

DMAEUP

Facial Care

Active ingredients with anti-glycation, muscle tone modulation, anti-sagging, regenerating, antioxidant and hydrating properties

- Firms up, rejuvenates and restores the appearance and features of the skin.
- Intense and lasting effect.
- Easy and fast application.
- High skin tolerance.
- Total biocompatibility.
- Exclusive very high-tech product.

ENOC METHOD

At Enoc Cosmetics we believe that the essence of good cosmetics lies in the human body itself and nature. The more the structure of a product resembles the biological structures of our body, the better its assimilation and the greater its efficiency. So we have developed Advanced Liposomes, next generation liposomes created by a bio-analogous process based on the same physicochemical concepts that the human body uses in producing its own cell membranes. The outcome is liposomes which are effective carriers of active ingredients and also cell membrane regenerators.

DESCRIPTION

Skin aging is a process that involves many diverse factors, which can essentially be divided into intrinsic and extrinsic. These factors are produced and act in tandem, mutually intensifying their effects and adding to the aging of the skin. This leads to, at both structural and functional level, the deterioration of the skin's features and capabilities, resulting in the appearance of wrinkles, sagging, dark circles, dehydration, nutritional problems, pigmentation, and the loss of smoothness, brightness, and the skin's healthy and youthful appearance.

RECOMMENDATIONS

To combat these processes and factors, and erase the traces they leave on the skin such as wrinkles, sagging, loss of elasticity, dark circles, dehydration and pigmentation, Enoc Cosmetics has combined a series of active ingredients that contain anti-glycation, muscle tone modulation, anti-sagging, regenerating, antioxidant and hydrating properties. They act deeply and synergistically, to restore your skin's features, function, and youthful appearance.

With Dmaeup we have incorporated and combined various active ingredients that fix, slow down or prevent these processes. It also contains other components that act synergistically, enhancing its action and stimulating your skin's restructuring and regeneration.

Easily applied with quick absorption, and rapid and long-lasting effects, using Dmaeup means a decrease and disappearance of laughter lines and wrinkles in the skin, an increase in elasticity, increased firmness in skin tissue and hydration, and a tensor effect that indicates almost immediate action. In addition, Dmaeup combats the emergence and evolution of these issues, reducing and preventing the appearance of wrinkles, sagging, bags and dark circles, as well as problems with pigmentation and enlarged pores. These active ingredients and nutrients, applied topically to the skin, give back your skin's firmness and elasticity, toning it, reducing wrinkles, improving its nutrition and hydration, giving your skin a brighter and more youthful appearance.

Dmaeup is suitable for all skin types, and its application has a rapid and cumulative effect. It visibly reduces wrinkles, corrects deep lines, enhances the face's natural expression, diminishes the appearance of enlarged pores, has a lifting effect on eyelids, reduces dark circles, extreme facial sagging, lack of tone in cheeks, facial shape and cheekbones, as well as sagging around the jaw, neck and décolletage, providing the skin with greater strength and firmness.

Dmaeup has a natural composition and can be applied anywhere on the face and body, even to the delicate eye and lip area. The product is extremely biocompatible and completely bio-assimilable.

CONTRAINDICATIONS

Dmaeup should not be used if you are sensitive or allergic to any of its ingredients or components.

HOW TO USE

Dispense enough Dmaeup onto your fingertips to cover the area to be treated and apply to clean skin, preferably slightly damp, massaging it gently into the skin to encourage deep-down penetration and dispersal.

We recommend you use Dmaeup once or twice a day, preferably at night and/or first thing in the morning.

To make optimum use of the product, we recommend that you read the Application tips at: *enocosmetics.com*

OBSERVATIONS

After applying Dmaeup, it is quite normal to feel a slight tightening or tingling in the skin.

We advise complementing the use of Dmaeup with the topical application of other nutrients and molecules, to reinforce and facilitate the rejuvenation and beautification process. Complementary products in the Enoc Cosmetics range include Riseup, Niace, Dermalift, Rescue, Lipohyal, Retihyal and Hidraup.

PRECAUTIONS

Keep in a cool, dry place away from direct light at a temperature of 15°C-25°C. Keep out of the reach of children. Close the container properly after each use. Once the container has been opened, we recommend you use the product within one month. Once open, storing in the fridge can prolong its use for up to one month. Do not use this product after its use-by date.

TIPS FOR BETTER APPLICATION AND USE OF DMAEUP

Apply on skin that is clean and preferably a little damp by gentle massaging until it is completely absorbed.

Once the product is dry, if you feel that your skin is “sticky” and “shiny” that is because part of the product has remained on its surface without penetrating. The main causes of this excess product are the high concentration of liposomes in the formulation, the different absorption capacities of each person’s skin or the application of an excessive amount of the product. To resolve the problem, moisten the application area again with water and lightly massage with the fingertips until it is completely absorbed.

As a general rule you could say that the product has entirely penetrated the skin when on drying it is not “shiny” or “sticky”. However, it is normal to feel some tightness.

With use and time Dmaeup users will find the most suitable dosage for them, their skin or their needs and wishes.

Dmaeup is best applied to skin wetted with water because like all products including liposomes it is in the external aqueous phase and needs to be surrounded by water to work properly.

Massage as physical assistance is always an important enhancer for all skin products and treatments and also essential for better functional and material use of the product.

It not only helps increase the deep penetration and diffusion of the product but also gives a more uniform and effective distribution of it on the skin.

Other physical treatments such as a prior skin peel, local application of moist heat, occlusion or electroporation also assist with and increase the penetration of the product and its effectiveness.

Absorption or penetration of Dmaeup improves with use and over time due to the increase in the proportion of unsaturated phospholipids in the skin produced by the product which makes it more permeable and interactive just like young skin.

TECHNICAL EXPLANATION OF DMAEUP

Skin aging is a process that involves many diverse factors, which can essentially be divided into intrinsic and extrinsic. Mainly, through the production of oxygen free radicals, glycation, the loss of muscle tone and other chemical processes of physiological aging, these intrinsic and extrinsic factors are produced and act concurrently, adding to the skin’s aging process.

Within the intrinsic processes, we can differentiate between some factors, such as genetic, hormonal or pathological ones - particularly inflammatory diseases or diabetes - and within the extrinsic factors, we may include environmental, dietary, working environment or general lifestyle. In this latter group of extrinsic factors, easier to prevent or avoid, are solar radiation, or radiation of any other type, smoking, alcohol, sugars and pollution are the most important.

These processes and factors produce an increase in the degeneration and destruction of the skin's supporting tissues and a decrease in its regenerative capacity, which also affects the cells, the lipids of the skin's membranes, resulting in DNA damage and affecting its normal functioning, even its survival. This results in, at a structural level, a decline in the quantity and quality of the supporting tissues, their flexibility, elasticity and hydration, with an increase in fragility; and at a functional level, a loss of its capacity to regenerate muscle tone which translates into the appearance of wrinkles, sagging, bags, dehydration, nutritional problems, pigmentation and loss of smoothness, brightness, and the skin's youthful appearance.

All the components described are carried by unilamellar liposomes - Advanced Liposomes - to their place of action, be it more superficial or deep, where they release the active ingredients encapsulated in them, so that they can carry out their function.

The activity of the DMAE (Dimethylaminoethanol) is the result of a synergistic combination of different active ingredients and their actions, with rapid and long-lasting results. The DMAE acts as a protector of the supporting tissues, preventing glycation (destruction) of the skin's proteins, mainly collagen and elastin, through its neutralizing effect of free radicals and enhancement of other antioxidants. In addition, as a precursor of acetylcholine, it acts on muscle tone and has a firming and tightening effect on the skin, improving its characteristics and mechanical qualities. DMAE also has a stabilizing effect on cell membranes, facilitating the penetrating of other molecules in the cells, producing cell stimulation, increasing hydration in cells and tissues and improving their general nutritional state, restoring elasticity and firmness to the skin.

Vitamin C, Sodium Ascorbate, is a powerful antioxidant that also stimulates the synthesis of collagen and elastin and slows down their degradation, which stimulates the fibroblasts, the cells responsible for their synthesis and structuring, and blocks some of the factors that lead to their destruction, especially glycation. Vitamin C also accelerates cellular regeneration, and the production of the interstitial matrix; in this way, it improves the general tone of the skin and its physical-mechanical properties, filling in wrinkles, providing firmness to tissues, leading to an improvement in the skin's general condition and smoothness, firmness and elasticity, lessening wrinkles and other signs of aging skin. As an antioxidant, it counteracts the effect of free radicals on the skin, as an excellent protector for skin damaged by the sun, smoking or pollution, meaning it is very effective in counteracting photoaging, marks or pigmentation problems. The action of vitamin C also helps to improve the healing capacity of the skin and other tissues.

Tephrosia purpurea also contains proendorphonic substances, capable of accelerating the production of beta-endorphins at a cutaneous level that is

reflected in a decrease in the skin's stress level. Tephrosia purpurea has a lipolytic effect, as the endorphins are directly involved in the combustion of fats and prevention of their accumulation, which is expressed in a firming effect. This increase in the production of beta-endorphins and the lipolytic effect increases cellular activity, toning and giving smoothness and brightness, remodelling the curves and surfaces of the skin. In addition, by increasing the level of beta-endorphins you get an increased sense of well-being and self-confidence. Similarly, tephrosia purpurea is also an antioxidant and anti-inflammatory, softening and moisturising the skin, restoring its vitality and brightness, and consequently its youthful and healthy appearance.

Mimosa tenuiflora extract stimulates cell reproduction and therefore acts as a powerful regenerator of dermis tissues. In addition, the antioxidant capacities of some of its components, particularly polyphenols, increase the viability and proliferation of fibroblasts, promoting their restorative and regenerative activity of the skin's supporting tissues, increasing the production of collagen and elastin. Hence its excellent healing capacity for sores, burns and other injuries. The presence of polyphenols protects cells and tissues from oxidative stress and controls inflammation. The "neuroactive" substances of its composition are those responsible for the pain-soothing effects in burns and other injuries, observed in the traditional use of this plant. Also, some of its components also possess antibacterial properties, making it useful and effective in the treatment of wounds and many other in many versatile ways, such as acne, various types of dermatitis, sunburn, psoriasis or skin rashes.

Centella asiatica extract contains a series of active ingredients that feed directly into the bloodstream, increasing vascularisation and reactivating circulation; as a result, it acts as a powerful regenerator for skin and has a normalising effect on the connective tissue, stimulating the production of collagen and elastin, in addition to other structural components of the interstitial matrix, the support structure of skin cells. It also increases the keratinisation of the epidermis through the stimulation of the germinative layer, renewing and strengthening the dermis, rejuvenating the appearance of the skin. This natural remedy is very effective in anti-wrinkle cosmetic treatments, hydrating and renovating the tissue, renewing, toning and rejuvenating the skin's appearance, and helping to combat poor circulation, skin discomfort, and healing wounds or injuries. Centella asiatica also contains high concentrations of antioxidants, which protect cells from oxygen free radicals.

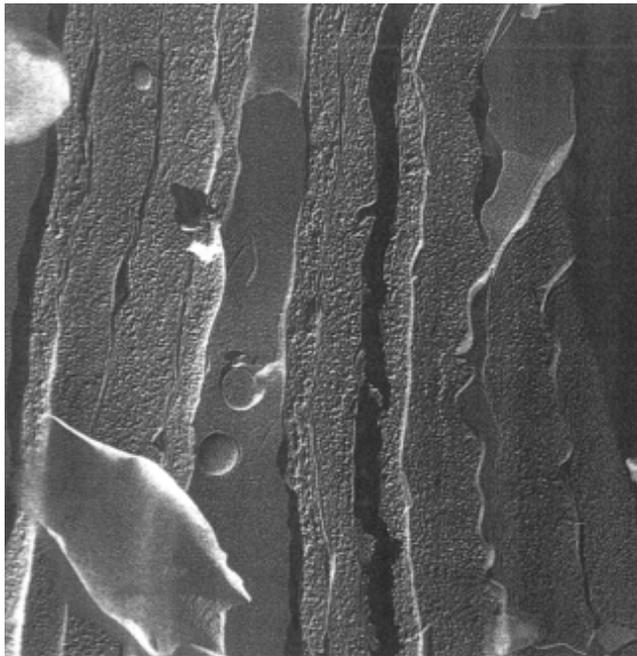
Pantothenic acid, panthenol or vitamin B5, also has antioxidant and anti-glycation properties, and protects cells against apoptosis or cell death produced by ultraviolet and other forms of radiation, since it increases glutathione levels and decreases lipidic peroxidations. Panthenol is an excellent hydrating moisturiser and regenerator of skin cells, properties that help to reduce wrinkles and expression lines. It also has anti-inflammatory and anti-itch properties, and promotes the healing of wounds.

Vitamin A palmitate is essential for the maintenance of the structure and functions of the membranes of all the skin's cells, normalising cellular functioning. As an antioxidant, it increases the metabolic processes of oxidation-reduction and is an epidermal protector against free radicals. It has a regenerating and protective effect on the skin, also preventing hyperkera-

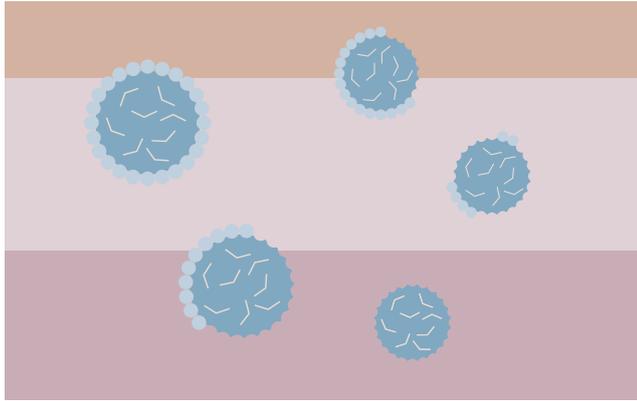
tosis and normalizing sebum production. It has anti-aging effects against small wrinkles, skin damaged by the sun, smoking or pollution, helping to combat dry, scaly skin and sagging.

Natural Vitamin E, or dl-alpha-tocopherol is a critical nutrient for the cells, and has an important antioxidant effect, preventive of the formation of oxygen free radicals and glycation. Vitamin E prevents the formation of wrinkles by blocking the free radicals, as it stimulates the production of collagen and decreases its destruction, keeping the skin elastic and dense. Vitamin E is also the main protector of the oxidation of the phospholipids of cell membranes, and as a result is used to treat wrinkles and other skin problems, as it stimulates cell growth and regeneration. It also promotes hydration and the elimination of skin irregularities.

Phospholipid essential acids, especially phosphatidylcholine, also called Vitamin F (lecithin), major components of the liposome and membranes, stimulate the regeneration and rejuvenation of the membranes of the different cells of the skin, improving its permeability and functionality and protecting it from oxidation and aging. The phospholipid activity also helps to repair and moisturise the skin and prevent the appearance of wrinkles.



Transmission electron microscopy image of Enoc liposomes penetrating the skin.



Schematic diagram of liposomes carrying active ingredients through skin to their destination.

Once the active ingredients in the liposomes have been released, the liposomal membrane's phospholipids are incorporated into cell membranes to regenerate and rejuvenate them, improving their permeability and interaction. They are an ideal and necessary substrate, along with other vital nutrients, that adds to the activity of the active ingredients.

INGREDIENTS

Aqua, Lecithin, Alcohol, Sodium Ascorbate, Mimosa tenuiflora leaf extract, Centella asiatica leaf extract, Tephrosia purpurea seed extract, Dimethyl MEA, Phenoxyethanol, Sodium Chloride, Hydrochloric acid, Panthenol, Retinyl Palmitate, Tocopherol.

30 ml dropper container
Topical skin use

Enoc Solutions, S.L.
C/ des Pescadors, 8, locales 1 y 2
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Illes Balears - España