

# INFINITY INGREDIENTS

Inspiring Cosmetics

Eye Care



## Eye Care

Your eyes are the most important facial feature and can tell many stories – whether you are happy, tired, sad, healthy, unwell, young or old...

There are 3 key areas for eye care: dark circles, under eye puffiness and crow's feet. Dark circles are caused by a combination of factors. Contrary to popular belief, what we see is not pigment but more like bruising.

It is the build-up of blood in the delicate tissue beneath the eyes. Cucumber and tea bags are traditionally used to combat dark circles. This makes sense, as Cucumber is one of the richest sources of Ascorbic acid Oxidase. This enzyme is key in the turnover of Ascorbic acid/ Dehydroascorbate, which is our natural antioxidant system. Tea is one of the most available sources of Polyphenols – a group of powerful antioxidants. It is these antioxidants that trigger the 'healing' needed to reduce the 'bruise' and hence reduce the dark circles.

A common misconception of people who suffer from under eye puffiness is that they are sleep deprived. But ageing, genetics, allergies and consumption of certain food may also cause puffiness under the eyes. The puffiness is a result of the collection of liquid and fat. Using a product that contains Retinol is thought to help alleviate the condition, as well as actives that stimulate lipolysis.

Crow's feet are the fine lines that radiate from the corners of your eyes. They are among the first wrinkles to form and normally surface at 30+ years old. They are the most noticeable when you squint or smile. Many factors contribute to crow's feet including sun exposure, squinting, smoking and so on. Sun exposure is probably the most important of these, as this leads directly to the breakdown of Elastin and Collagen resulting in wrinkled skin.

### Açaí Oil

(INCI: Euterpe oleracea)

Açaí is a fruit rich in vitamins, fatty acids (omega 3, 6, 9) and antioxidants. It shows nutritious, moisturising and protective properties for the skin against negative actions of external agents. It is effective in hyperpigmentation treatments, skin blemish and dark circles. With sensory action, giving a velvety texture to the skin.

Recommended usage level: 1- 5%

### Adipofill'In™

(INCI: Water (and) Propanediol (and) Ornithine (and) Phospholipids (and) Glycolipids)

Adipofill'in™ is an L-Ornithine Amino acid encapsulated in an Ionosome™ for specific and local action on Adiposites, a remarkable delivery system, designed to mimic lipo filling results for maximum and fast results.

Adipofill'in™ is able to increase fatty tissue volume for a lipo filling-like effect through a noninvasive method to decrease hollowness under the eyes.

Best Innovation Gold winner, 2012 In-Cosmetics.

Recommended usage level: 0.5 - 2%

## Aldavine™ 5x

(INCI: Water (and) Sorbitol (and) Ascophyllum Nodosum Extract (and) Asparagopsis Armata Extract)

Aldavine™ 5x is a highly potent active from the calibrated association of two algae Polysaccharides. Aldavine™ effectively targets proinflammatory mediators and MMPs to protect microcapillary integrity.

Dark circles and eye puffiness is also reduced by decreasing skin fragility via strengthening the Cellular Matrix and supporting microvasculature network. We recommend using Aldavine™ 5x in combination with the African plant, Chrysanthellum indicum (Lanachrys), which stimulates lipolysis.

Ideal for the alleviation of dark circles, rosacea, spider veins, sensitive/irritated skin, sun burn, razor burn and after laser treatment.

Recommended usage level: 1 - 5%. 5x : 0.2 -1%

## CERAFLUID

(INCI: Olive Glycerides, Ceramide NP)

CeraFluid is an exceptionally easy to formulate liquid Ceramide which shows the highest compatibility with skin components thanks to its natural Olive di- and triglycerides base.

It provides long-term hydration as well as improving adhesion amongst Corneocytes, thus regulating skin barrier for water retention and protecting it from external aggression.

It also improves skin elasticity and smoothness and helps to restore the barrier effect leading to protection and prevention of dehydration.

Recommended usage level: 0.5 - 2.5

## Ayuredi®

(INCI: Propanediol, Water, Ocimum Sanctum Leaf Extract)

Eco-designed active ingredient based on Holy basil polyphenols, an Ayurvedic plant sourced in Thailand. AYUREDI® strengthens cell defences to fight skin ageing and under eye wrinkles by protecting the skin from oxidative stress induced by environmental and psychological stresses, and in particular damages linked to cortisol.

Boosts cell energy and breathing to illuminate the skin by protecting and restoring the essential functions of mitochondria, the energy factories of our cells. Reduces inflamm'ageing to soothe the skin by decreasing inflammation mediators' production whilst adding glow to the skin. Ideal for anti-ageing, holistic and eye care products.

Recommended usage level: 1 – 3%

## Ecoslim™

(INCI: Caffeine (and) Coffea Arabica (Coffee) Seed Extract (and) Lecithin)

Ecoslim™ is the ideal solution to give a radiant look back. Stress, lack of sleep, alcohol and cigarette smoke are some of the most common factors responsible for tired-looking eyes. Dark circles, bags under the eyes, fine lines and dehydration of the eye contour are the visible signs.

Ecoslim™ contains Caffeine to constrict blood vessels, improve drainage and reduce fat excess to fight dark circles and puffiness; Coffee extract, an antioxidant to counteract free radicals responsible for puffiness, inflammation and ageing and Lecithin for its hydrating and film-forming properties to reinforce the cutaneous barrier of the fragile eye contour.

Recommended usage level: 0.50 - 5%

## FUCOREPAIR

(INCI: Hydrolysed fucoidan)

FUCOREPAIR is composed of fucoses designed for anti-ageing skin care products and are particularly suitable for sensitive skins.

Fucoidans are insoluble high molecular weight (50-1000 kDaltons) polymers composed of sulfated fucose. They are known to be involved in a wide range of biological activities, including stimulation of cellular metabolism and immunomodulation.

FUCOREPAIR acts by regulating the balance between deterioration and repair of extracellular matrix to decrease the wrinkles and the redness on the skin, thereby reversing the signs of ageing. Wrinkle depth is significantly reduced compared to placebo.

Recommended usage level: 1.5%

## Heliogel™

(INCI: Sodium Acrylates Copolymer (and) Hydrogenated Polyisobutene (and) Phospholipids (and) Polyglyceryl-10 Stearate (and) Helianthus Annuus (Sunflower) Seed Oil)

Heliogel™ is a patented gelling ingredient with emulsifying properties conferred by the presence of Sunflower Phospholipids. It thickens within a wide pH range and emulsifies all types of oil phases. Gel-creams can be formulated with an innovative, non-tacky and non-greasy skin feel.

Heliogel™ is the solution to combining performance and skin sensation. Ideal as a viscosity adjuster, stabiliser and emulsifier for gel cream formulations.

Recommended usage level: 0.2 - 3%

## G2Light

(INCI: Butylene Glycol, Glycyrrhiza Glabra Root Extract)

A Glycyrrhiza flavon only found in the root of Glycyrrhiza Glabra, which is traditionally known for its skin whitening activity. Extracted using a 100% green and natural process, G2Light is suitable for natural skin lightening formulations.

In vivo studies show G2Light to inhibit the production of melanin, whilst providing depigmentation and lightening properties. G2Light can also be used to combat hyperpigmentation and dark spots (in vivo data) as well as stretch marks related to UV exposure.

Recommended usage level: 0.3 - 1.5%

## IBR-CalmDeAge®

(INCI: Glycerin, Water, Phoenix Dactylifera (Date) Seed Extract )

IBR-CalmDeAge® is an aqueous extract from palm date seeds, upcycled from the food industry, able to slow down cell proliferation as well as prevent oxidative damage, thereby slowing down ageing, globally.

The GLOBAL ANTI-AGING effect is observed in vitro and in vivo. Capturing the oasis calming, soothing and restful environment where date palms are naturally grown providing refreshment and rejuvenation, the product is able to diminish dark circles and significantly relieve rosacea symptoms via vasoconstriction and reduction of irritation.

Rosacea is a chronic condition characterised by facial erythema (redness) as a result of blood capillary breakage, irritation and inflammation. Rosacea is a harmless condition, but it may cause one to be self-conscious or embarrassed. There is no known cure for rosacea. Under-eye dark circles are dark blemishes around the eyes. There are many causes of dark circles, including heredity, allergies, eczema, and bruising.

Recommended usage level: 3 - 5%

## IBR-Dragon® all natural

(INCI: Hylocereus Undatus Fruit Extract)

IBR-Dragon® is an aqueous dragon fruit extract rich in sugars and fibers. Prebiotic activity supports the growth of beneficial bacteria to allow them to better compete with detrimental ones. Reinforces the skin barrier function (TEWL decrease).

With its prebiotic approach, IBR-Dragon® improves skin barrier function and strengthens skin resilience, leading to a lighter and more luminous skin and revealing a more radiant look!

Recommended usage level: 1 - 5%

## Inst'Tight™ C

(INCI: Water, Glycerin, Gleditsia Triacanthos Seed Extract )

Eco-Designed Flash Skin Perfector which harnesses the Polysaccharides from Honey Locust seeds. By forming a 3D biopolymeric network at the surface of the skin it is able to immediately mechanically stretch and tighten the skin. Instantly minimises the appearance of wrinkles and fine lines (tested on crow's feet, forehead lines and frown lines).

Visible results only 3 minutes after application and with a longlasting effect throughout the day (up to 8 hours).

Recommended usage level: Moderate action / Filter-like action: 1%; Optimal action / Anti-wrinkle action: 2%

## Immunight™

(INCI: Triheptanoin, Lavandula Hybrid Extract)

Green-processed unique extract, organically grown lavandin from Provence, France. This unique extract improves the production of melatonin by skin cells, regulates clock gene expression and modulates the skin immun-inflammatory response.

Immunight™ resynchronises the skin's circadian rhythm with a melatonin-like action, helps improve the skin immune system, soothes skin, reduces the visible signs of fatigue such as dark circles and provides a more relaxed and radiant skin.

Recommended usage level: 0.1 - 0.5% (preventative action); 0.5 - 1.0% (intensive action)

## Lanachrys® 2B PF

(INCI: Butylene Glycol (and) Water (and) Chrysanthellum Indicum Extract)

Chrysanthellum indicum is a natural African treasure with golden petals and great molecular diversity, including exceptional active principles that binds to  $\alpha$ -2 receptors for optimal Lipolysis activation. Interestingly, women have twice as many  $\alpha$ -2 receptors than men making it more difficult for them to lose weight quickly.

Lanachrys® 2B PF has a draining effect, reducing the heavy leg sensation and the appearance of cellulite (complementary action to Caffeine). It can also be used in slimming, anti-cellulite and eye puffiness treatments.

Recommended usage level: 0.05 - 1%



## Lecigel™

(INCI: Sodium Acrylates Copolymer (and) Lecithin)

Lecigel™ is a gelling agent with emulsifying and cooling properties (a safe alternative to Menthol and Alcohol) that triggers positive emotions upon application.

It allows the increase in the stability of formulas. Suitable for both cold and hot processes, it also helps to adjust the viscosity at the end of the formulation process.

Easy to use and stable to pH 9, it is compatible with most emulsifiers and is stable over a wide range of pH. Especially adapted for the formulation of gel-creams, it provides the typical 'Phospholipid touch' with a soft, non-greasy skin feel.

Recommended usage level: 0.1-2%

## OPAL ALGA GW™

(INCI: Glycerin, Aqua, Cystoseira Tamariscifolia Extract)

OPAL ALGA GW™ is a light-responsive technology to awaken the skin.

Based on a sophisticated strategy by the Cystoseira Tamariscifolia alga, which has the ability to activate and deactivate opal-like photonic crystals and adapt to the light rhythmicity induced by the tidal cycles in Brittany.

Powerful active substances: phlorotannins (phloroglucinol) and specialised sugars (mannitol) make it unique. It acts by resetting the skin's circadian rhythm and improving skin cells communication whilst preventing inflammatory microenvironment of skin.

This 100% natural origin, water soluble, organic and French sourced active erases vascular dark circles, boosts firmness, revives tired skin, deeply hydrates and plumps the skin.

Recommended usage level: 1-3%

## Number 6

(INCI: Propanediol, Water, Persea Gratissima (Avocado) Fruit Extract)

Eco-designed active ingredient, sustainably sourced from Latin America (Peru) with zero waste and from an upcycling process.

Number 6 reduces dark circles by acting on microcirculation and pigmentation, as well as depuffing under-eye bags by acting on lipolysis and adipocytes diameter.

Recommended usage level: 1 - 3%

## Organic Deodorised Camellia Oil

(INCI: Camellia Oleifera Seed Oil)

Organic Deodorised Camellia Oil has excellent absorbance properties and a soft touch rich in fatty acids and Vitamins A, B and E to help revitalise skin, hair & nails. Ideal for skincare, eye products, body, lip and hand care.

Recommended usage level: 1-10%

## Organic Snail Slime

(INCI: Snail secretion filtrate)

The composition of snail slime includes Allantoin for regeneration and healing; Collagen and Elastin to aid skin elasticity; Glycolic acid to reduce wrinkles, acne and hyperpigmentation; Polysaccharides to improve hydration; Peptide Antibiotics act as a protective barrier by destroying pathogens; sugars for moisturisation; Vitamin A, C and E to protect and soften the skin; and Essential Trace Elements allowing cells to work well.

The harvesting method is made in accordance with Annex 1 of Treaty of Rome which respects animal's well-being, which enables to get the Ecocert Greenlife certification according to Cosmos Standard. The extraction is from secretion from the "Petit gris" Hélix Aspersa Müller (the only slime recognised for its active principles).

Recommended usage level: Hand cream: 0.2 to 1.5%; Body cream: 0.5 to 1%; Make-up removing water: 0.2 to 0.8%; Eye contour: 0.2 to 2%; BB Cream: 0.5 to 2%; Facial mask: 0.2 to 3%; Serum: 0.8 to 4%; Regenerating cream (anti-wrinkle, stain-resisting): 2 - 8%; Anti-acne cream: 4 to 8%; Cream in burn scars and grafts: 5 to 8%

## Organic Virgin Pomegranate Oil

(INCI: Punica Granatum Seed Oil)

Organic Virgin Pomegranate Oil contains 60% alpha-punicic acid, known for its calming and healing properties as well as vitamins E and F, to restore skin barrier and protect skin against UV and pollution. Ideal for atopic and mature skin, the eye contour, aftersun, after shave and after-depilatory products and products for dry hair.

Recommended usage level: 1-10%

## Organic Virgin Grape Seed Oil

(INCI: Vitis Vinifera Seed Oil)

Organic Virgin Grape Seed Oil is a by-product of the wine industry rich in linoleic acid and with excellent emollient and film forming properties. Ideal as a base oil for helping to regenerate mature, damaged or stressed skin, particularly around the eye area and for body, lip and hand care.

Recommended usage level: 1-50%

## P-Alumina150

(INCI: Alumina (or Synthetic Sapphire))

Provides soft focus and coverage for flawless skin.

P-Alumina 150 covers even the tiniest pores, wrinkles and blemishes making it ideal for powders, eyeshadow, foundation and lipstick.

Recommended usage level: 1 - 10%

## PrincipHYAL® Aurora

(INCI: Sodium Hyaluronate)

PrincipHYAL® Aurora is a specific biotechnological fraction that targets skin regeneration. A very small molecular weight Sodium Hyaluronate, it is designed to obtain the perfect balance between skin penetration and skin activation.

AURORA optimises the regeneration cycle of the skin through an increased proliferation of cells and stimulation of the skin reparative and healing processes, resulting in an improvement in the global epidermis health and skin cohesion through a better integrity of the Epidermis layers.

Recommended usage level: 0.2 - 1.0

## PrincipHYAL® Difference

(INCI: Sodium Hyaluronate)

PrincipHYAL® Difference is a full-spectrum biotechnological fraction of Sodium Hyaluronate that targets long-term anti-ageing effects. DIFFERENCE is a specific fraction that targets skin wrinkles, by increasing skin elasticity.

This anti-wrinkle activity (clinically evaluated in-vivo on smoothness, roughness, wrinkleness, scaliness, and wrinkle number) results in an overall visible improvement in global Epidermal health.

Recommended usage level: 0.5 - 1.0

## PrincipHYAL® Cube3

(INCI: Sodium Hyaluronate)

PrincipHYAL® Cube3 is a full-spectrum biotechnological fraction of Sodium Hyaluronate that targets short-term anti-ageing effects. A unique 3-in-1 ingredient which quickly improves the global epidermis health thanks to a strengthening of the barrier function of the skin.

Skin shows an immediate lifting effect when evaluated by elasticity, smoothness, number and depth of wrinkles, synthesis of ne elastin, and a general improvement of the skin aspect.

CUBE3 also enhances skin penetration of other lipophilic and hydrophilic active ingredients to optimise their activity

Recommended usage level: 0.5 - 1.0

## PrincipHYAL® Signal-10

(INCI: Hyaluronic Acid)

PrincipHYAL® Signal-10 is a fast-track moisturiser derived from a stable extremely low molecular weight (standardised at less than 10 kDa) oligomer of Hyaluronic Acid.

SIGNAL-10 acts very quickly as it permeates more efficiently than classic forms of Hyaluronans. This stimulates the proliferation and regeneration of Fibroblasts, and gives a fast improvement in skin of moisturisation and elasticity.

Ideal for developing products where speed is everything and TURBO cosmetics is the concept.

Recommended usage level: 0.1 - 0.5



## Regenight™

(INCI: Triheptanoin, Melaleuca Alternifolia (Tea Tree) Leaf Oil)

Upcycled fraction from Australian Tea Tree oil, standardised in sesquiterpenes. Regenight™ improves total sleep duration and deep sleep length for a better sleep quality whilst increasing the skin barrier function and hydration for an increased protection.

Regenight™ also helps improve skin comfort, regenerates the skin with a melatonin like action, reduces visible signs of fatigue such as wrinkles and dark circles. For younger and healthier-looking skin. Specific clinical data on menopausal skin, shows increased skin barrier function, hydration and antioxidant potential.

Regenight™ was found to also rapidly reduce the appearance of wrinkles, increase firmness and elasticity, reduce the appearance of dark circles and improve the overall appearance of skin fatigue of menopausal skin.

Recommended usage level: 0.1 - 0.5% (preventative action); 0.5 - 1.0% (intensive action)

## SEALIFT PF™

(INCI: Aqua, Chondrus Crispus Extract, Gigartina Stellata Extract, Pentylene Glycol)

SEALIFT PF™ is derived from a complex of two red seaweeds: Gigartina Stellata and Chondrus Crispus. It forms a protective film with immediate tensor effect. This film also limits the pollutant particles adhesion to the skin and improves their elimination during standardised rinsing water. Finally, it protects skin from transepidermal water loss insuring an optimal hydration.

Recommended usage level: from 2%

## Rosality™

(INCI: Pentylene Glycol, Rosa Damascena Flower Water, Rosa Damascena Flower Oil)

Revolutionary cosmetic ingredient, Rosality™ uses the high activity of scented molecules from fresh and sustainable Damask rose petals to protect women's stressed skin exposed to an intense, fast-paced and stressful lifestyle as well as to a fierce environment.

Rosality™ is able to activate a never-described-before skin olfactory receptor (OR2AG2) responsible for the cutaneous anti-stress and anti-fatigue action of the product, whilst also regulating cell metabolism affected by various stressors to resist stress-induced damage.

Rosality™ reduces the appearance of visible signs of stress and fatigue for a more rested, relaxed and refreshed appearance.

Recommended usage level: 0.1 - 0.5%: preventive care 0.5% - 1%: intensive care

## SWT-7™ H

(INCI: Maltodextrin, Swertia Chirata Extract)

SWT-7™ H is an ultra-hightech active inspired by advanced regenerative medicine that boosts self-repair system of the skin and targets fast (up to 7 days) skin tissue recovery.

It has a biomimetic action on adipose-derived stem cells featuring specific factors that ensure cell-to-cell communication. Visible results on vertical lines (responsible for tired and sad facial expression), wrinkles, volume, skin texture and lip lines.

Recommended usage level: 0.5 - 2

## SWT-7™ L

(INCI: Isopropyl Palmitate, Lecithin, Aqua, Swertia Chirata Extract)

SWT-7™ L is an ultra-high-tech active inspired by advanced regenerative medicine that boosts self-repair system of the skin and targets fast (up to 7-days) skin tissue recovering.

It has a biomimetic action on adipose-derived stem cells featuring specific factors that ensure cell-to-cell communication.

SWT-7 L is the oil-soluble form, enhances its bioavailability and boosts the results on vertical lines (responsible for tired and sad facial expression), wrinkles volume, skin texture and lips lines.

Recommended usage level: 0.5 – 2%

## Vegan DDS K1 Oxide

(INCI: Aqua, Mannitol, Phosphatidylcholine, Glycerin, Phytonadione Epoxide, Cetyl Alcohol, Polysorbate 80, Decyl Glucoside, Potassium Sorbate, Sodium Benzoate, Xanthan Gum, Citric Acid, Sodium Chloride)

Vitamin K1 Oxide (Phytonadione Epoxyde) is used for cosmetic purposes and is a derivative of Vitamin K1 which is typically found in dark green leaved vegetables such as broccoli, spinach, cabbages etc. It has a fundamental role in the synthesis of prothrombin (factor II) and clotting factors VII, IX and X.

In addition it blocks the formation of hemosiderin and avoids blood extravasation giving it a high decongestive capacity as well as a high capacity to reduce erythema and facial irritations. For these reasons it is also used in products which treat sore skin, couperosis and general skin irritations. Owing to its effect on build ups of hemosiderin, it reduces the violet pigmentation found in under-eye circles and hematomas.

It has also demonstrated a moderate anti-ageing effect with prolonged treatments, being capable of increasing the moisturisation, elasticity and texture of the skin. Encapsulated within INdermal's Deep Delivery System (DDS) for delivery to the deepest strata of the epidermis for a more intense and precise effect on the structures and cells located there. The use of DDS enables up to twelve times the amount of active ingredient to reach the interior of the skin compared to when applied freely.

Recommended usage level: 1 - 10%

## Vegan DDS Retinol

(INCI: Aqua, Mannitol, Phosphatidylcholine, Glycerin, Retinyl Palmitate, Cetyl Alcohol, Potassium Sorbate, Sodium Benzoate, Decyl Glucoside, Lauryl Glucoside, Xanthan Gum, Sodium Chloride)

Retinyl Palmitate is an ester of vitamin A and is one of the most reliable ways to provide the skin with vitamin A. On delivery to the deep skin levels, Retinyl converts to Retinol (Vitamin A) which in turn converts to Retinal (Retinaldehyde), before finally converting to Retinoic Acid.

Its ability to stimulate the production of hyaluronic acid, collagen and elastin is why it is considered one of the most potent anti-aging active ingredients. It also accelerates the cell regeneration process, improving the general appearance and texture of the skin and minimising the pore size. For this reason, together with its ability to regulate sebum production, it is commonly found in acne treatment products.

Furthermore, it represses the production of melanin thereby reducing the number and intensity of skin blemishes. Retinyl Palmitate is encapsulated in the Deep Delivery System (DDS) where it is specifically delivered to the deepest strata of the epidermis for a more intense and precise effect on the structures and cells located there. The use of DDS enables up to twelve times the amount of active ingredient to reach the interior of the skin compared to when applied freely.

Recommended usage level: 1 - 10%

# Contact Us

Interested?

Then contact the Infinity team  
for more information:

T: 01344 354 900

E: [technical@infinity-ingredients.co.uk](mailto:technical@infinity-ingredients.co.uk)

W: [infinity-ingredients.co.uk](http://infinity-ingredients.co.uk)