LUCASMEYER COSMETICS

in-cosmetics Innovation Zone Best Ingredient Award 2015

SILVER

SWT-7™

2015 INNOVATION ZONE AWARD

The Award recognizes the development of a novel active ingredient that combines **innovative science** and product features that demonstrates **benefits to manufacturers and to end-users when compared with existing ingredients.** Exhibitors and visitors gathered to see the awards ceremony on April 14th which took place in the show's Innovation Zone at in-cosmetics Barcelona. SILVER went to **Lucas Meyer Cosmetics** with **SWT-7™**, a unique ingredient which targets epidermis self-regeneration with an innovative stem cell technology.

BEST INGREDIENT AWARD FOR SWT-7™ AT IN-COSMETICS BARCELONA 2015

SWT-7™ is an ultra-high tech active inspired by reconstructive tissue engineering for the treatment of severe burn injuries. With its never-seen before mechanism of action, it is designed to rapidly give a smoother looking skin, blur the appearance of vertical wrinkles, skin texture, lip contour wrinkles and roughness, and reduce migration of lipstick.

BENEFITS TO MANUFACTURERS AND END-USERS

SWT-7™ targets epidermis regeneration to compensate the age-induced thinner and more fragile epidermis due the loss of keratinocyte with aging (10% per decade). Acting with a resurfacing effect in 7 days only, SWT-7™ fights especially vertical wrinkles well-known to make the face look stern and sad, and provides a younger and more restful facial expression. Available both as liposoluble and hydrosoluble version, SWT-7™ can be formulated in any types of products, even lipsticks. The dreaded clown mouth (lipstick bleeds) can quickly downgrade a women's look, but with SWT-7™ we noticed a decrease in migration of lipstick giving women a more confident look.

TECHNICAL ADVANCEMENT

Titrated in swertiamarin, extracted from Indian gentian, SWT-7™ activates adipose-derived stem cells to promote the production of growth factors and improve keratinocyte proliferation to increase epidermis thickness.

This revolutionary never-seen-before mechanism of action inspired from skin tissue engineering acts with a cell-to-cell communication pathway between hypodermis and dermis.

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