

turn up the volume naturally
with *echinacea purpurea*



Volpura®

NOW AVAILABLE in both water and oil miscible bases

When you think anti-aging treatment, you generally think of enhancing extracellular matrix production and increasing moisturization. Those approaches are fine, but there's another avenue that is frequently overlooked: fatty tissue. Skin sagging and wrinkling results, in part, from loss of underlying fatty tissue that provides support. Volpura® addresses skin aging by bolstering fat production to volumize the hypodermal layer residing immediately beneath the dermis. The result is firming and plumping, and smoothing of expression lines and wrinkles, creating youthful-looking skin.

Volpura® is produced using a multistep process that starts with a very efficient Supercritical Fluid Extraction (SFE). Further carefully controlled extraction and purification steps result in a potent adipogenic (fat-stimulating) product that is highly enriched in fatty acid alkylamides. When Volpura® is applied to resting adipocytes (fat cells) it activates PPAR-γ, which then upregulates the cellular adipogenic machinery. When present at just 0.3%, Volpura® increases fat production to five times the level in untreated cells.

plumping
firming
volumizing

Volpura®
A targeted and compelling
Supercritical Fluid
Extraction (SFE) of
Echinacea Purpurea

Applications

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

Volpura® EP

Product ID – R10098

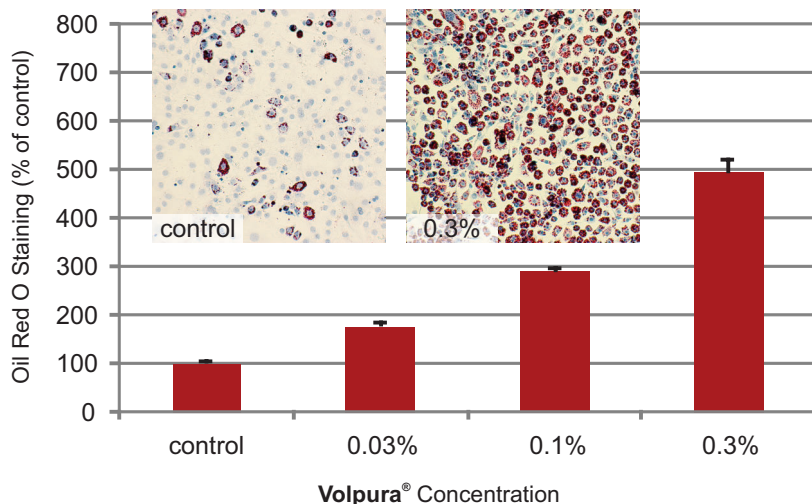
Suggested Use Level – 1% to 3%
Echinacea Purpurea Extract (and) Propanediol

Volpura® EPO

Product ID – R10125

Suggested Use Level – 1% to 3%
Echinacea Purpurea Extract (and) Squalane
(and) Caprylic Caprylic Triglycerides (MCT Oil)

Volpura® Stimulates Lipid Levels in Adipocytes



Matched Scientific Photographic Study



Day 0



after 12 weeks of use of a
O/W emulsion cont. 2% Volpura®