

INCLUDING NEW COMPELLING CLINICAL DATA

turn up the volume naturally
with *Echinacea purpurea*



Volpura[®] EPO

plumping
firming
volumizing



Volpura[®] EPO

An anhydrous supercritical
fluid extraction (SFE)
of *Echinacea purpurea*

Volpura[®] EPO

Product ID – R10125

Suggested Use Level – 1% to 3%

Echinacea Purpurea Root Extract (and) Squalane
(and) Caprylic/Capric Triglyceride (MCT Oil)

Volpura[®] EPO is a unique anti-aging ingredient derived from *Echinacea purpurea*. A waterless botanical extract, Volpura EPO addresses the signs of aging by supporting the skin's natural plumping processes. Volpura EPO combats wrinkles and sagging from within the skin to restore fuller, more youthful-looking skin.

With a new anhydrous formula, Volpura EPO can be seamlessly incorporated into a wide range of applications, including hot pour and hot cast products such as lipsticks, lip balms, and lip glosses. Proven efficacy and stability at elevated temperatures up to 85°C make Volpura EPO a valuable addition to any skincare formulation.

Volpura EPO delivers plumping, firming effects to the skin by stimulating the skin's adipocytes (fat cells). Efficacy testing demonstrates the ability of Volpura EPO to upregulate fat production in adipocytes by up to five times through activation of the adipogenesis master regulator, PPAR- γ .

A premier anti-aging ingredient, Volpura EPO is clinically proven to reduce the appearance of fine lines and wrinkles, including improvement of crow's feet, at the nasolabial fold, and across the forehead, while also improving the skin's firmness and elasticity by 14% and 44%, respectively. Clinical participants reported experiencing plumping effects, with skin on the face and hands looking and feeling noticeably younger after applying Volpura EPO for 12 weeks.

Volpura[®] EPO

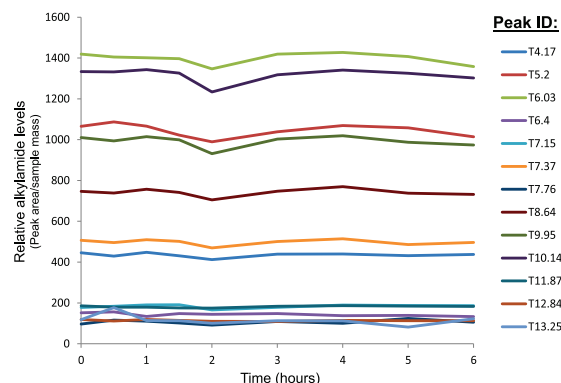
Diminished appearance of facial wrinkles
Participant #1307



Volpura[®] EPO is clinically proven to reduce the appearance of fine lines and wrinkles.

Volpura[®] EPO

Heat stability by alkylamide



Volpura[®] EPO is stable at 85°C for up to 6 hours.



New Data!

Clinical Highlight Report Face Study

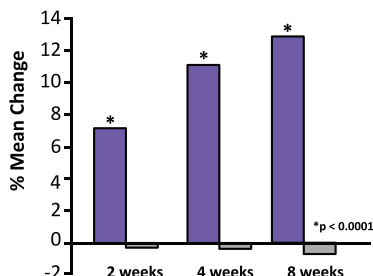


Volpura® EPO

Proven Performance | Visible Results | Elevated Beauty

Clinically tested and consumer validated, Volpura® EPO enhances skin firmness, elasticity, and structural integrity - delivering measurable improvements for a visibly plumper, more youthful look.

Ultrasound 3% Volpura® EPO
Skin Thickness Placebo



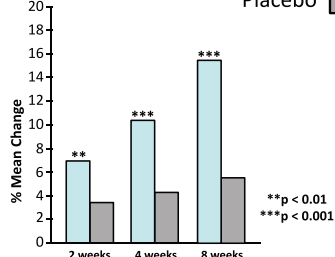
increase
13%
by week 8

Skin Density & Thickness

Highly significant and progressive thickening observed by ultrasound. 100% of subjects improved by week 2.

Claim: Clinically proven to increase skin density and thickness, enhancing structural integrity and youthful volume.

Expert Grading 3% Volpura® EPO
Volume Placebo



increase
15%+
by week 8

Volume

Consistent and widespread improvement over the course of the study. 90% of subjects had visible improvement to skin volume at week 2 - increasing to 100% at week 8.

Claim: Restores youthful fullness and plumpness to facial contours.



of users **Agree**
or **Strongly Agree**
75-85%
that their skin looked
and felt improved
across multiple targets

Consumer Perception

After 8 weeks of use, satisfaction was exceptionally high:

80.65% said fine lines and wrinkles were reduced

80.65% felt skin was smoother and firmer

80.65% felt skin was more hydrated

77.42% saw fewer crow's feet

83.87% reported improved overall appearance

Claim: Consumers noticed visible improvements in as few as 2 weeks, confirming the clinical efficacy of Volpura® EPO.

Applications

- Volumizing and sculpting formulations
- Hot pour/hot cast products: Lipsticks, lip balms, lip glosses
- Anti-wrinkle formulations for expression lines in the forehead and nasolabial fold areas
- Facial contouring, refirming and plumping regimes to treat age-related lipatrophy
- Formulations that restore firmness and fullness to skin impacted by rapid weight loss - helping to counter visible sagging and the hollowed look of "Ozempic® face."
- Eye (peri-orbital lines) and lip contour products
- Rejuvenating skin care products for neck and décolletage
- Anti-aging hand creams
- Face and body oils

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