SymPeptide® XLash
Lipo-Oligopeptide
3D Lashes Enhancer
SymPeptide®XLash

*Leading the way to gorgeous lashes...*

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Inspiring More…

In eyelashes

7 in 10 consumers around the globe would like to have longer lashes

Source: CICS hair care study 2015 - BR, DE, CN, JP, US, ZA

Eyebrow products add value by leveraging hair care benefits such as ability to thicken and leveraging eyebrow hair re-growth.

Source: Eye color cosmetic insights, Mintel, March 2017

Consumers expect from their lash products
- Volume
- Density
- Long lasting effect

Main frustrations regarding market lash products
- Short lasting
- Smudges effect
- Mascara ‘build up’
The Story
History

Forget About Fake Lashes!

For those who desire long and fuller lashes, fake lashes are the best option to achieve this intense look, right? Unfortunately, they are not easy to apply and there is the risk of them falling off at any moment. Is it worth it?

How about having **REAL** long and full lashes on your own, without any tricks?

Symrise has developed the most efficient solution for a glamorous intense wide-eyed look, **SymPeptide® XLash** is a unique peptide that is capable of increasing the overall density of eyelashes!
What’s Up in Market?

Smart Beauty

EVELINE (EU)
Mar 2017
SOS Lash Booster
Multi-purpose Eyelash Serum 5 in 1
With Argan Oil
With Argan oil has strong regenerating and nourishing properties.

BONCZA (FR)
Feb 2017
Revita Cils Serum
Accelerate the growth of eyelashes and to offer eyelash repair care.
With Panthenol and peptide matrix, thickens by 40%; adding 136% volume; and gives 43% longer lashes in just 15 days.

TOO FACED (US)
May 2016
Better than sex mascara
Thicken, lengthen and curl lashes for extreme volume and drama
With collagen, polymer

BENEFIT (US)
Jun 2016
Roller lash mascara
Super-curling & lifting
With pro vitamin B5 & serine
What’s Up in Market?

Beauty Care

OCEANIC (EU)
Mar 2017
4 Long Lashes
Two-Phase Conditioning Eye Make-Up Remover with Biotin
With Biotin, hyaluronic acid, to intensively moisturize and elasticize; pro vitamin B5 and allanton, to soothe sensitive skin.

TALIKA (MX)
Sept 2016
Lipocils platinium
Double serum day/night eyelash booster. Inspired by chronobiology research
With mythical botanical complex®, silk protein extract, peptide expert, red clover blossom, adenosine, coleus forskohlii

SISLEY
So Curl
Curling, fortifying & complete caring formula. Lengthen, thicken, revitalize, nourish, strengthen lashes…
With vitamin-rich peptide, arginine, passion flower extract, rice phyto-ceramide, pro-vitamin B5

Balea DE Nov 2015
Eyelashes serum
Gives longer and thicker looking lashes
With SymPeptide®XLash
What’s Up in Market?

**Lashfood**

**LASHFOOD (US)**
Phyto-Medic Serum
Jan 2015
Nourish lashes to look longer, thicker and stronger
With Phyto-Medic Complex, arginine, soy protein, adenosine, lavender water, rice protein, Peony Root Complex…

**LASHFOOD (US)**
April 2016
Conditioning Collagen Lash Primer
A lash basecoat with lash extending fibers to sculpt lashes - watch lashes multiply in thickness and length
With Nano-Peptide Complex, panthenol, Copper Complex, biotine, arginine

**GROWTH SERUM (IE)**
May 2015
Browfood, tinted brow enhancing gel fix
Gosh Growth Serum is formulated to provide visibly longer lashes in only two weeks. Designed to be used under mascara, it contains: SymPeptide® XLash, proven to visibly improve eye lash length and thickness;

**WIBO (EU)**
Jan 2017
Vitamin your Lashes
Eyelash Conditioner
Features a two-in-one formula with Hydroxan CH complex and a complex of vitamins such as panthenol, retinol, vitamin E, F B5, B8 and omega 6 and 3.
Ensuring proper bioavailability for maximal keratin stimulation
Symrise Innovation

SymPeptide® XLash

3D LASH ENHANCER

1. Significantly stimulates keratin genes expression

2. Improves overall eyelash density by 66% in 4 weeks / Clinically proven

INNOVATION

> To offer a substantiated effective product that works on the enhanced appearance of eyelashes, Symrise has identified a specific lipo-oligopeptide whose structure ensures optimal bioavailability in order to stimulate keratin production effectively (in-vitro).

> As a result, Symrise brings to market an effective product for enhancing eyelashes. An invitation to a powerful look!
The Science
## 2 BENEFITS

<table>
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<tr>
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<th>Keratin Stimulation</th>
<th>2 Eyelash Enhancement</th>
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<tbody>
<tr>
<td>1</td>
<td><strong>Significantly stimulates keratin genes expression</strong>&lt;br&gt; <em>In Vitro</em></td>
<td><strong>Increases in lash density in 4 weeks!</strong>&lt;br&gt; <em>In Vivo</em></td>
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*Increases the density and thickness of eyelashes*
Keratin Gene Array
In Vitro Study - Protocol

1. Addition of EpiLife media to human epidermal keratinocytes (nHEK)

   Incubation for 24h (37°C)

2. Addition of neat P226 (0.001%) in EpiLife media human epidermal keratinocytes (nHEK)

   Incubation for 48h (37°C)

3. Lysis, Isolation and purification mRNA, generation cDNA

4. Quantification acc. to ΔΔCT-Method (HPRT as housekeeping-gen)
SymPeptide® XLash significantly stimulates keratin genes responsible for more densified eyelashes:

- Significantly induce Hair-specific Keratin genes
- Induced genes belong to acidic as well as basic Keratin subtypes
- Induced genes are expressed all over the Inner Root Sheath

<table>
<thead>
<tr>
<th>Keratin Gene</th>
<th>Location in the Inner Root Sheath</th>
<th>Cuticular Keratin Isotype</th>
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<tbody>
<tr>
<td>KRT31</td>
<td>hair cortex</td>
<td>type 1, acidic</td>
</tr>
<tr>
<td>KRT32</td>
<td>outer medulla</td>
<td>type 1, acidic</td>
</tr>
<tr>
<td>KRT33a</td>
<td>inner medulla</td>
<td>type 1, acidic</td>
</tr>
<tr>
<td>KRT72</td>
<td>cuticle up to apex</td>
<td>type 2, basic</td>
</tr>
<tr>
<td>KRT82</td>
<td>outer medulla</td>
<td>type 2, basic</td>
</tr>
<tr>
<td>KRT83</td>
<td>inner medulla</td>
<td>type 2, basic</td>
</tr>
</tbody>
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**Eyelash Enhancement**

*In vivo assay - Protocol*

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<th>Panel of 4 subjects</th>
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<tr>
<td>Test products: eyeliner serum with:</td>
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<tr>
<td>• 5% SymPeptide® XLash (50ppm peptide)</td>
</tr>
<tr>
<td>• 10% SymPeptide® XLash (100ppm peptide)</td>
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| Products applied on the root of the lashes once a day at night |

| Measurements: |
| 2, 4 and 6 weeks |

Canon 5-DMII calibrated with micrometers to accurately calculate distal length and width. Cameras mounted on permanently fixed tripods shooting directionally above the anterior eye lids. Software programs are a composite of commercially available Canfield, Hasselblad and proprietary programs to represent eyelash density analysis.
Eyelash Enhancement

In vivo data

10% SymPeptide® XLash: Right Eyelash After 2-6 Weeks of Use

Eyelashes density & thickness increased in only 2 weeks!

Eyelashes overall density enhancement +66% in 4 weeks
10% SymPeptide® XLash: Right Eyelash After 2-6 Weeks of Use

Day 0

Day 14 – 25.8%

Day 28 – 40.94%

Day 42 – 63.19%
Eyelash Enhancement

*In vivo data*

5% SymPeptide® XLash: Right Eyelash After 2-6 Weeks of Use

Eyelash are clearly more densified and thicker in only 2 weeks!

Eyelashes overall density enhancement +59% in 4 weeks
Eyelash Enhancement

*In vivo data*

5% SymPeptide® XLash: Right Eyelash After 2-6 Weeks of Use

Day 0

Day 14 – 7.13%

Day 28 – 22.04%

Day 42 – 26.16%
The Features
SymPeptide® XLash

ID Card

NUMBER: 904704
INCI: Water (Aqua), Glycerin, Myristoyl Pentapeptide-17
• Recommended use level: 1-10%
• Clear colorless to beige odorless liquid
• pH stable between 4 and 9
• Soluble in water, ethanol and glycols
• Temperature stable up to 50˚C

SOURCE OF EYELASHES YOUTH

VOLUME & DENSITY

STIMULATES KERATIN GENE PRODUCTION IN VITRO

EFFICIENTLY & VISIBLY IMPROVES EYELASH VOLUME

GLOBALLY APROVED (EXCEPT IN CHINA)

FAST & VISIBLE EFFECTS IN 14 2 WEEKS

CLINICALLY PROVEN TO ENHANCE THE OVERALL DENSITY OF EYELASHES BY 66% IN 4 WEEKS!

MAIN APPLICATIONS
• MASCARAS
• EYELASH SERUMS
• EYELINER
SO VOLUME

Eyelash & Brow Primer 2 in 1
Nutrient Primer & Shaping Brush for thicker, healthier and fuller eyelashes and brows

With SymPeptide®XLash

Apply the primer at the root of eyelashes and brows

Shape eyelashes and brows with the volumizing fiber gel

symrise
THEY ARE REAL!

EYELASH FOOD SERUM & VOLUMIZING MASCARA

Double eye mascara for a fake lash look. With SymPeptide® XLash in a transparent food serum your eyelashes will be nourished and stimulated to grow and the volumizing mascara ensures the ultimate dramatic look.
INVISIBLE KAJAL
EYEBROW & EYELASH
VOLUMIZING PEN

Have yourself a dramatic look with this contouring Kajal pencil. With SymPeptide® XLash, experience fuller and longer lashes from 2 weeks!

symrise®
Symrise, always inspiring more…

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