

turn up the volume naturally
with *Echinacea purpurea*



Volpura®

NOW AVAILABLE in both water and oil miscible bases

Volpura® is a unique anti-aging ingredient derived from *Echinacea purpurea*. A potent botanical extract, Volpura supports the skin's natural plumping processes to address the signs of aging. By volumizing the hypodermal layer underlying the dermis, Volpura combats the appearance of wrinkles and sagging from deep within the tissue to restore fuller, youthful-looking skin.

Volpura delivers plumping, firming effects to the skin by stimulating the skin's adipocytes (fat cells). Efficacy testing demonstrates the ability of Volpura to upregulate fat production in adipocytes by up to five times through activation of the adipogenesis master regulator, PPAR-γ. Along with increased lipid content in treated tissues, Volpura remarkably increased the number and size of adipocytes in dermal tissues for maximum volume.

A premier anti-aging ingredient, Volpura 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. Volpura also improved 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 for 12 weeks.



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 lipoatrophy
- 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

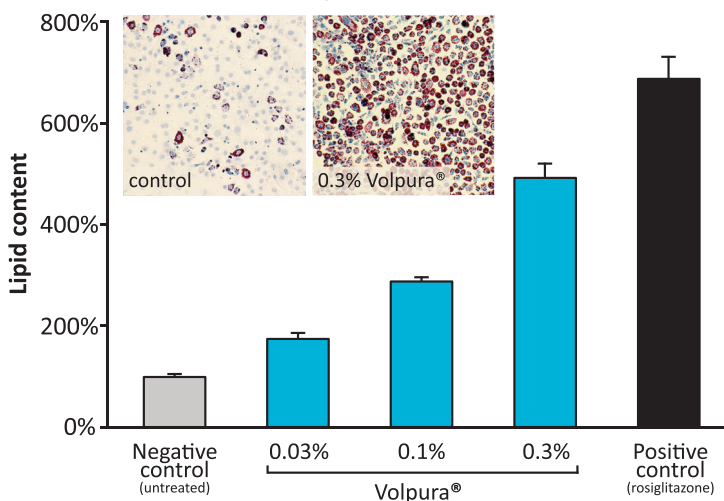
Suggested Use Level – 1% to 3%
Echinacea Purpurea Extract (and) Propanediol

Volpura® EPO

Product ID – R10125

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

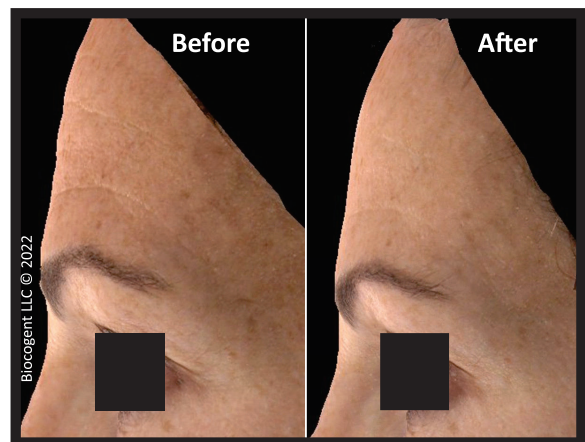
Volpura® Stimulation of fat production in cell culture



When present at 0.3%, Volpura® increases fat production to five times the level in untreated cells.

Volpura® Diminished appearance of facial wrinkles

Participant #1307



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

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