

MEADOWESTOLIDE®

A Meadowfoam Derivative for Lip Barrier Repair and Moisturization

Introduction

Lips contain a special, non-hairy thin stratum corneum layer which acts as a transition between the mouths mucous membrane and the vermilion border.

- 1-2 stratum corneum layers
- Moisturized by tongue licking
- Barrier damage by environmental influences
- Protection is needed to prevent dry and chapped lips



Lip Moisturization Testing Protocol

Objective: Compare the difference in moisturization between a lipstick containing MEADOWESTOLIDE® and the control without MEADOWESTOLIDE®.

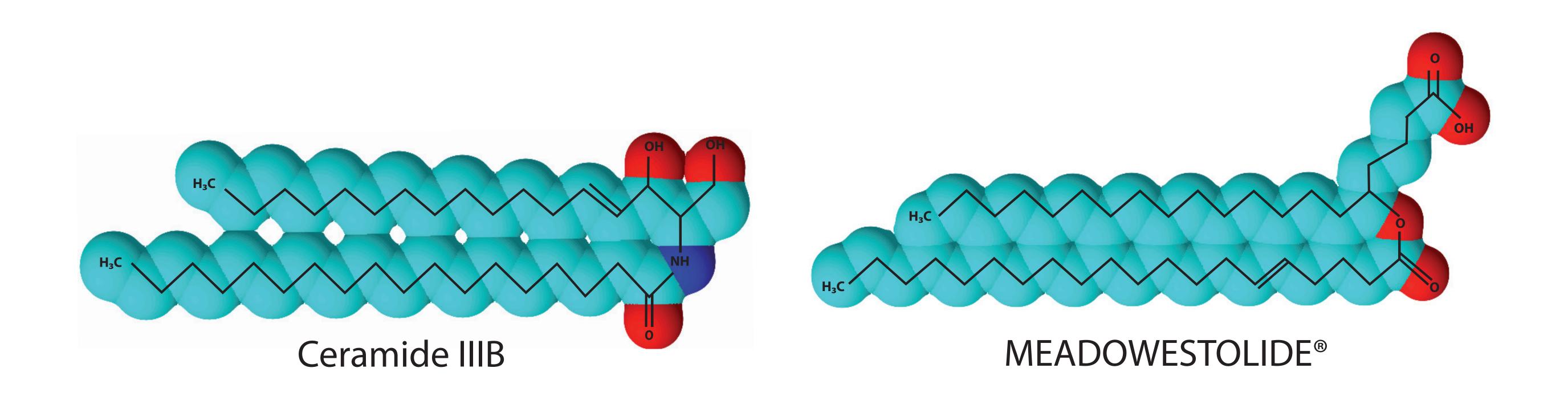
Participants: 13 Female subjects, age 40-63 years old,

Test Materials: Lipstick with and



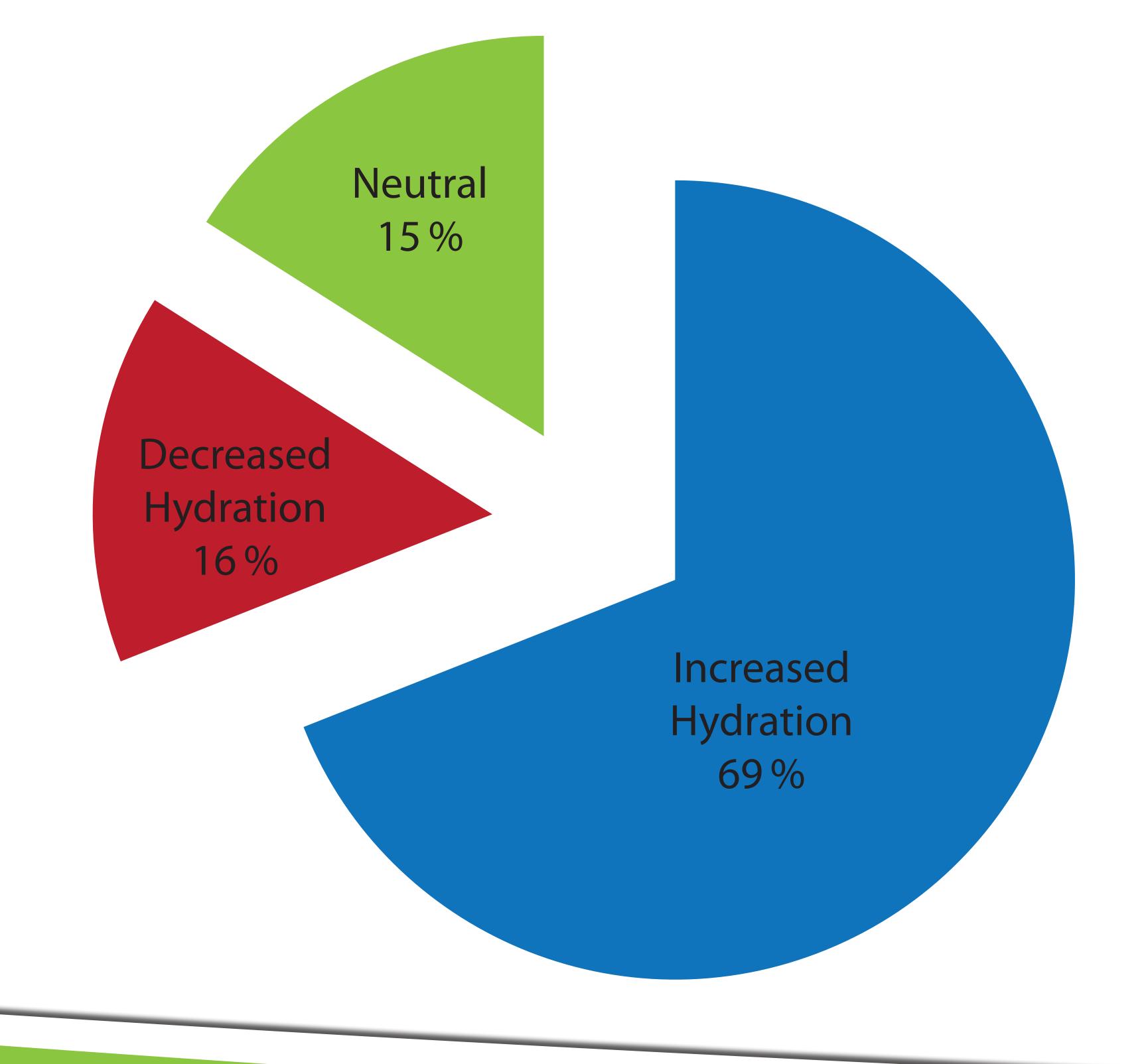
- upper lip and the middle of the left upper lip. Average values were calculated to establish a baseline reading.
- The lipsticks were applied to the appropriate test sites and after 4 hours Corneometer measurements were taken.

MEADOWESTOLIDE® Structural Comparison with Ceramide IIIB

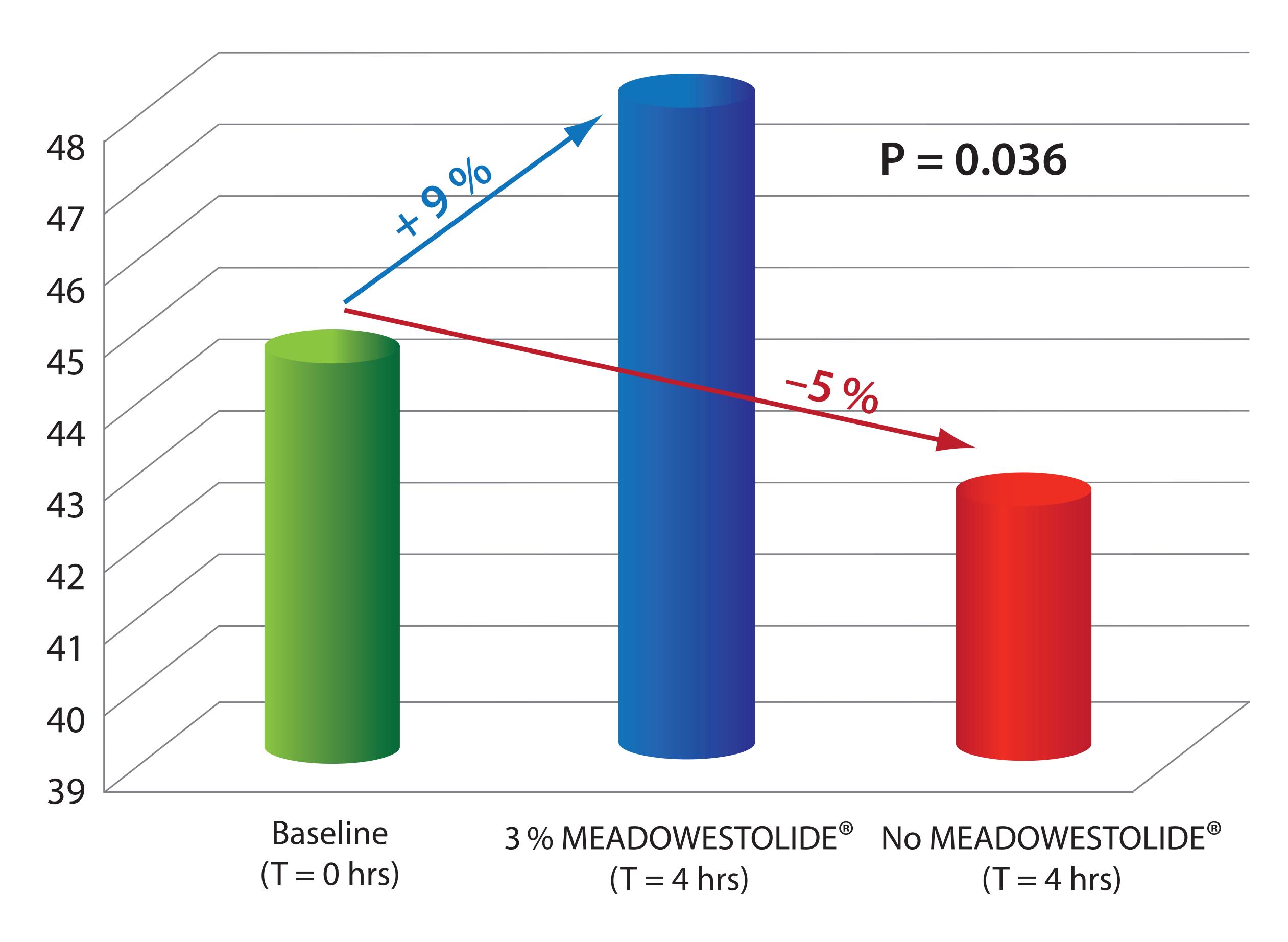


Consumer Testing Outcome

Population Statistics: Moisturization difference of a lipstick with MEADOWESTOLIDE® compared to the control without MEADOWESTOLIDE®



Normalized Average Lip Moisturization



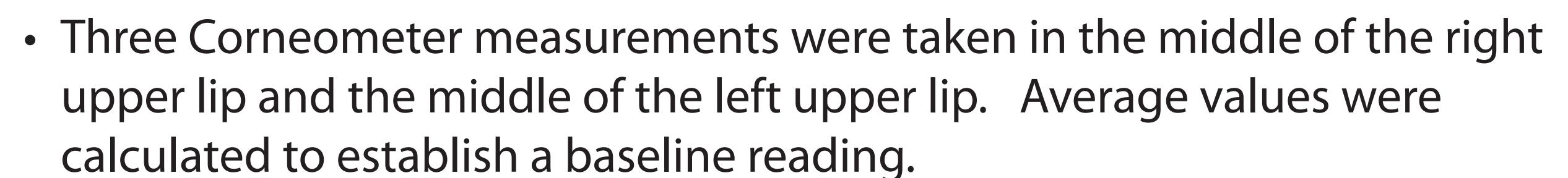
Conclusions

- MEADOWESTOLIDE® (INCI: Meadowfoam Estolide) is a derivative from a natural seed oil called Limnanthes Alba (Meadowfoam) Seed Oil.
- Structurally MEADOWESTOLIDE® resembles Ceramide IIIB.
- MEADOWESTOLIDE® has been proven to provide benefits for moisturization, barrier repair, pigment dispersion and gives a soft luxurious feel in many anti-aging skin care and decorative cosmeitic products.
- This lip consumer study further confims lip moisturization benefits perceived by consumers for many years.

with mild to moderately dry lips.

without 3% MEADOWESTOLIDE®

Instrumentation: Corneometer CM 825 PC



pure in cosmetics