demonstrated *in vivo* in a clinical study <sup>(2)</sup> using instrumental techniques, clinical scoring, self-assessment and image analysis.

## Clear reduction of vertical wrinkles



A safe alternative to injections, Gatuline® Expression AF visibly reduces barcode wrinkles and bitterness folds, from D14.

## Redefinition of lip contour



Due to its skin smoothing effect, Gatuline® Expression AF enhances the lip contour definition; it becomes sharper, finer and more intense. A curvy, feminine mouth is restored with a happier facial expression and a beautiful smile.

<sup>(2)</sup> 28-day clinical evaluation, involving twice daily application of an emulsion containing 2% Gatuline® Expression AF. Panel of 30 urban women (47% smokers), aged 47 to 65, with all skin types.



# Gatuline® Expression AF

efficiently fights against the appearance of expression lines and visibly smoothes the skin's surface. Eye and lip contours are quickly and efficiently redesigned.

Sourced in Madagascar and the Mascarene Islands, *Acmella oleracea*, also called "Mafane", is a small yellow flower traditionally used as a spice and medicinal plant, and that shows natural anesthetic properties.

Spilanthol, an alkylamide, has been shown as being the molecule bringing the myorelaxant activity to Gatuline® Expression AF.

## Claims

- Myorelaxant effect
- Instant visible results
- Natural alternative to injections
- Erases expression lines
- Reduces barcode wrinkles and bitterness folds
- Smoothes and redesigns the lip contour
- Recurves Cupid's bow

## Applications

- Anti-aging products
- Anti-wrinkle care
- Eye and lip contour treatments

## Use level

2-5%

INCI: Propanediol (and) Water (and) Acmella Oleracea Extract

Other grade available: Gatuline® Expression

INCI: Alcohol (and) Water (and) Acmella Oleracea Extract

Worldwide approval for cosmetic applications

Listed on IECIC (Inventory of Existing Cosmetic Ingredients in China) 2015

ECOCERT/COSMOS approved

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