

LIPOGARD

*Replenish your skin's
natural superpowers*

2023-01



Ingredients

 DSM

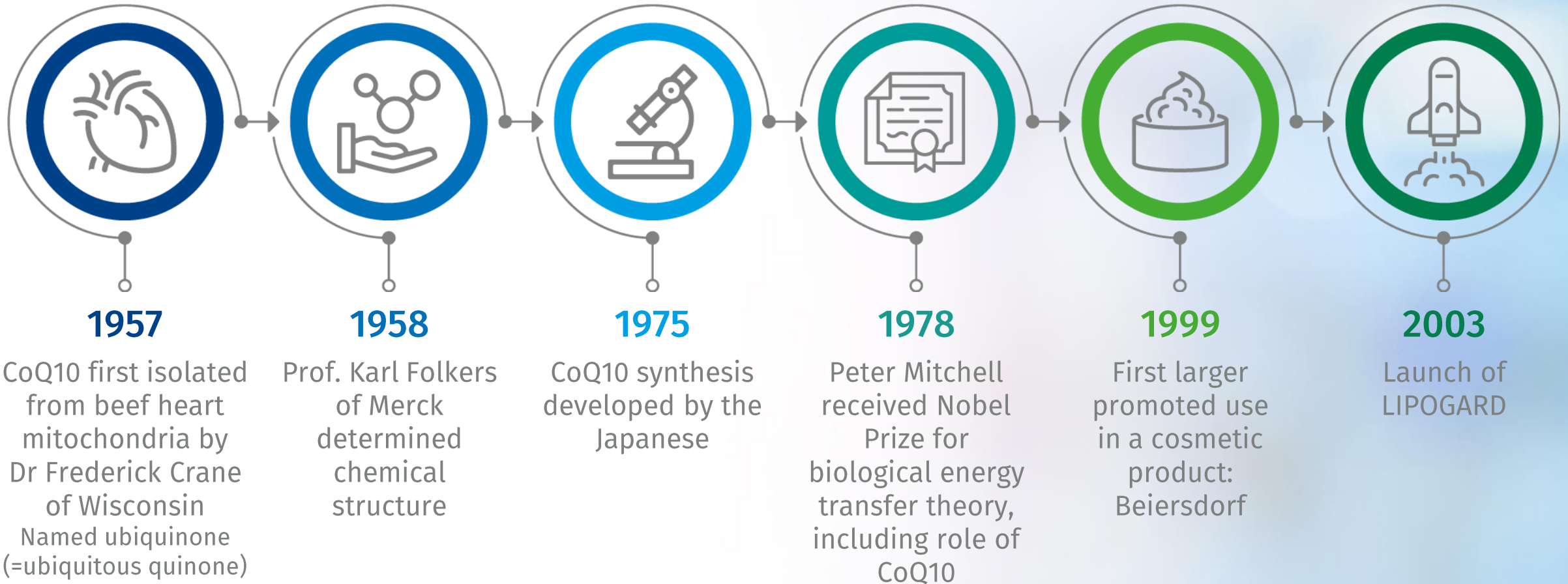
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Ingredients

 DSM

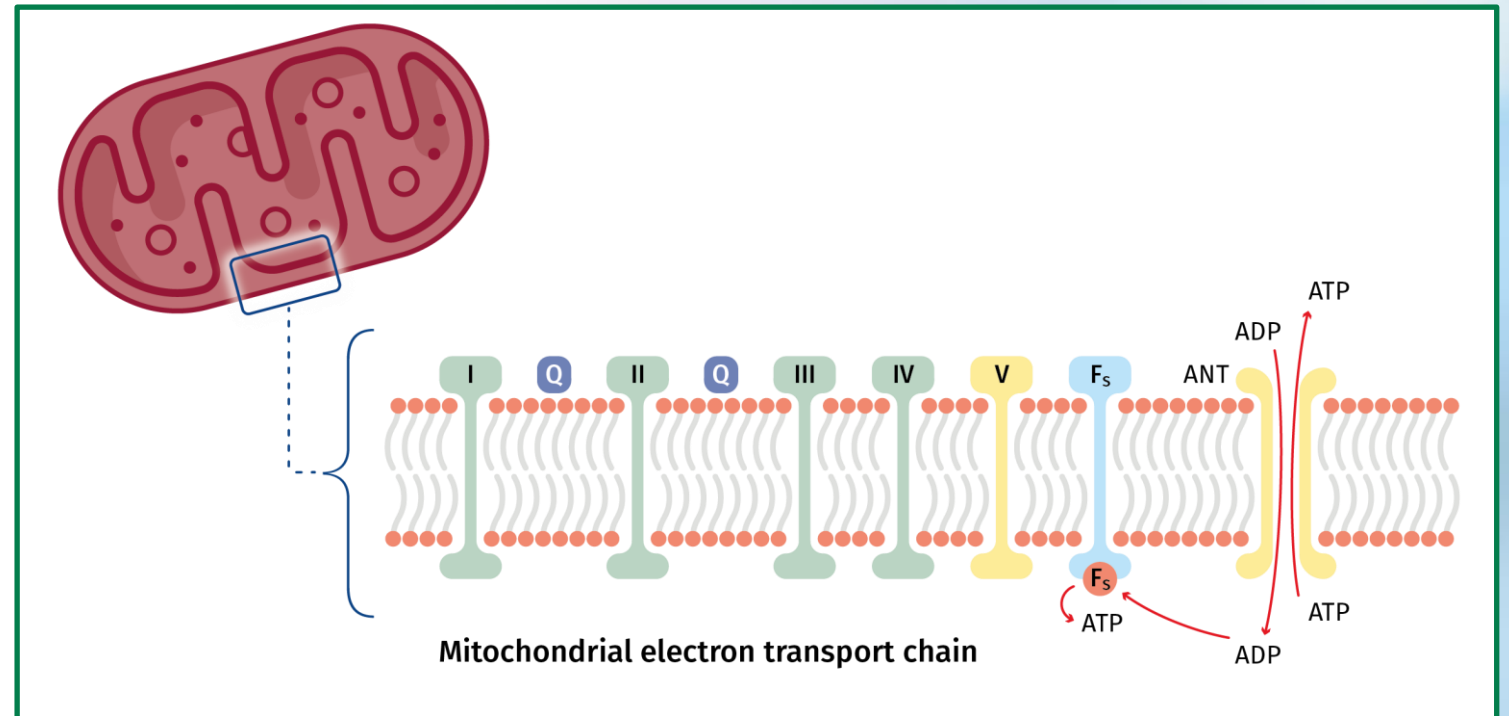
The History of CoQ10



How does CoQ10 work?

CoQ10...

- ...is naturally produced by the body and plays key roles in cellular energy production in mitochondria.
- ...is part of the electron transport chain. It is located between complexes I, II and III, and functions as an electron transporter to generate cellular energy in the form of ATP, an Adenosine triphosphate.
- ...acts also as a potent antioxidant to clean harmful reactive oxygen radicals (ROS), which means cells can continue to do their life-sustaining work.



The Ultimate Benefits of CoQ10



CoQ10 is a powerful antioxidant¹



Gives skin the energy it needs to maintain a radiant complexion²



Helps to reduce sun damage³



Helps to reduce the emergence of fine lines & wrinkles⁴



It can help to prevent hyperpigmentation that are caused by an excess production of melanin⁵



¹ BioFactors. 2015 Nov 12; 41(6): 383–390.

² Biochemical and Biophysical Research Communications 396 (2010) 74–79.

³ BioMed Research International Volume 2020.

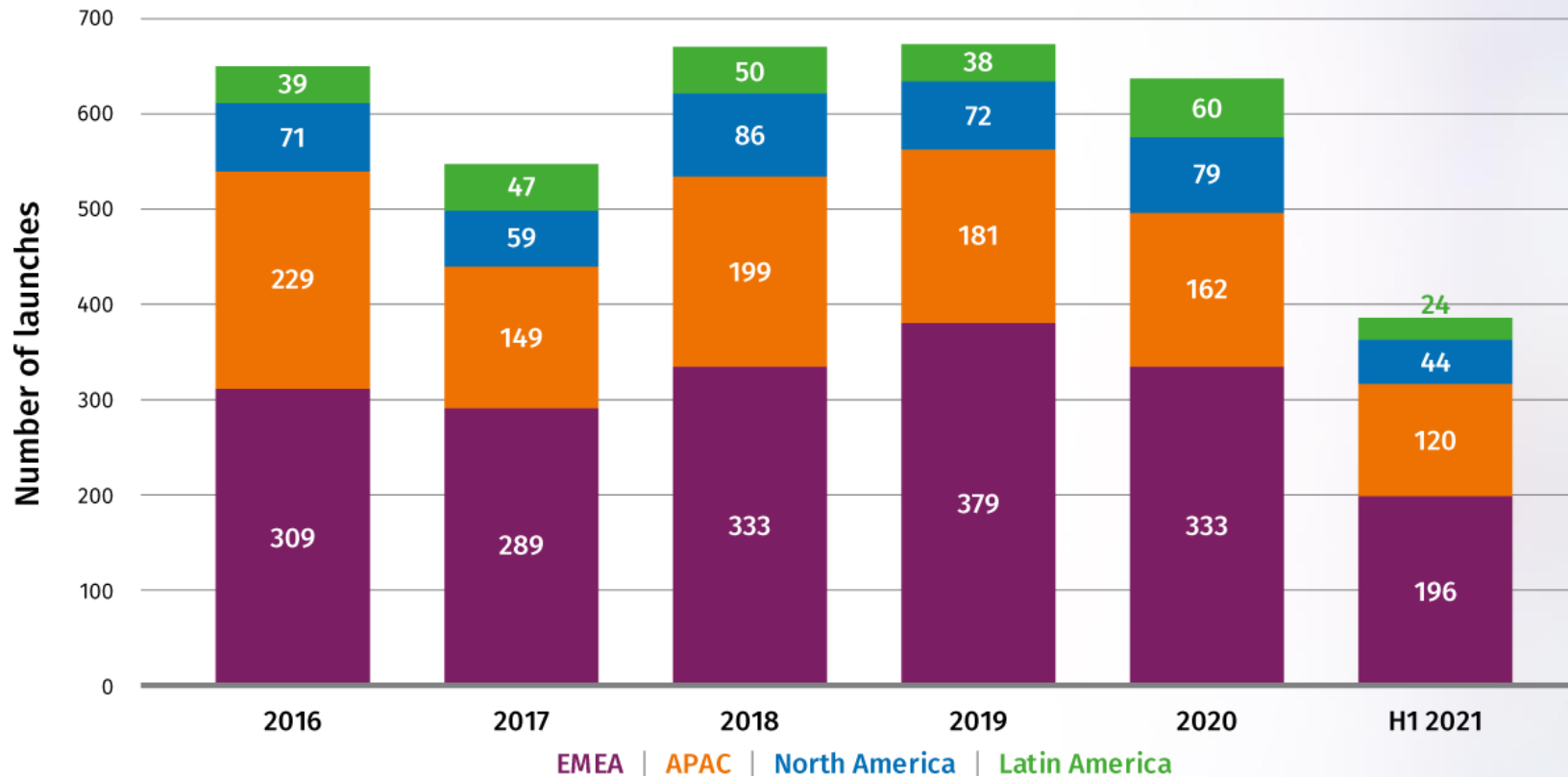
⁴ BioFactors 32 (2008) 237–243.

⁵ Biochemical Pharmacology 164 (2019) 299–310.

Coenzyme Q10

Product launch history

Global product launches: CoQ10



Key product claims in launches with CoQ10

- Moisturizing/Hydrating
- Antioxidant
- Anti-Aging
- Skin Tone/Illuminating
- Time/Speed
- Reduces Fine Lines/Wrinkles
- Vitamin/Mineral Fortified

Source: from Mintel

Coenzyme Q10

Extensively researched ingredient

What is CoQ10?

Coenzyme Q10 has brought exciting innovation to anti-wrinkle skin care, with intensive research carried out to determine its skin benefits.*



Q10 Power – The product of more than 20 years of research

Beiersdorf have invested more than 20 years of intensive research into CoQ10, how it works and the benefits for skin care. This has made it possible to create an anti-wrinkle face care range that combats the ageing process naturally.*



Nivea Q10 Plus

Relaxed Legs Anti-Cellulite Body Cream

Contains an effective and 'unique' formula combining skin's own **Coenzyme Q10**, L-carnitine and caffeine, designed to deeply penetrate and moisturize the skin for more than 48 hours.

Nivea Q10 Power

Anti-Wrinkle + Firming Revitalizing Night Cream

Effectively fights the appearance of lines and wrinkles and leave skin feeling firmer. It contains **Q10**, a **powerful antioxidant** and natural ageing defense, combined with creatine to stimulate skin's collagen production.

Nivea Q10 Energy

Healthy Glow Day Cream SPF 15

Contains 3X anti-oxidants: 100% skin identical **Q10**, vitamin C, and vitamin E, claimed to support skin's own ability to improve its energy metabolism by protecting it from skin damaging free radicals, for an instantly refreshed, smooth skin feeling.

Nivea Q10 Power

Anti-Wrinkle + Firming Eye Cream

Specially designed for the delicate eye area, this eye cream is formulated with creatine and antioxidant **co-enzyme Q10**, claimed to visibly reduce the look of fine lines and wrinkles, leaving the skin looks firmer.

* Source: <https://www.nivea.co.uk/advice/skin/what-is-q10-233>

Notable Brands

Product claims highlight Q10



Nivea Q10 Energy

Anti-Wrinkle Night Cream

A night cream that targets tired looking skin and the main signs of premature skin aging, visible fine lines and the look of dullness and lifelessness. Features a unique combination of three antioxidants, including **co-enzyme Q10**, 100% identical to the one made by skin; vitamin C and vitamin E.



Tarte

Knockout 10% Acid Complex Serum

A five-in-one AHA serum with a 10 percent glycolic- and lactic-acid blend for more-youthful-looking skin. **Infused with collagen-supporting coenzyme 10**, moisturizing vegan squalane, and soothing aloe, this serum visibly re-texturizes, brightens, hydrates, and firms skin while minimizing the look of pores.



Sunday Riley

A+ High-Dose Retinoid Serum

An advanced retinoid serum powered by a blend of retinoid ester and retinol to improve the look of lines, wrinkles, and dark spots, while hydrating honey and **antioxidant CoQ10 offer anti-aging support.**

Source: from brand websites

LIPOGARD

A perfect blend of Q10, Vitamin E-acetate and Squalane

ORIGIN

- Q10/Ubiquinone: extracted from yeast through a fermentation method.
- Vitamin E-acetate: synthetic origin
 - Acts as a powerful antioxidant that may be effective to help nourish and protect your skin
- Squalane: derived from olives
 - It is a saturated and stable hydrocarbon that is found naturally in the skin
 - It has very high emollience, is a skin hydrator and can prevent ongoing loss of hydration

COMPOSITION

- INCI name: Ubiquinone, Tocopheryl Acetate, Squalane
- No preservatives

RECOMMENDED DOSAGE

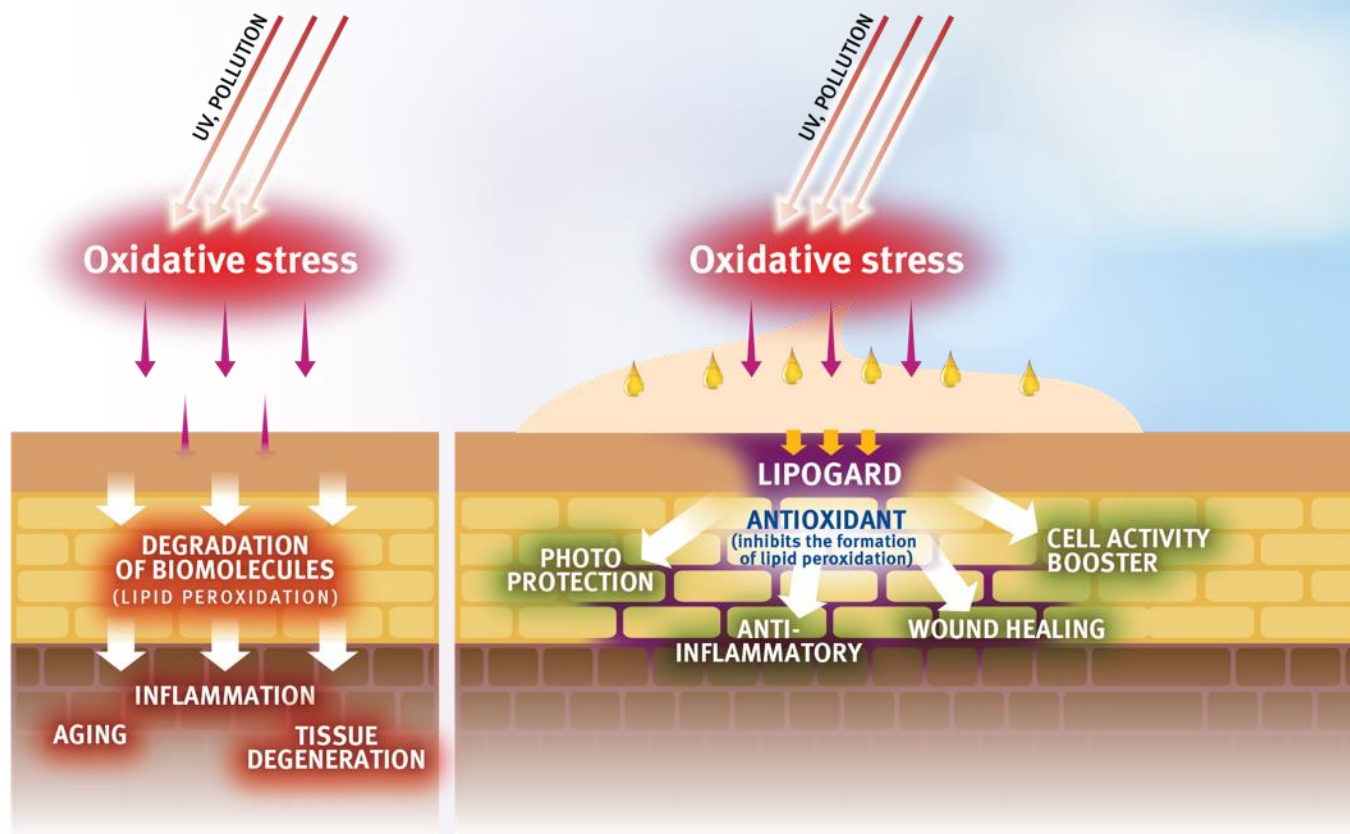
1-3%



LIPOGARD

Mode of Action

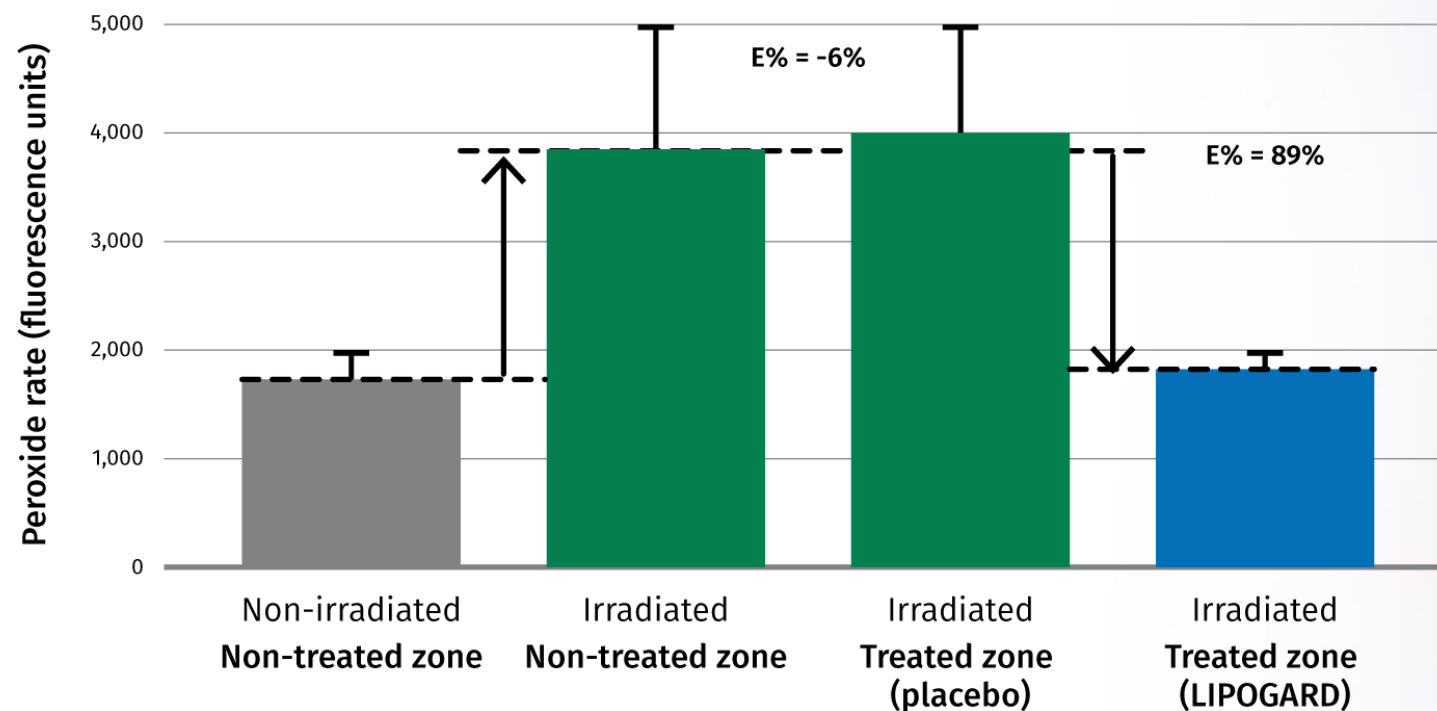
- Topical application of **LIPOGARD** helps to **replenish** the endogenous antioxidant level of Q10 and Vitamin E.
- As an **antioxidant**, it inhibits the formation of skin lipid peroxidation.
- Here it protects the skin barrier from damages caused by ultraviolet rays of the sun or pollution thereby **increasing skin's ability to remain in shape**.
- The anti-oxidant properties it possesses makes it also **potent** in dealing with casual skin inflammations.
- **LIPOGARD** also **boosts skin cell activity** thus helping get rid of toxins easily and making better use of nutrients; all these normally fade out as your skin starts aging.



LIPOGARD

Strong inhibition of lipid peroxidation

Scavenging effect of **LIPOGARD** vs placebo *ex vivo* on human skin



LIPOGARD inhibits the formation of lipid peroxidation on human skin by up to 89%

Test method

Selection of subjects

6 healthy volunteers aged between 23 and 41.

Principle and devices

An UVA irradiation allows to increase the free radical rate. On cutaneous lipids free radicals generate lipoperoxides. The measuring tool was implemented with a probe which became fluorescent in presence of peroxides. The fluorescence is detected by fluorimetry with the Fluoroskan II® (Labsystem).

LIPOGARD

The formulation

- **LIPOGARD** is oil-miscible
- Ready-to-use liquid, orange-colored form
- Processing either hot (up to 80°C) or cold
- Concentration of 1-3% for best efficacy results
- Appearance of different **LIPOGARD** concentrations in a cosmetic formulation:



LIPOGARD is the ideal active ingredient for:

- Skin protection formulations (sun care, environmental stress...)
- Regenerating products such as night creams to reduce wrinkles
- Intensive treatment products: eye or hand care
- Energizing applications (wake-up formulations)

The benefits of LIPOGARD



Replenishes your skin's natural superpowers



Maintains younger-looking skin for longer



Gives skin the energy it needs for natural repair and regeneration



Helps to reduce sun damage



Makes the skin look and feel firmer, softer and well toned



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