



**ORGANIC  
BIOACTIVES**  
NEW ZEALAND

INNOVATING FROM TRADITION™

# OceanDerMX™

## LIFT & FIRM

### Immediate Lifting Effect

*Instantly diminishes  
the appearance of  
fine lines & wrinkles*

*New Zealand botanicals  
sustainably harvested by  
indigenous Māori communities  
according to their ancient  
harvesting practices*



COSMOS  
APPROVED



NEWZEALAND.COM  
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CHINA  
COMPLIANT

RAW MATERIAL VERIFIED BY ECOCERT GREENLIFE,  
CONFORM TO THE COSMOS STANDARD

IPONZ PATENT  
No. 793020

# SYNCHRONISED MODES OF ACTION

OceanDerMX™ Lift & firm is a marine active, which is an aqueous extract of **Sarcothalia circumcincta** leaves and **Cyathia medullaris** fronds, obtained by water extraction TPT Xtraction™ technology.

When applied to the skin it provides **immediate lifting, firming, tightening and moisturisation**.

Repeated use will prolong and improve results, **reducing the visibility of fine lines and wrinkles**.

## KEY BOTANICALS



### NEW ZEALAND NATIVE RED SEAWEED

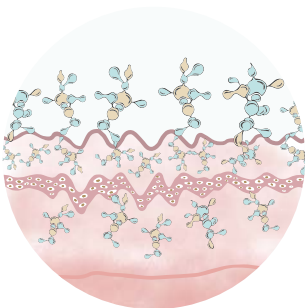
The seaweed harvested from the pure waters of New Zealand is abundant in a vital group of **sulphated glycans** or **SGAGs**. These glycans share a similar structure to hyaluronic acid and have a crucial role in cell-to-cell communication. They not only attract and retain moisture in the skin, but they also contain naturally occurring proteins, amino acids, peptides, vitamins, minerals, and essential element.



### MAMAKU - NEW ZEALAND NATIVE BLACK FERN

**Mamaku**, which is indigenous to New Zealand, is **rich in polysaccharide gel (glucuronomannans)** obtained from the meristem, the embryonic stage of the leaf. When used on the skin, the polysaccharide forms a 3D viscoelastic matrix that offers immediate lifting and tightening properties to the skin.

## GLYCANS – THE KEY TO YOUTHFUL LOOKING SKIN



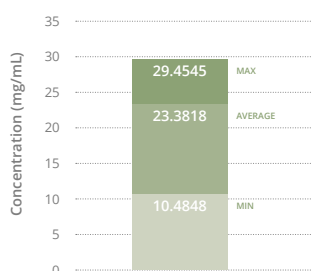
Glycans play a major role in skin vitality and delivery of bioactives via their vibrant intra and extracellular communication



SGAGs in OceanDerMX™ range stained with Alcian blue stain

## ANALYTICAL DATA

SGAG Concentration of OceanDerMX™ Products



Average sGAG quantity in OceanDerMX™ products  
23.3818 mg/mL ± 5.25572

OceanDerMX™ Lift & Firm  
Relative total Antioxidant Capacity

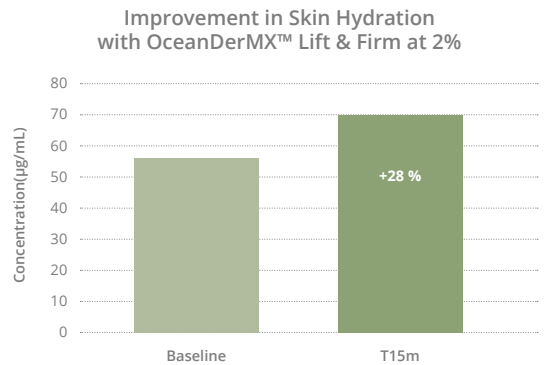
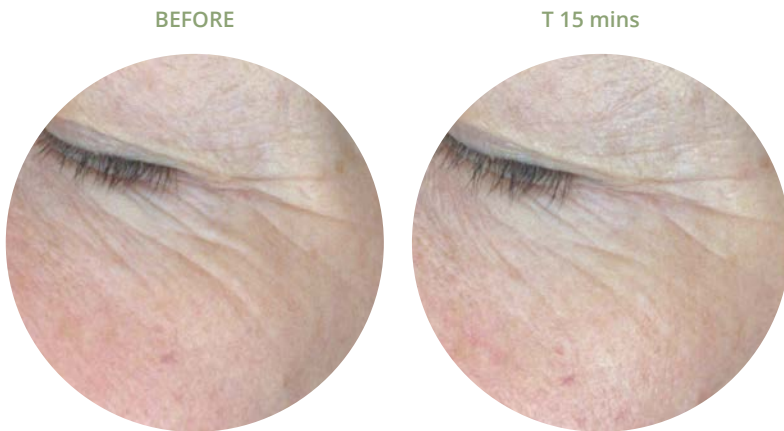


CUPRAC [ CUPric Reducing Antioxidant Capacity ] method

# CLINICAL STUDIES

## IN VIVO

### Evaluation of Anti-Wrinkle Efficacy of OceanDerMX™ Lift & Firm at 2% on Crow's Feet

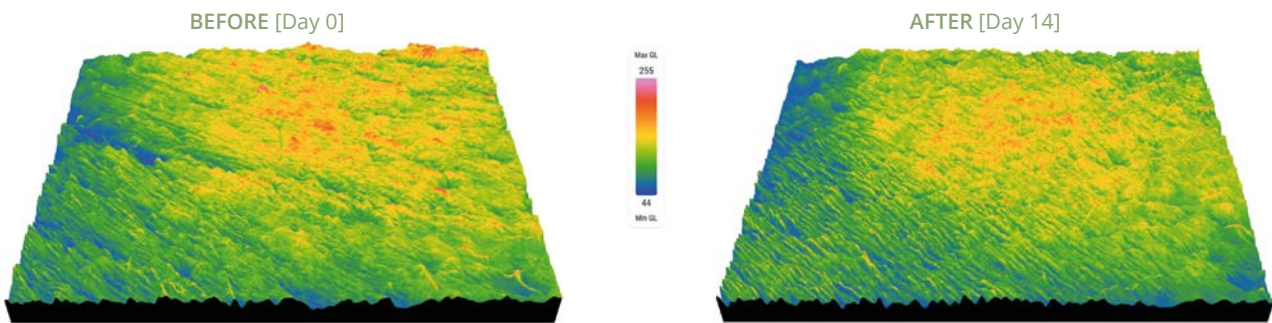


Images show a reduction of fine lines and wrinkles and plumping of the Crow's Feet area after 15 minutes of treatment with 2% OceanDerMX® Lift & Firm application.

Photos are untouched images taken using the Oberv520 camera (Daylight).

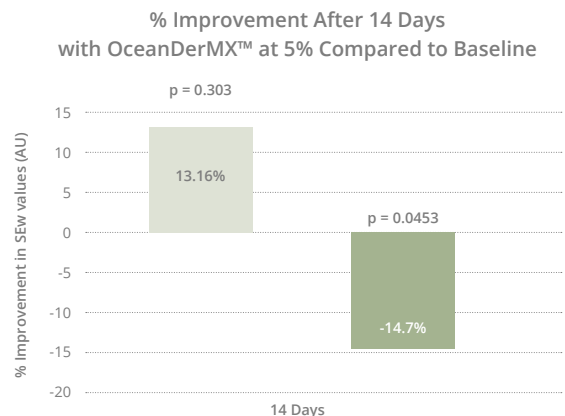
### Evaluation of Anti-Wrinkle Efficacy of OceanDerMX™ Lift & Firm at 5% on Crow's Feet

#### SKIN SURFACE & WRINKLES



Skin Surface Parameter Wrinkles by SELS Method. Skin Surface Before & After with 5% OceanDerMX™ Lift & Firm.

Probe: Visioscan topography (Courage + Khazaka)



Images show a reduction of fine lines and wrinkles and plumping of the crow's feet area after 14 days of treatment with 5% OceanDerMX™ Lift & Firm application.

Photos are untouched images taken using the Oberv520 camera (Daylight).

# TECHNICAL & REGULATORY

## INCI:

Aqua & Sarcothalia circumcincta & Cyathea medullaris leaf extract

## TECHNOLOGY:

TPT Xtraction™ (Bio-liquefaction) process

## GENERAL USE:

1% – 5%, Anti-aging results: 5%

## REGULATORY:

Certified Vegan, China Compliant, Ecocert & Cosmos Approved

NONE OF THE INGREDIENTS ARE DERIVED FROM GENETICALLY MODIFIED ORGANISMS (GMO) WITH ALL THE PLANTS MEETING THE ORGANIC DEFINITION OF THE ISO 16128 STANDARD.

# PROVEN BENEFITS

- Visible plumping effect after 15 minutes
- Diminishes the appearance of fine lines and wrinkles in only 14 days.

# APPLICATIONS

- Anti-aging skincare lines
- Pro-aging skincare lines
- Lifting & firming face and body lines
- Menopausal skincare products
- Hydration booster
- Formulation enhancers

# ABOUT ORGANIC BIOACTIVES

Organic Bioactives brings the power of New Zealand's rich and bountiful biodiversity together with innovative green biotechnologies to create high-efficacy cosmetic bioactives.

We are committed to Tikanga Māori – the inherited values and practices of the indigenous people of Aotearoa New Zealand. For that reason, we keep the process of harvesting with Māori communities who still carry the traditional knowledge on how to approach our native habitat in a respectful and sustainable way.

New Zealand is being internationally recognised as a biodiversity hotspot that is both abundant and unique. The impact of high UVB sunlight on its plants produce superior levels of bioactivity not found anywhere else in the world. For this, we are grateful and blessed.

## DISCLAIMER

This brochure is not intended for final consumer or to advertise your products to final consumers without our written approval. No claims related to the ingredients and formulation shall be made without our prior written approval - [even though the claims are presented in this brochure] The person using the ingredients or formulation from this brochure is solely responsible that the final products, labeling, packaging, advertising and claims comply with local cosmetic laws and regulations.



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