



MEADOWESTOLIDE®

INCI: Meadowfoam Estolide

Advanced Lip Hydration Performance

Product Description

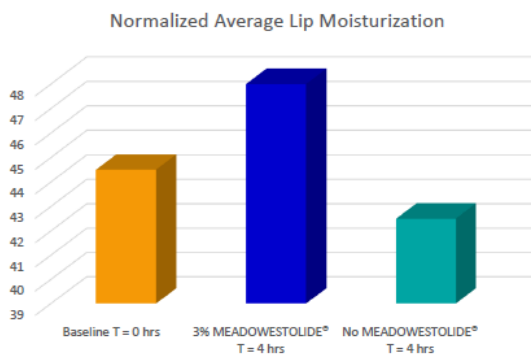
MEADOWESTOLIDE® is a unique functionally active ingredient for the effective treatment of skin/lips to provide hydration.

MEADOWESTOLIDE® acts as a bioactive analogue of ceramides functioning as an efficient barrier to water loss

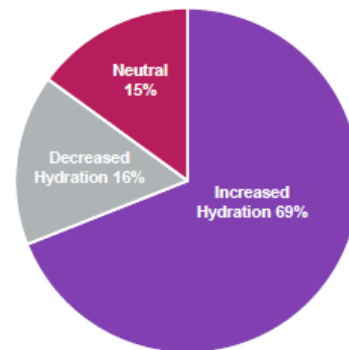
In-Vivo Lip Hydration Study

Study comparing the difference in moisturization between a lipstick containing 3% MEADOWESTOLIDE® and the control without MEADOWESTOLIDE®

- **Setup:** 13 Female subjects, age 40-63 years old, mild to moderately dry lips
- **Test Materials:** Lipstick with and without 3% MEADOWESTOLIDE®
- **Instrumentation:** Corneometer CM 825 PC
- **Method:**
 - o 3 measurements taken upper middle right and left; average values calculated to establish baseline
 - o Lipsticks applied to test sites and after 4 hours Corneometer measurements were taken



Lips remained hydrated over 4 hours after application of the lipstick with MEADOWESTOLIDE®



Participant perception of lip hydration after single application