



**ORGANIC
BIOACTIVES**

NEW ZEALAND

INNOVATING FROM TRADITION™

OceanDerMX™

LIFT & FIRM

Immediate Lifting Effect

*Instantly diminishes
the appearance of
fine lines & wrinkles*

MULTIPLE BENEFITS IN 15' & 14 DAYS

- **42% increase in Hydration** in 15'
- **21% Plumper skin** in 14 days
- **15% Reduction in Wrinkles** in 14 days
- **23% Reduction in ROS production**



COSMOS
APPROVED



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RAW MATERIAL VERIFIED BY ECOCERT GREENLIFE,
CONFORM TO THE COSMOS STANDARD

IPONZ PATENT
No. 807172
NO. 807174

NATRUE
APPROVED

April 2024
Rev. 004



New Zealand botanicals sustainably harvested by indigenous Māori
communities according to their ancient harvesting practices

OceanDerMX™ Lift & Firm is an innovative aqueous active crafted from the leaves of *Sarcothalia circumcincta* (**New Zealand endemic Red Algae**) and *Cyathea medullaris* fronds (**Mamaku - Black Fern**).
By synchronizing the modes of action of these

two New Zealand endemic botanicals, we created a **powerful synergy** that provides immediate hydrating, lifting and firming efficacy to the skin, while also offering protection against environmental stressors and premature aging.

TWO KEY BOTANICALS



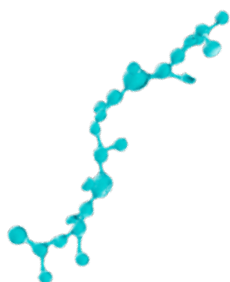
NEW ZEALAND ENDEMIC RED ALGAE

sulfated Glycosaminoglycans / sGAGs are vital for vibrant cell – cell communication in intra and extra cellular network, water binding properties like Hyaluronic Acid



MAMAKU - NEW ZEALAND ENDEMIC BLACK FERN

unique 3D polysaccharide content composition (Glucuronomannans, Mannose, Xylose and Rhamnose) – exfoliation, hydration, film forming protection



THE ORIGIN AND COMPOSITION

THE SCIENTIFIC NAME: *Sarcothalia circumcincta*, *Cyathea medullaris*

BOTANICAL NAME: Red algae, Black fern

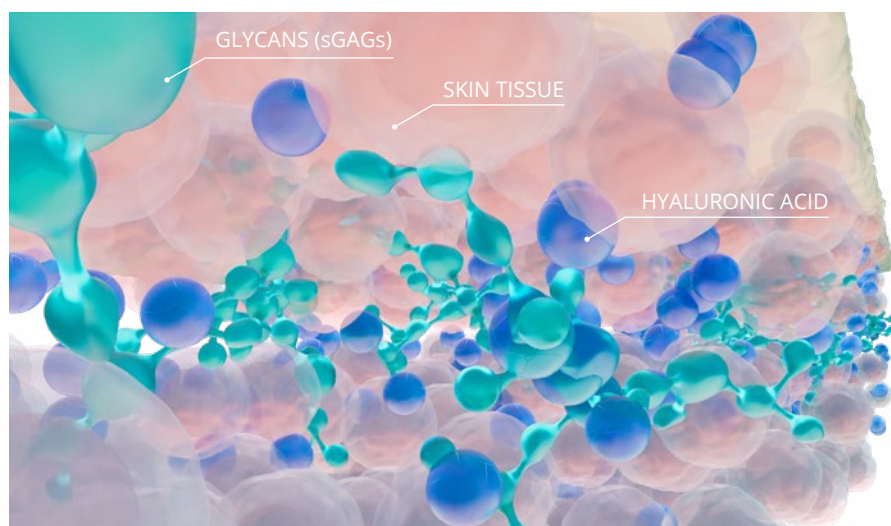
TRADITIONAL NAME: Rimu, Mamaku

COUNTRY OF ORIGIN: Endemic to New Zealand

BIOACTIVITY: Sulfated Glycosaminoglycans / sGAGs, Antioxidants, UVA and ROS protection

MODES OF ACTION - MARINE GLYCANS

Glycans play a vital role in cell to cell communication



Glycans play a major role in **skin vitality** and **delivery of bioactives** via their vibrant intra and extracellular communication

CLINICAL STUDIES

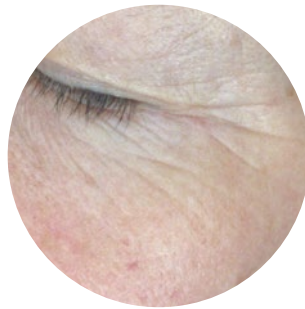
IN VIVO – IMMEDIATE LIFTING & FIRMING EFFICACY - 2%

STUDY RESULTS 15min - 2%

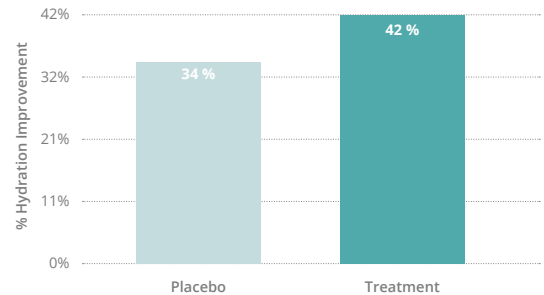
BEFORE



T 15 mins

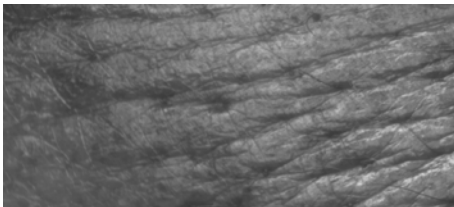


% Increase in Crow's Feet Hydration
15 Minutes After Application

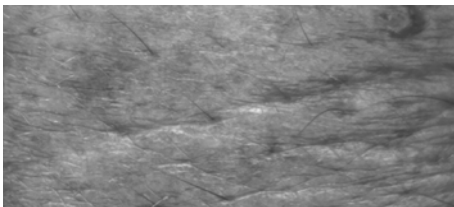


Moisturizer containing 2% of OceanDerMX™ Lift & Firm exhibits a visible diminishing of wrinkles within just 15 minutes, accompanied by a remarkable 42% increase in hydration with plumping effect.

STUDY RESULTS 14 DAYS - 2%



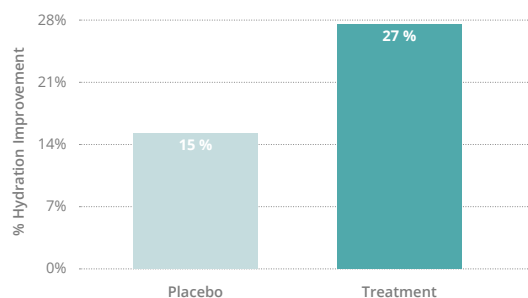
BASELINE



Day 14

Moisturizer containing 2% of OceanDerMX™ Lift & Firm has a plumping effect that persists after 14 days of application, applied twice a day.

% Increase in Crow's Feet Hydration
After 14 Days of Treatment



ANTI-WRINKLE EFFICACY of 5% OceanDerMX™ Lift & Firm in the Treatment of Crow's Feet

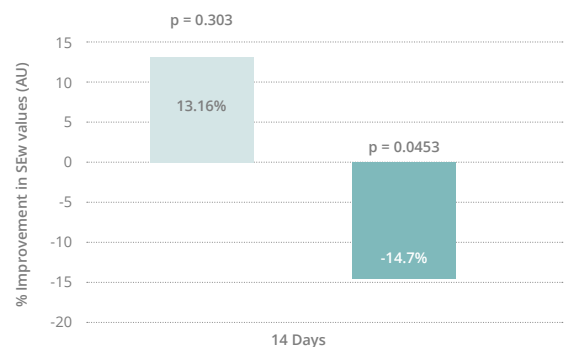
BEFORE [Day 0]



AFTER [Day 14]



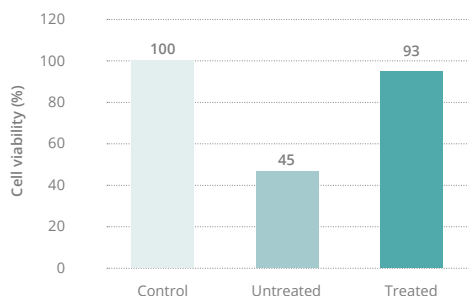
% Improvement After 14 Days
with OceanDerMX™ at 5% Compared to Baseline



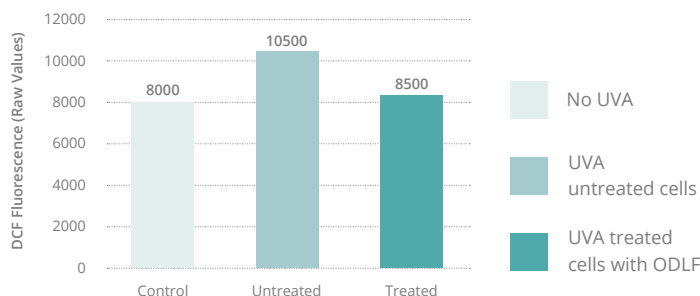
Images show a reduction of fine lines and wrinkles and plumping of the crow's feet area after 14 days of treatment with 5% OceanDerMX™ Lift & Firm moisturiser applied twice a day.

IN VITRO – CELL LINES STUDY INHIBITION OF UVA & ROS DAMAGE

Cells viability in UVA exposed HaCaTs treated with OceanDerMX™ Lift & Firm



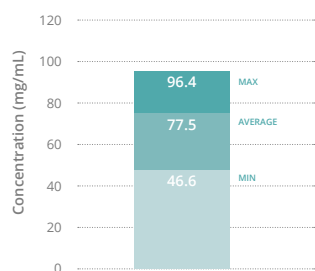
ROS production in UVA exposed HaCaTs treated with OceanDerMX™ Lift & Firm



Treated cells exhibited a 23% reduction in reactive oxygen species (ROS) production compared to untreated sample; while also doubling in cell viability compared to untreated sample

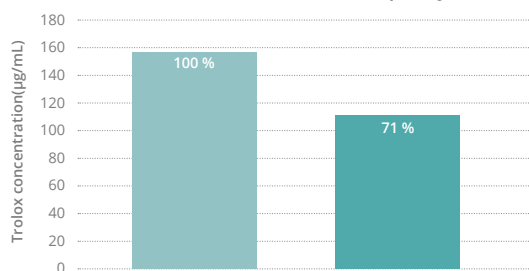
ANALYTICAL DATA

sGAG Concentration of OceanDerMX™ Lift & Firm



Amount of sulphated GAGs per millilitre present in OceanDerMX™ Lift & Firm

OceanDerMX™ Lift & Firm
Relative total Antioxidant Capacity



CUPRAC [CUPric Reducing Antioxidant Capacity] method

TECHNICAL & REGULATORY

INCI:

Aqua & Sarcothalia circumcincta & Cyathea medullaris Leaf Extract

TECHNOLOGY:

TPT Xtraction™ (Bio-liquefaction) process

SUGGESTED DOSAGE: 2% – 5%

FREEZE DRIED & PRESERVATIVE FREE OPTION:

Sarcothalia circumcincta & Cyathea medullaris Leaf Extract

REGULATORY:

Certified Vegan, China Compliant, Ecocert & Cosmos Approved

APPLICATIONS

- Anti-aging skincare lines
- Lifting & firming face and body lines
- Hydration booster
- Formulation enhancers



NONE OF THE INGREDIENTS ARE DERIVED FROM GENETICALLY MODIFIED ORGANISMS (GMO) WITH ALL THE PLANTS MEETING THE ORGANIC DEFINITION OF THE ISO 16128 STANDARD.

DISCLAIMER

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