



**Official NYSCC Suppliers' Day 2015 Pre-show Preview
from Lucas Meyer Cosmetics
Booth 507**

New Products

SWT-7™: New anti-aging active ingredient targeting self-regenerative stem cell therapy

Influenced by the latest discoveries in reconstructive tissue engineering for the treatment of burn injury, Lucas Meyer Cosmetic has designed **SWT-7™** capable of stimulating keratinocyte proliferation to regenerate thin epidermis and improve the look of aged and wrinkled skin. This never-seen before mechanism of action is based on stem cell therapy with a cell-to-cell communication between adipose-derived stem cells (ADSC) and keratinocytes through growth factor action.

Titrate in swertiamarin, an iridoïd extracted from Indian gentian leaves, **SWT-7™** is a patented natural high tech anti-aging ingredient acting through an innovative biomimetic pathway. The increase in the number of keratinocyte layers in epidermis leads to a thicker and regenerated skin which refills and blurs fine lines and wrinkles, particularly vertical ones in order to recover a younger and more restful facial expression.

In order to widen its applications, Lucas Meyer Cosmetics has developed 2 different versions:

- SWT-7™ H**, hydrosoluble version to be introduced in any types of O/W and W/O emulsions; and oil free formulas.
- SWT-7™ L**, liposoluble version based on a highly innovative technology using phospholipid-based inverse emulsion, easy to add to oil formulas (oily serum, balm,...), even lipstick which widens the application range of the active ingredient.

SWT-7™ won the Silver Award of the Innovation Zone Best Active Ingredient!

New results

Happiness in a Jar: New results on positive emotion & pleasure upon LMC emulsifiers application

Lecigel™ offers a new way to formulate cosmetic products by combining sensoriality, efficacy and happiness upon application in one single ingredient!

Lecigel™ is an easy-to-use phospholipid-based gelifying-emulsifying agent to create highly sensorial and delighted gel-cream textures. But it is much more than that! As phospholipids are skin-identical components, they bring additional values to this versatile emulsifier. First it moisturizes skin by reinforcing skin barrier function and decreasing water loss. Secondly, it acts as a powerful delivery system which improves the cutaneous absorption of the active ingredients of the formula in order to get faster and better results. Finally, consumer behavioral (facial micro expressions & voice intonation) and physiological (pupil dilation &



skin conductance) analysis proved that Lecigel™ triggers positive emotions and provides moments of happiness upon application. This never-seen before new data now offers cosmetics brands the guaranteed consumer pleasure that has become essential to building customer loyalty and to the success of future best-sellers.

Lecigel™ and its Happiness in a Jar concept won the Silver Award of the Innovation Zone Best Functional Ingredient!

New Concepts

My Make-up Routine: Top-Level Color Cosmetic Products Combining Sensoriality & Activity

Lucas Meyer Cosmetics presents its latest formulas in a color cosmetic concept: **My makeup routine.**



Day makeup look: a **sheer**, natural and fresh beauty look ideal for everyday wear! It is composed of:

- My Protective DD foundation, a nude coverage with a protective shield;
- My Beautifying Loose Powder, a treating powder for exquisite complexion;
- My 2-in-1 Eyeliner & Shadow, a multiuse product which provides fuller eyelashes.

Night makeup look: A touch of glamour and seduction lasting all night long with:

- My Perfect Foundation for ideal coverage for flawless results;
- My Shimmering Eyeshadow Cream, innovative silicone-free texture.

Join us on booth **Booth 507!**