

AlphaImprove Body

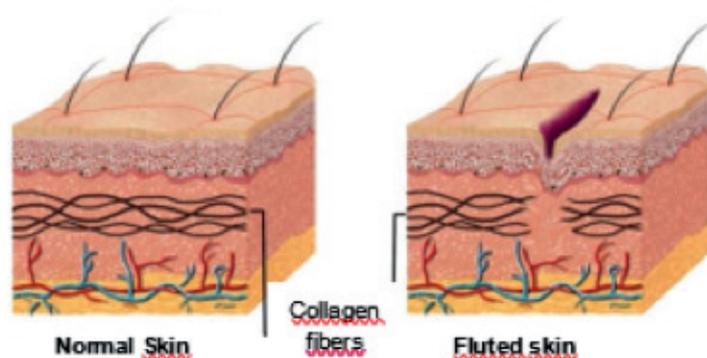
Effective alternative, 100% natural and no irritating in the reduction of stretch marks and in regenerative processes of the skin

The development of **AlphaImprove Body** was based on synergy of Babaçu Oil (*Orbignya oleifera* seed oil), of Pracaxi Oil (*Pentaclethra macroloba* seed oil) and of AlphaBisabolol Natural. Its composition is rich in medium chain triglycerides (TCMs), lauric acid and behenic acid.

- 100% natural active plant complex;
- Proven effectiveness in reducing stretch marks;
- Healing properties, Anti-inflammatory and emollients;
- Stimulates the synthesis of fibroblasts;
- Accelerates the regenerative process of the skin;
- Repairs extracellular matrix damage;
- Restores cutaneous elasticity;
- Reduces transepidermal water loss;
- Improves skin appearance, texture, roughness, length and stiffness of stretch marks in 30 days;
- Shortage of irritation;
- Dermatologically tested;
- Can be used in wide range of formulations;
- Free from preservatives and synthetic additives;
- No animal testing performed.

AlphaImprove Body – MECANISM OF ACTION

The stretch marks are atrophy acquired tegumentar due to the rupture of elastic fibers present in the dermis. They are related to loss of proliferation capacity of fibroblasts and alteration in connective tissue structure, of collagen, of elastin and fibrillin fibers.



They arise due to several factors such as genetic predisposition and processes caused by large stretching of the skin (pregnancy, excessive weight gain, growth, etc.). In the early stages may cause erythema and hyperemia due to the process of vasodilation. Slowly, the reddish color becomes lighter and whitish, forming atrophic lesion with decreased thickness of the skin, pleating, dryness and lower elasticity.



Red stretch marks

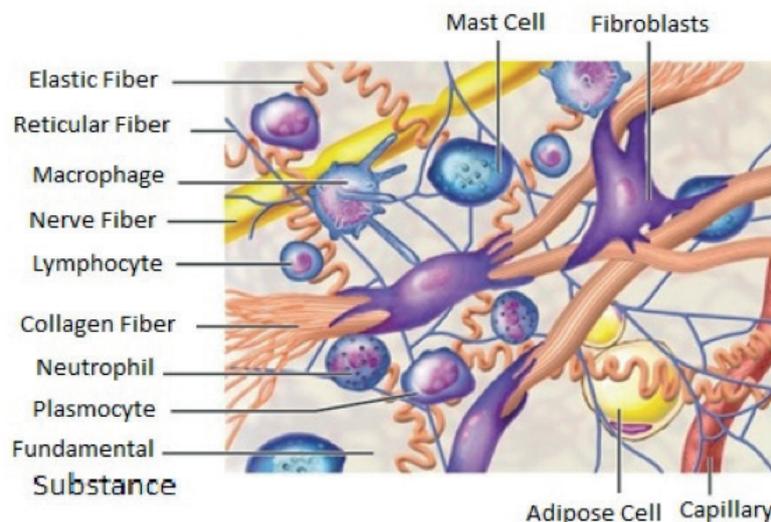


White stretch marks

Due to its clinical evolution, they are also considered scars, because it favors the degenerative cutaneous process and loss of the ability of fibroblast synthesis altering the structure of connective tissue and causing the disruption of the skin's supporting cells formed by collagen and elastin.

The synergistic action of **AlphaImprove Body** components induces a greater activation of connective tissue macrophages, which eliminate dead cells and infectious agents. This results in increased production of nitric oxide and release of histamine stimulating properties natural antimicrobials and helping in the healing process of stretch marks.

The **AlphaImprove Body** helps in the healing process (remodeling), replacing the damaged tissue with a new tissue, stimulating the fibroblasts proliferation and the extracellular matrix by reconstructing the ruptured fibers and promoting skin elasticity and the reconstruction of the dermis.



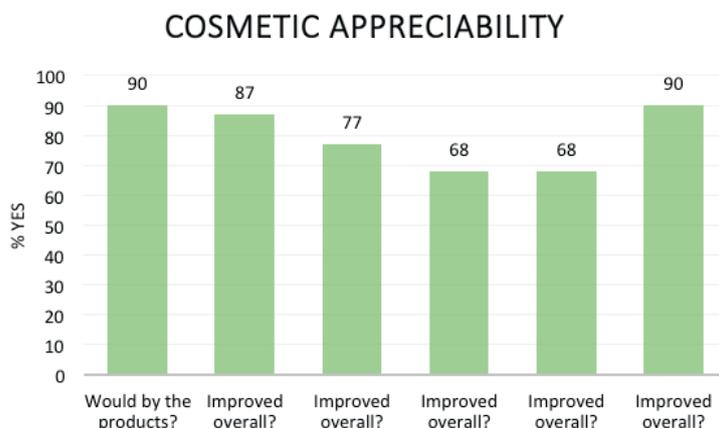
With anti-inflammatory action, the **AlphaImprove Body** acts on the pathway inhibition of arachidonic acid metabolism through the lipoxygenase and cyclooxygenase enzymes presence. On that way happen the block of leukotriene biosynthesis and prostaglandins which are important chemical mediators of inflammation. When penetrating in the skin the **AlphaImprove Body** helps the strengthening of immunity as an immunomodulator and balance of inflammatory conditions.

The emolience is given to the temporary mechanism of the spaces filling between the corneum stratum scales with oil droplets. This property is related to attributes as spreading, absorption, softness and lubrication sensation on the skin.

The **AlphaImprove Body** forms a film on the epidermis, reducing the transepidermal water loss and maintaining the appropriate level of humidity in the stratum corneum, favoring flexibility and skin hydration. Besides that, promotes pleasant sensory, softness and softness.

AlphaImprove Body – COSMETIC APPRECIABILITY

In assessing the opinion of the participants (cosmetic appreciability): after 30 days of use **AlphaImprove Body** 90% liked/ would buy the product; 87% perceived improvement in the general aspect of the stretch marks; 77% found that the product make the stretch marks less rough; 68% noticed a decrease in the rigidity and height of the stretch; and 90% satisfied with the results of product.



AlphaImprove Body – Results

The composition effectiveness of **AlphaImprove Body** in the reduction of white streaks and reddish was proven after using the test product for four weeks. The results were evaluated through Subjective Dermatological Clinical Efficacy, Evaluation of Objective Effectiveness (Image Analysis), Dermatological Acceptability and Cosmetic Appreciability.

The AlphaAging was applied in 32 participants (Female):

Age (18 to 51 years)

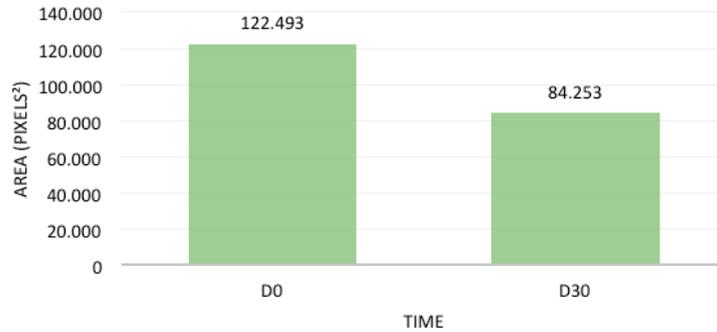
Phototype (Fitzpatrick): II to IV

Time: 2 hours

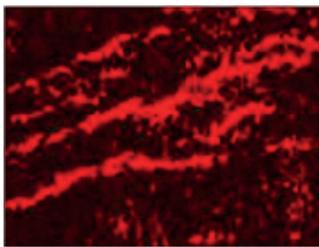
60% of women with white stretch marks

Reduction of 31% of stretch marks in 30 days of use

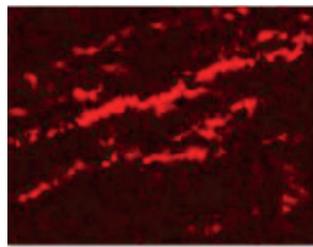
IMAGE ANALYSIS - AREA WITH STRETCH MARKS
(PIXELS²)



In the evaluation by image analysis: **Alphalimprove Body** promoted a statistically subjective reduction in the area affected by stretch marks of 31% after 30 days of use.

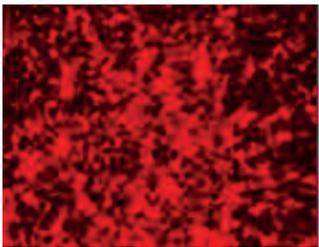


V01_D00(v)

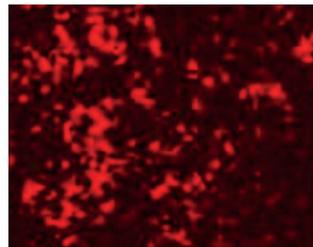


V01_D30(v)

Participant: V01
Age: 33 years
% reduction of stretch marks: 53%



V04_D00(v)



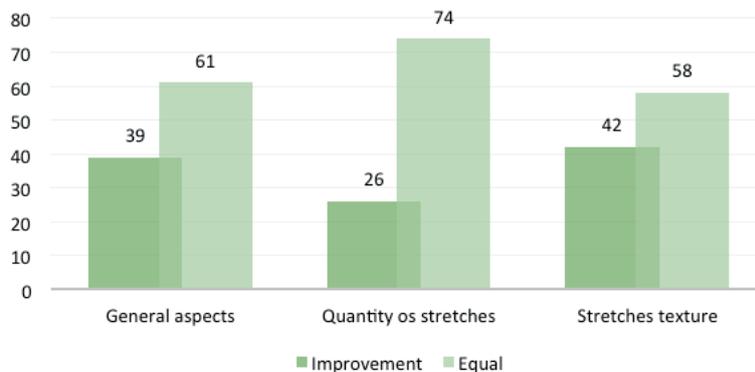
V04_D30(v)

Participant: V04
Age: 22 years
% reduction of stretch marks: 72%

In the evaluation of subjective clinical efficacy after 30 days: 39% of the participants presented improvement in the general appearance of the grooves; 26% showed improvement(decrease) in the amount of stretch marks; and 42% presented improvement in the stretches texture.

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EFFICACY RESULTS



CONCLUSION

The treatment was tested in individuals of both genders and presented statistically significant efficacy in the area with grooves. No participant reported feelings of discomfort and no clinical signs were detected after use of the product, being that 90% of participants satisfied with the result of the product.

AlphaImprove – Toxicological Data

Was applied to **AlphaImprove Body** Dermatologic Assessment of Primary Dermal Irritability, Accumulated Dermal Irritability and Skin Sensitization compared to a control (patch test).

- Was not detected adverse reactions in the application areas of the product and control during the study period;
- No volunteers reported feeling discomfort to the product or control during the study;
- The AlphaImprove Body did not induce irritation process and skin sensitization, during the study period and, so, supports the appeal "dermatologically tested".

AlphaWhiteness[®] - RECOMMENDATIONS

Recommended Concentration: 5,0 %

- Products for prevention and treatment and reduction of stretch marks;
- Treatment for cutaneous regeneration;
- Proven synergy between assets 100 % natural, sustainable and effective.



POWERED BY NATURAL ALPHA BISABOLOL

Data: All methodologies are validated by the competent regulatory bodies and the results obtained were treated with the appropriate statistical robustness. The Citróleo, in partnership with Avisa and IPclin (Laboratory including with project FAPESP), sought to apply the best scientific protocols that support the real benefits of the studied blends.