

# LIFTALIZE

CitroBio's new  
Botox-like active

## Discover CitroBio's Liftalize

Liftalize is a plant-based active ingredient that acts directly on the dermis, inducing the synthesis of pro-collagen I, reorganizing the proteins present in the skin's extracellular matrix, improving its dermal structure, reducing expression lines and leaving the skin renewed and firmer.

An innovative active ingredient in CitroBio's portfolio, which brings with it the "easy to formulate" concept, easily incorporated into formulations in the aqueous phase. It can be used as the unique active ingredient in cosmetic, waterless and minimalist formulations, and at a more affordable cost.

## Benefits of Liftalize



### Collagen Induction

Increases the synthesis of type I collagen by up to 34%, improving the skin's structure and reducing wrinkles and expression lines.



### Improved Blood Circulation

Stimulates microcirculation, promoting better oxygenation of the skin, leaving it with a healthier appearance.



### Strengthening of the Extracellular Matrix

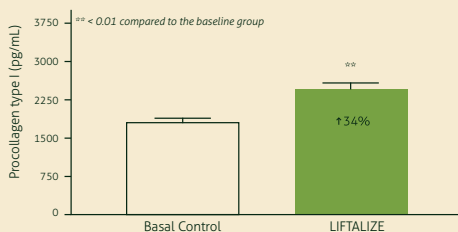
Increases the synthesis of Tenascin-X by up to 66%, improving the structural integrity of the skin, strengthening the extracellular matrix and increasing resistance and elasticity.



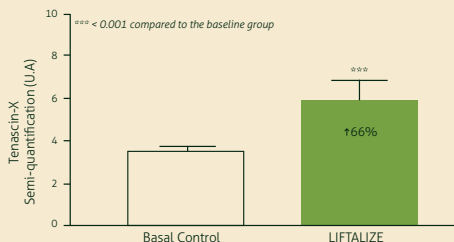
### Reduction of Expression Lines

The spilanthol present in Liftalize reduces facial muscle tension, providing a natural lifting effect, resulting in firmer and more toned skin.

## Proven Results



Quantification of type I procollagen synthesis in ex vivo human skin culture treated with the investigational product LIFTALIZE. Ex vivo human skin fragments were treated for 4 days with the investigational product for subsequent quantification of type I procollagen synthesis.



Evaluation of Tenascin-X synthesis in ex vivo human skin culture treated with the investigational product LIFTALIZE. Ex vivo human skin fragments were treated for 4 days with the investigational product for subsequent semi-quantification by imaging of the fluorescence emitted by the immunostaining of tenascin-X.

Ex vivo tests performed with Liftalze at 2% on human skin fragments showed that Liftalze promotes a significant improvement in the synthesis of collagen and Tenascin-X, contributing to younger, firmer and healthier skin.

## NATURAL AND SUSTAINABLE

Liftalze is an active ingredient extracted in a 100% sustainable manner. The plant is cultivated in CitroBio's own areas and in partner areas in the Amazon region. No water is used in the production process, thus preserving nature and its natural resources.

Usage concentration: 1.0% to 3.0%

### Benefits

- Anti-aging action
- Promotes the strengthening of the extracellular matrix
- Improves skin firmness, elasticity and resistance
- Increases the synthesis of type I collagen in the skin
- Improves the appearance of wrinkles and expression lines
- Restores skin vitality
- Promotes hydration and shine



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