

always
inspiring more...

symrise 

DENSITY
&
VOLUME

SymLash[®] 1631

PN 510535

NATURALLY STUNNING
EYELASHES

**HAIR
CARE**

SymLash® 1631

NATURALLY STUNNING EYELASHES

PRODUCT CLAIMS

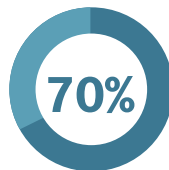
- Eyelashes look naturally fuller and thicker
- Visible results in just 14 days
- Clinically proven boosting effect on the lashes
- 34% lashes appear thicker (fuller) after 42 days
- Improves overall appearance of eyelashes
- Fortifies the lashes
- Obtained from Tahitian Sea microalgae
- Produced by Blue Biotechnology based on sustainable and renewable source

CONSUMER INSIGHTS



"Lashes are important to consumers around the world"

Mintel / March 2018 | Insight



70% of consumers around the globe would like to have longer lashes.

CMI Data Source: Symrise Cosmetic Ingredients consumer data base

THE PRODUCT

- Product number: 510535
- INCI: Pentylene Glycol, Isochrysis Galbana Extract
- Recommended use level: 0.2% - 2%
- Liquid, soluble in water, glycols and alcohol

SymLash® 1631

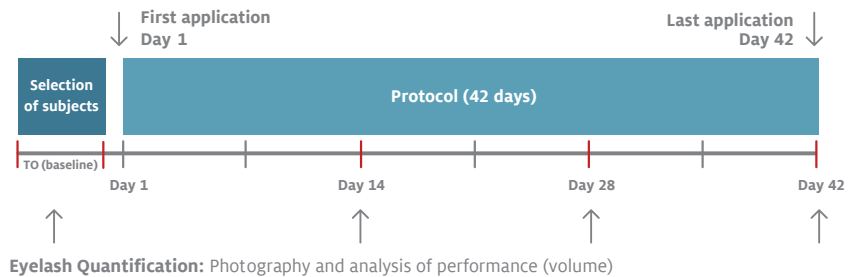
NATURALLY STUNNING EYELASHES

EFFICACY DATA

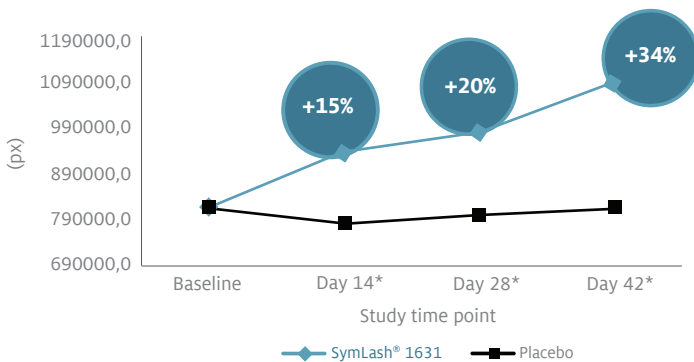
EYELASH APPEARANCE *IN-VIVO* EFFICACY

PROTOCOL:

- Eyelash serum with 0.2% solution of SymLash® 1631 (corresponding to 40 ppm dry microalgae extract) versus placebo.
- Panel of 6 subjects, one daily application using eyeliner brush at the root of the lashes during 6 weeks.
- Assessment of density and volume of the eyelashes with detailed high resolution scientifically matched photography technique at T0 (baseline), day 14, day 28 and day 42



Reverse Photo - Eyelash Density Analysis (Adjusted Data)

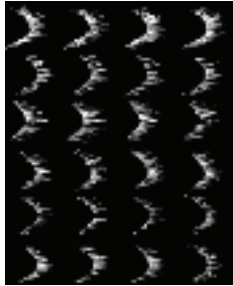


(*) STATISTICAL DIFFERENCE VS PLACEBO

SymLash® 1631 showed fast action and consistent volume booster.

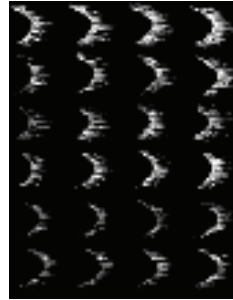
EYELASH APPEARANCE - OVERALL RESULTS

Left eyelash - Placebo



baseline
Day 14
Day 28
Day 42

Right eyelash - SymLash® 1631



baseline
Day 14
Day 28
Day 42

SymLash® 1631 improved eyelash density up to 34% on average

EYELASH APPEARANCE INDIVIDUAL RESULTS (#62-9431)

Left eyelash - Placebo

baseline
Day 14
Day 28
Day 42



+15% Eyelash enhancement

Right eyelash - SymLash® 1631

baseline
Day 14
Day 28
Day 42



+50% Eyelash enhancement

SymLash® 1631 enhances eyelashes of subject #62-9431 up to 50%

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Scan code or visit www.symselect.com



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