

Lipomize presents Ultramize[®], the new formulation with encapsulated Dihydromyricetin for body slimming and tonification

It is known that Dihydromyricetin can induce a slimming effect by three ways, but all this signal ways are intracellular. The encapsulation of Dihydromyricetin into lipidic nanoparticles through Lipomize technology has enhanced the cell penetration and therefore it slimming and toning effect.

Santa Fe, Argentina, March 22, 2016 - Dihydromyricetin, a type of flavonols, is a major bioactive component in *Ampelopsis grossedentata*. With substantiated activity on the lipid metabolism of the adipocyte. It is suitable to be formulated into any kind of anti-cellulite, slimming and/or body modeling cosmetic treatment mainly aimed at reducing the fat amount in the adipose tissue.

Also, it has been proved that Dihydromyricetin stimulate the secretion of a particular hormone, called Irisin. This hormone it is naturally secreted by the skeletal muscle during the physical activity. Irisin it is directly related with all cellular process related with muscle tonification.

However all this biological process depends of intracellular signal pathways. If the Dihydromyricetin can not reach the intracellular medium, the signal pathways won't begin, and therefore non effect will be appreciable.

Lipomize has developed an encapsulation technology of high efficiency into lipidic nanoparticles. This process it is patented, and known under the brand LET (Lipomize's Encapsulation Technology). The key benefit of LET it is that we can reach an encapsulation efficiency up to 95%. In addition we can eliminate the buffer after the nanoparticle formation, so the final formulation contains high concentration of both active ingredient and nanoparticle.

In vivo tests conducted in 2016 by an independent laboratory have proven the effectiveness of Ultramize[®]. They have compared two formulations with the same concentration of Dihydromyricetin, but of them contains Ultramize[®] (Dihydromyricetin encapsulated into lipidic nanoparticles by LET). The test was performed with two groups of twelve volunteers each, the treatment was performed for 28 days. By anthropological measures we have been able to show that on average, the group treated with ULTRAMIZE had a average maximum reduction of 0.79 inch in legs, 2 times the average maximum reduction in the control group. In measuring of mRNA we have detected an increase up to 10 times of the Irisin signal pathways compared to normal values.

Ultramize[®] and LET have been developed by the specialized R&D team of Lipomize, composed by professionals with PhD in Biotechnology and with wide experience in natural drug delivery systems in several industrial fields.

The new release is an addition to Lipomize's nano-encapsulated ingredients for Personal Care, which includes Hidramize[®], LipoCare[®] and Iuvenesens[®].

About Lipomize – Lipomize is a technology based company from Argentina focused on the development and manufacturing of natural encapsulated ingredients for both Nutraceutical and Personal Care. Lipomize is a young company in continuous exponential growth since its foundation in 2013. Lipomize's high-encapsulated active ingredients add value to a wide number of brands operating in the cosmetics, pharmaceutical, and personal care industry worldwide. The company's portfolio includes several multi-functional ingredients with clinically proven results.

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