

# ANGEL-EYE EFX®

## Eye Area Prejuvenation



### ANGEL-EYE EFX

INCI: Water (and) Glycerin (and) Phellinus Linteus Extract (and) Angelica Polymorpha Sinensis Root Extract

CAS #: 7732-18-5 (and) 56-81-5 (and) N/A (and) 299184-76-2

EC #: 231-791-2 (and) 200-289-5 (and) N/A (and) N/A

**Reduce fine lines  
& wrinkles**

**Promote blood flow**

**Even skin tone in  
undereye area**

**Intense hydration**

**ANGEL-EYE EFX is a patent-pending microcirculation booster for wrinkle prevention inspired by millenary Asian botanicals.**

The eye area is among the top concerns for consumers when it comes to their appearance. Of 2,600 female consumers surveyed by Vantage, 83% deemed "dark eye area" and "undereye bags" their top priority when it comes to skincare.

Introducing ANGEL-EYE EFX: a natural active ingredient including Phellinus linteus mushroom and Angelica polymorpha sinensis root that delivers age-defying benefits to help preserve and protect the integrity of the undereye area.

Mushrooms and herbal roots have been used in traditional Chinese medicine and Indigenous American culture for various health benefits and have been found to also improve skin health. Ancient natural beauty and wellness rituals that have been practiced for centuries are being reinvented and embraced by brands and consumers across all generations.

Phellinus linteus mushrooms, also known as Sang Hwang, are known for their anti-oxidant properties and potential anti-inflammatory benefits.

Angelica polymorpha sinensis root, also known as Dong Quai or female ginseng, has been used for more than one thousand years as a spice, tonic, and medicine in China, Korea, and Japan.

ANGEL-EYE EFX brings multiple benefits to the eye area including promoting blood flow, delivering intense skin hydration, and reducing the appearance of fine lines and wrinkles

### Recommended Applications



Eye care



Skin care



Body care



2-0372-12-000-00

Vantage®

# The causes of aging eyes

Our eyes are associated with our lifestyle, diet, quality of life, and digital consumption. For this reason, there are many aspects that may contribute to an aging eye area. Common signs of an aging eye area include wrinkles, puffiness, and dark circles.

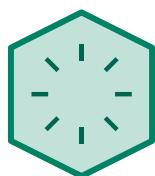
The term “prejuvenation” has come into focus regarding preventative care when it comes to aging, especially for the eye area.

ANGEL-EYE EFX® is a natural, preventative solution approach to eye care that is suitable for consumers of all ages.

## Factors that affect our eyes:



Genetic



UV / blue light



Diet



Lifestyle



Age

## How these factors may influence the eye area:



### Epidermis

1. Moisturized skin demonstrates **better elasticity and radiance** and is fundamental to its overall health.
2. Under-eye concerns like puffiness and dark circles are **exacerbated by oxidative stress**, which damages skin cells and accelerates aging.
3. Weakened extracellular matrix leads to **accelerated wrinkle appearance** and **loss of skin firmness** around the eye area.
4. Weakened capillaries around the eye area can contribute to **hemoglobin accumulation**.
5. **Decreased microcirculation accentuates infraorbital dark circles** due to microvasculature congestion and accumulation of hemoglobin, pigments and melanin.

### Dermis

# ANGEL-EYE EFX®: *In vitro* testing

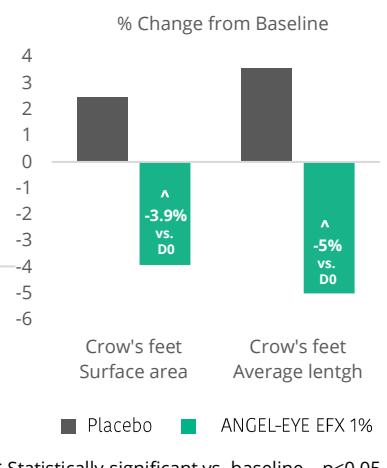
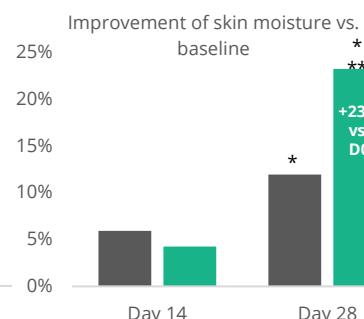
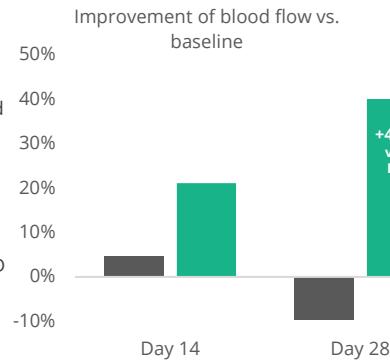
Six key proteins were identified that are linked to improvements in the key aspects of eye structure known to change with aging. Protein assays conducted on the components of ANGEL-EYE EFX confirmed the potential benefit of the ingredients to the skin around the eye area.



# ANGEL-EYE EFX: *In vivo* testing

## Protocol

- 42 volunteers – split groups
- 1% of ANGEL-EYE EFX
- Full-face for 28 days
- Two daily applications around the eye area
- Measurements:
  - Skin moisturization with Corneometer™ data
  - Blood flow with Laser Doppler
  - Wrinkle size with Clarity® 3D camera system

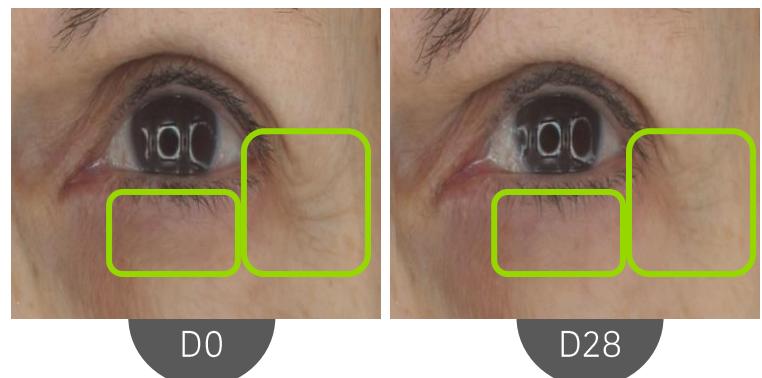
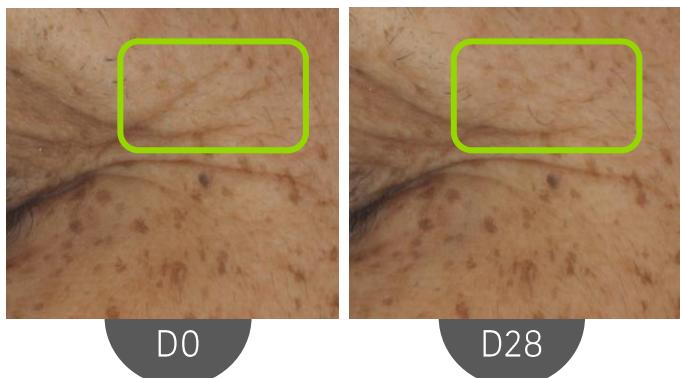


ANGEL-EYE EFX at 1% contributed to a **40% increase of blood flow, 23% increase of skin hydration and 5% reduction of crow's feet length** compared to baseline.

\* Statistically significant vs. baseline – p<0.05

\*\* Statistically significant vs. day 14 – p<0.05

▲ Statistically significant vs. placebo – p<0.05



- Reduction of fine lines
- Improved skin brightness

# ANGEL-EYE EFX®

## Eye area prejuvenation

|                       |  |
|-----------------------|--|
| Appearance            | Clear to slightly hazy, Light to dark brown liquid         |
| Preservative          | Sodium benzoate and potassium sorbate                      |
| Recommended Use Level | 1%   |
| Shelf life            | 2 Years  |
| GMO status            | Non-GMO  |
| Origin                | ISO 16128: Natural Origin Content 99%, Natural Content 55% |

## ANGEL-EYE EFX Composition

The patent-pending composition of ANGEL-EYE EFX was engineered to take advantage of specific molecules interests present in both extracts and linked to relevant benefits for the health of skin around the eye area.

### *Phellinus linteus*

Origin: China

Used for  
Anti-oxidant &  
anti-inflammation  
benefits



### *Angelica polymorpha sinensis*

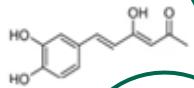
Origin: China

Used for  
Blood circulation  
Immune system  
boost

Molecule of interest identified via Liquid chromatography-mass spectrometry:

#### Hispolon

A polyphenol studied deeply for its therapeutic and **anti-inflammatory** effects.



#### Arginine

A precursor to nitric oxide, a molecule that helps relax and dilate blood vessels, **improving blood flow**.



#### Feruloylmethane

A derivative of curcumin, which has shown **potent antioxidant** and **skin repair benefits**.