

turn up the volume naturally
with *Echinacea purpurea*



Volpura® EPO

Volpura® EPO is a unique anti-aging ingredient derived from *Echinacea purpurea*. A waterless botanical extract, Volpura EPO addresses the signs of aging by supporting the skin's natural plumping processes. Volpura EPO combats wrinkles and sagging from within the skin to restore fuller, more youthful-looking skin.

With a new anhydrous formula, Volpura EPO can be seamlessly incorporated into a wide range of applications, including hot pour and hot cast products such as lipsticks, lip balms, and lip glosses. Proven efficacy and stability at elevated temperatures up to 85°C make Volpura EPO a valuable addition to any skincare formulation.

Volpura EPO delivers plumping, firming effects to the skin by stimulating the skin's adipocytes (fat cells). Efficacy testing demonstrates the ability of Volpura EPO to upregulate fat production in adipocytes by up to five times through activation of the adipogenesis master regulator, PPAR-γ.

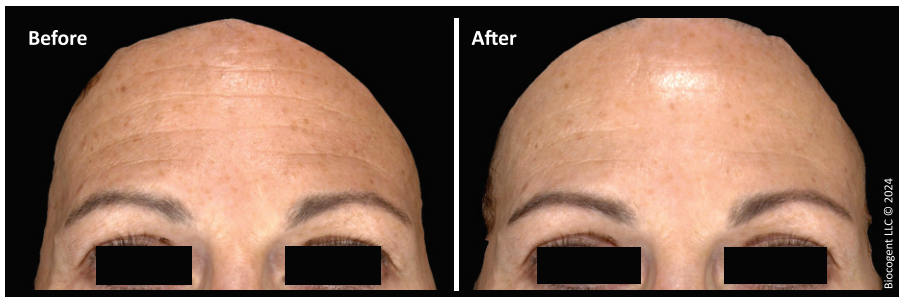
A premier anti-aging ingredient, Volpura EPO is clinically proven to reduce the appearance of fine lines and wrinkles, including improvement of crow's feet, at the nasolabial fold, and across the forehead, while also improving the skin's firmness and elasticity by 14% and 44%, respectively. Clinical participants reported experiencing plumping effects, with skin on the face and hands looking and feeling noticeably younger after applying Volpura EPO for 12 weeks.

Applications

- Volumizing and sculpting formulations
- Hot pour/hot cast products: Lipsticks, lip balms, lip glosses
- Anti-wrinkle formulations for expression lines in the forehead and nasolabial fold areas
- Facial contouring, refirming and plumping regimes to treat age-related lipoatrophy
- Eye (peri-orbital lines) and lip contour products
- Rejuvenating skin care products for neck and décolletage
- Anti-aging hand creams
- Face and body oils

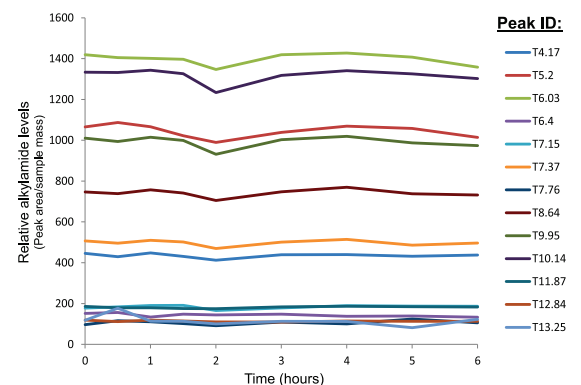
Volpura® EPO
Product ID – R10125
Suggested Use Level – 1% to 3%
Echinacea Purpurea Extract (and) Squalane
(and) Caprylic/Capric Triglyceride (MCT Oil)

Volpura® EPO
Diminished appearance of facial wrinkles
Participant #1307



Volpura® EPO is clinically proven to reduce the appearance of fine lines and wrinkles.

Volpura® EPO
Heat stability by alkylamide



Volpura® EPO is stable at 85°C for up to 6 hours.