

LIFTING

Face and Eyelids

First Third of the Face, Submental Area and Neck
Eyelids, Eyebrows and Forehead

Lifting Effect

7-day Dermo-Cosmetic Treatment for at-home use



LABO
LABO COSPROPHAR

New Full Treatment

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Skin Laxity and Sagging Signs Causes

Sagging tissue is a manifestation of skin ageing that affects various age groups. As a consequence of the natural slowing of cell activity, poor blood circulation at the capillary level and in the subcutaneous layer, drastic diets and environmental factors, the skin loses its firmness and tone and is no longer able to effectively support the underlying tissues.

In addition to these causes, gravity constantly pulls the skin, which has lost its elasticity, downwards.

Over the years, the structure of the fibrous proteins that make up the dermis (collagen and elastin) also changes and their quantity declines. The pace and efficiency of the cells responsible for their production – the fibroblasts – slow down. As a result, the dermis becomes thinner and the texture of supporting scaffolding, on which the skin rests, lessens, becomes more flexible and starts to sag. Tissues begin to relax, the skin loses its support and increases in surface area, dilating. The oval of the face and features change, losing definition and showing a “droopy” appearance.

Skin laxity actually involves a range of anatomical structures: the skin becomes less elastic, there is excess skin and it becomes covered with wrinkles and folds; the bones are reduced in volume; the muscles become thinner and lengthen, descending down from their original location.



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Skin Laxity and Sagging Signs Causes

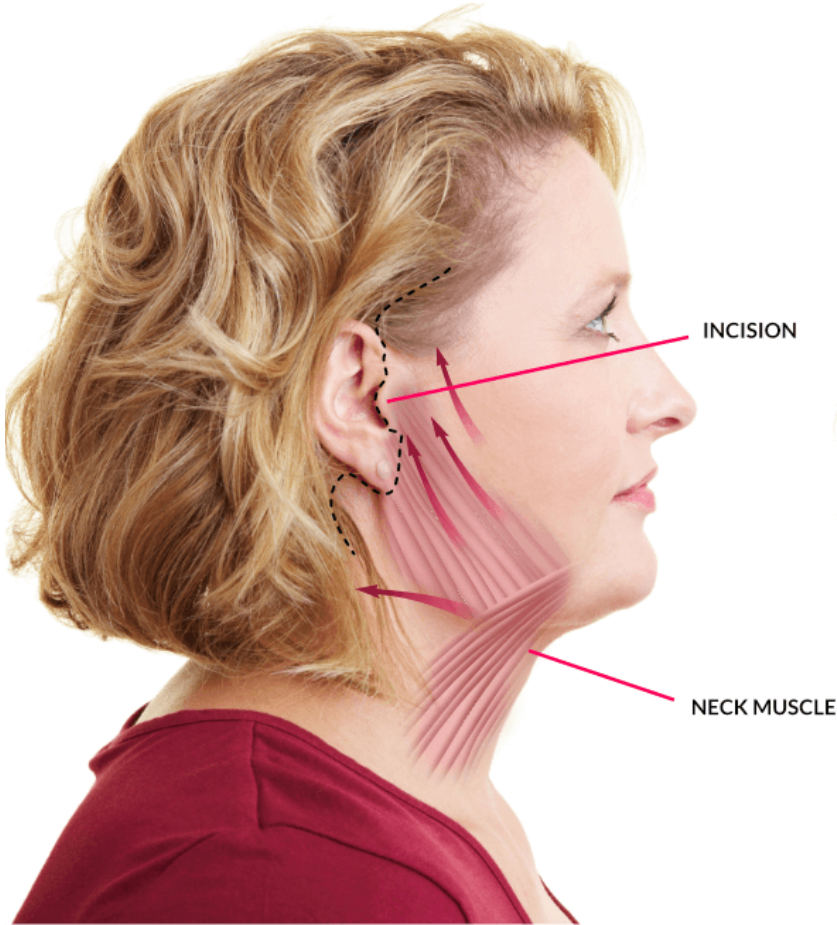
The fatty pad beneath the cheeks thins and shifts downwards. The chin also sags and the line that defines the jaw and the neck is lost.

The cartilaginous skeleton of the nose becomes weaker and wider, which results in the tip dropping with elongation of the nose. The double chin is accentuated and vertical folds appear in the neck, in addition to horizontal wrinkles, due to relaxation of the platysma (lateral neck muscle).

From the age of 30, the eyebrow slowly but steadily descends from its position above the orbit. Brow ptosis combined with an overabundance of skin on the upper eyelid (dermatochalasis), the weakening of the underlying orbital septum and the elevator muscle of the upper eyelid determines the appearance of the aged eye.

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Lifting in Surgical Procedures

Nowadays, several types of face and neck lifting procedures offer surgical answers to skin sagging problems.

The term “face lifting” indicates a set of procedures that aim at producing an effective lift of a more or less extensive area of the face, by eliminating the excess skin that “sags” and repositioning the tissues after the resection of the surplus.

Face lifting, whether total or partial (mini-lifting), is a very delicate surgical operation that assumes excellent surgical abilities and expertise: in fact, even if it does not leave important scars on the skin, the risk of distorting the facial features is very frequent, sometimes even with dramatic outcomes. The “natural look” is, indeed, the most desired, yet most difficult result to obtain.

The incision scheme is customised and depends on the type and different level of skin sagging. Generally, for a complete face and neck lifting, the incision line is uninterrupted and begins from the hair above the temples, proceeds according to particular traction vectors, descends over the ear, goes beyond the lobe and ends among the hair, towards the nape. Through that incision, the surgeon can detach the skin tissues, lift the muscle bundles and reposition them in a physiological location, higher than the actual stage of aging, thus restoring their original position by means of surgical sutures.

The recovery time depends on the intrusiveness of the surgical operation, but never less than 2 weeks: the size of the incisions and the repositioning of the tissues can cause swellings on the face and bruising.

Therefore, the need for a fresh, smooth and rested appearance without undergoing traditional surgical operations that are notoriously invasive, is more and more heartfelt. Furthermore, the economic repercussion of these operations is an aspect that shall not be underestimated.

SURGICAL LIFTING costs

Mid-facial or median part of the face	min € 3,000 – max € 7,000
Neck	min € 4,000 – max € 6,000
Total	min € 7,000 – max € 13,000
Temporal/eyebrow	min € 2,000 - max € 4,500

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Aesthetic Medicine “Threads”

The use of intradermal sutures for the traction and the repositioning of the face structures was introduced when surgical lifting techniques were more invasive than today and the need for alternatives was deeply felt.

The very first threads (at first, the material was the same used for general surgeries) were made of non-absorbable polypropylene, they were permanent and had a fishbone shape: thanks to this feature, they self-anchored in the subcutaneous tissue granting a good traction and a long durability over time. They were inserted by means of a guide needle (or a cannula) that was immediately removed and allowed to position the traction lines in the desired point or area.

Over the years, the first remarkable change was to replace polypropylene with different absorbable materials.

Absorbable threads divide between those for biostimulation and those for suspension.

Biostimulation threads are composed of substances that promote the formation of new collagen and elastin in the dermis, allowing a progressive improvement of skin compactness and vitality. In areas where the sagging signs are more visible, it is necessary, instead, to resort to the suspension technique, with an effective traction of the skin and a better repositioning of the face volumes, which remain stable for a long time (about 6-8 months). It also exploits the bio-restructuring effect of the threads materials.

Currently, both biostimulation and suspension threads are composed of absorbable materials (for example PDO–Polidioxanone, Glycolic Acid, Polylactic Acid, Caprolactone and others).

SOFT LIFTING - THREADS procedure costs

they depend on the number of threads 2-8 threads used per area for the entire face	Suspension thread	€ 500-600 each 2/3 threads per side
	Biostimulation threads	€ 200-300 each 2/6 threads per side
	Full Face	€ 1,200-1,500



New Full Treatment

LIFTING Face and Eyelids

Labo LIFTING - A Worldwide Innovation

Labo answer to the problems of skin sagging and laxity has become a viable alternative to surgeries and enjoys established trust and appreciation among users and experts.

Presented for the first time in 2016, Labo Lifting – based on Lifteina transdermic technology complex – is a global innovation updated in 2020 with some modifications, under the name “New Advanced Formula”.

The treatment got a complete overhaul in 2023, thanks to numerous important innovations concerning both the formulation and the procedures and times to use it.

1st Innovation: Lifteina Complex integrated with new active ingredients with mechanical and biological effects.

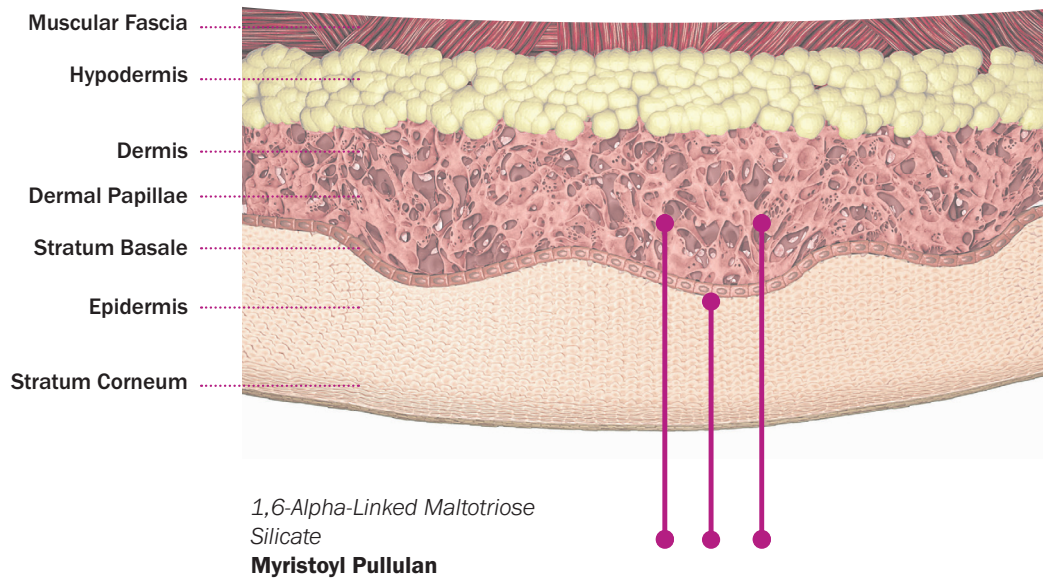
2nd Innovation: the two treatments in which Lifting was divided into become one New Complete Treatment – Lifting Face and Eyelids.

3rd Innovation: The New Complete Treatment – Lifting Face and Eyelids – has a very short duration of only 7 days of application.

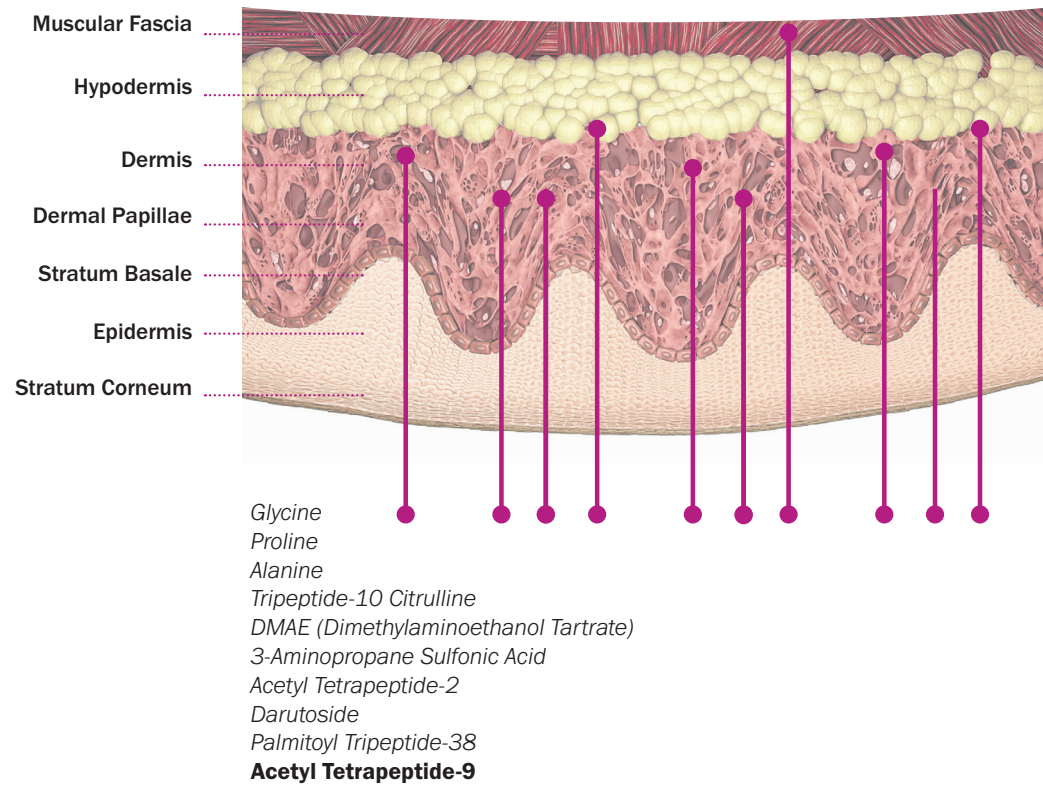
4th Innovation: The previous Dense Creams are enhanced and become real Daily Lifting Treatments.

The new formulations retain all the active ingredients of Lifteina that fight laxity and sagging, but with a consistency characterised by greater comfort, adherence, an immediate stretching effect and, above all, a greater ability to enable all the components with a “tightening” action on the dermis and epidermis structures to penetrate.

Mechanical Lifting Effect



Biological Lifting Effect



LIFTING Face and Eyelids

1st Innovation: Enhanced Lifteina Complex

Thanks to its carefully selected components, Lifteina Complex (Swiss Patent CH 712 905), has a dual mechanism of action: a mechanical effect and a biological effect.

Mechanical Effect: the *1,6-Alpha-Linked Maltotriose and Silicate* molecules, with well-known mechanical features, are now combined with **Myristoyl Pullulan**.

These three molecules work together to tighten the skin by cross-linking with dermal fibres. The lifting action through this “armour” corrects and reduces skin laxity and the sagging of features for a visible result just 12 hours after the first application.

Biological Effect: the 5 original molecules that act biologically on the dermis, in particular the papillary dermis, are now enriched with additional components with biological effects:

Glycine

Proline

Alanine

Tripeptide-10 Citrulline

DMAE (Dimethylaminoethanol Tartrate)

3-Aminopropane Sulfonic Acid

Acetyl Tetrapeptide-2

Darutoside

Palmitoyl Tripeptide-38

New: **Acetyl Tetrapeptide-9**

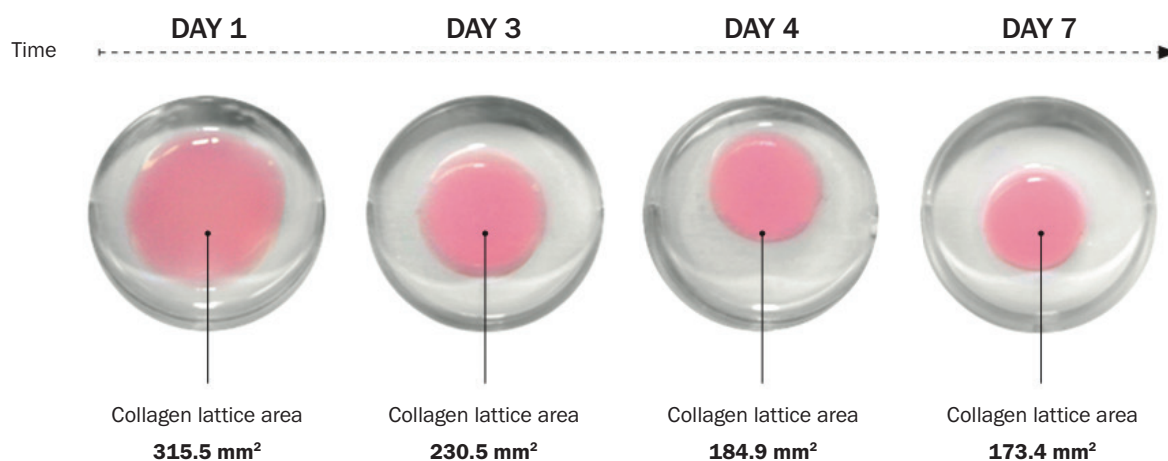
Thanks to their action, the dermis is re-firmed with the typical ridges, while the skin is reduced in size, helping to lift the features.

LIFTING Face and Eyelids

In vitro efficacy test on the components of Lifteina

The collagen lattice contraction technique was used to simulate the *in vivo* interactions that occur between cells (fibroblasts) and collagen fibres. A lattice composed of collagen and fibroblasts was placed in contact with the mixture of the Lifteina components. At set intervals (1, 3, 4 and 7 days), the lattice area was photographed and measured.

The mechanical and biological active ingredients resulted in a progressive “contraction” of the lattice area to reduce the surface by 45% compared to T0 (see photo). These results are significant in determining the “tightening” ability of the Lifteina complex on collagen fibres, which translates into a lifting effect on skin laxity in *in vivo* conditions.



New Full Treatment

LIFTING Face and Eyelids

Transdermic Technology

Transdermic Technology, developed by Labo and patented (Swiss patent CH 711 466), enables highly effective components not only because of their intrinsic properties, but also because of their effective ability to penetrate the skin layers (epidermis and dermis), where they can perform their effect, thanks also to the presence of 5 enhancers.

Transdermic Technology is based on the use of low-molecular-weight active molecules, whose ability to penetrate the skin is tested by means of Franz Cells.

Franz Cells are two main chambers separated by a membrane. The substance whose penetration is being measured should be applied to the membrane via the donor chamber above. At the end of each monitored experiment time, the tissue is removed from the cell, homogenised mechanically and used for analysis.

All active molecules inserted in the preparations for Labo new treatment – Lifting Face and Eyelids – have been tested with Transdermic Technology.

The percentages of penetration are shown in the following table and are present on the packaging and in the internal leaflet.

Components with mechanical effect

1,6-Alpha-Linked Maltotriose	70.5%
Silicate	65.8%
Myristoyl Pullulan	75.6%

Components with dermo-cosmetic biological effect

Glycine	75.9%
Proline.....	51.5%
Alanine.....	22.4%
Tripeptide-10 Citrulline.....	80.4%
DMAE.....	54.3%
3-Aminopropane Sulfonic Acid.....	44.1%
Acetyl Tetrapeptide-2.....	73.4%
Darutoside.....	54.8%
Palmitoyl Tripeptide-38.....	74.9%
Acetyl Tetrapeptide-9.....	77.8%

The percentages reported here above refer to the skin penetration of the molecules, in solution, after 24 hours, which was evaluated thanks to Labo Transdermic Technology and tested by means of Franz Cells.

LIFTING

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The sagging stages of facial tissues

The laxity of the tissues involving the lower and upper parts of the face is presented by a dramatically visible development of “dilated” skin, which, due to the laxity, increases in surface area and “droops”. This can be clearly seen in the loss of definition of the jaw line and in the submental area.

In the upper part of the face, the eyelid covers the inner fold of the eye, the corners of the eyes drop downwards also due to the drooping of the temples and the sagging of the eyebrow arches.

Labo developed 3 different concentrations of Lifteina Complex actives, corresponding to 3 stages of the sagging process. To help choose the most suitable dosage according to individual conditions, see the classification scale shown at the side as an example.

New Full Treatment

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Face and Eyelids

Sagging and Skin Laxity **Mild**



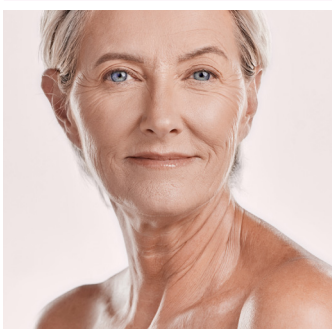
Suitable Grade
Grade 3

Sagging and Skin Laxity **Moderate**



Suitable Grade
Grade 4

Sagging and Skin Laxity **Severe**



Suitable Grade
Grade 5

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Face and Eyelids
First Third of the Face,
Submental Area and Neck,
Eyelids, Eyebrows
and Forehead
Full Treatment
7 Days

LABO

LIFTING Eyelids
Lifting Effect Dense Cream
Specific for Periorcular Area and Eyelids
Grade 3

LABO
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New Full Treatment

LIFTING Face and Eyelids

2nd Innovation: One Single Lifting Treatment for Face and Eyelids

The new treatment – Lifting Face and Eyelids – allows a single kit (Full Treatment) to be used to treat skin laxity and sagging of the upper face, submental area and neck at the same time as the sagging of the eyelids, eyebrows and forehead.

The kit contains the **Lifting Face and Eyelids Gel** in a 30 ml bottle, a graduated dispenser and a **Face and Eyelid Dense Cream** in a 15 ml tube.

3rd Innovation: Lifting Face and Eyelids New Full Treatment – 7 Days

Thanks to the efficacy of the enhanced formula of the new Lifteina Complex, the full treatment – Lifting Face and Eyelids – allows significant results in terms of reduced laxity and lifting of the facial features to be achieved in just **7 days**.

LIFTING

Face and Eyelids



New Full Treatment

LIFTING Face and Eyelids

4th Innovation: Lifting Effect Full Daily Treatments

The new Lifting Face and Eyelids Dense Creams are a real Daily Treatment thanks to their particularly high concentration of active ingredients. The composition of the base also means the lifting effect can be noticed both mechanically and biologically straight away.

New packaging too, in 50 ml glass jars.

Lifting Face and Eyelids

Lifting Effect Dense Cream – Day

Lifting Face and Eyelids

Lifting Effect Dense Cream – Night

Our new daily Lifting Face and Eyelids treatments are completed with Specific Treatments:

Lifting Submental Area and Neck

Lifting Effect Dense Cream – 50 ml Jar

Lifting Eyelids

Lifting Effect Dense Cream – 15 ml Tube

LIFTING

Face and Eyelids

Lifting Face and Eyelids New Full Treatment – 7 Days Instructions for use

Open the Lifting Face and Eyelids Gel bottle by removing the metal seal and the rubber cap. After cleansing the skin thoroughly, begin the application starting from the upper part of the face, drawing up 0.5 ml of product with the specific graduated dispenser/applicator and release it on the palm of the hand. Spread half onto the forehead above the brow arch on the right and half on the left. Continue aspirating 0.5ml of the preparation, release it into the palm of the hand and place half on the right outer eye area and half on the left. Do not massage **(Fig.1)**.

For the lower part of the face, draw up 0.75 ml of product, release it on the palm of the hand and spread half of it on the right cheek and half on the left cheek. Continue drawing up 0.75 ml of product and spread half of it on the left of the neck and half on the right. Do not massage **(Fig.2)**.

Spread the preparation evenly over the upper and lower areas of the face and neck, using open palms with movements from the centre of the forehead, cheeks and neck outwards. Do not massage **(Fig. 3)**. After 10 minutes, spread the Lifting Face and Eyelids Dense Cream – 7 Days over all of the face and neck. Do not massage. Rinse the dispenser with warm water after each use. Place the cap back on the bottle. Repeat every 24 hours (morning or evening) for 7 days.

Warnings: The Lifting Face and Eyelids Full Treatment – 7 Days has a marked firming effect on the skin layers, resulting in a sensation of stretching of the skin due to the special characteristics of the formulation.

New Full Treatment

LIFTING Face and Eyelids

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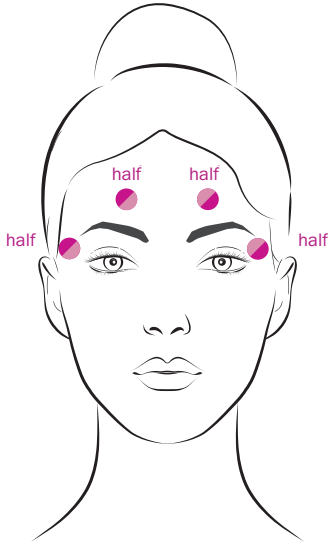


Fig.1

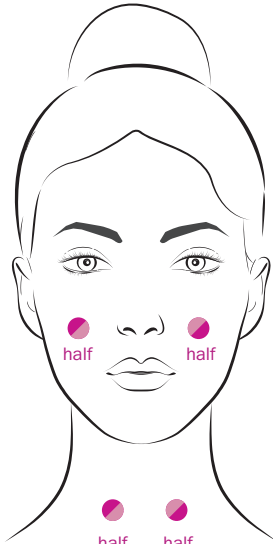


Fig.2

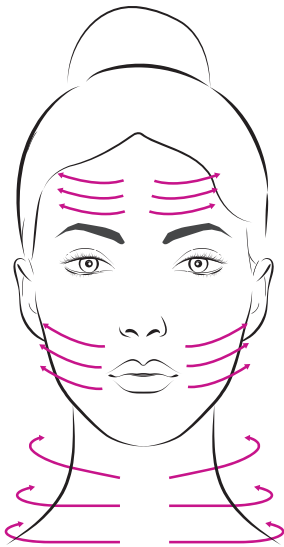


Fig.3



LIFTING
Face and Eyelids

First Third of the Face,
Submental Area and Neck
Eyelids, Eyebrows
and Forehead

Full Treatment
7 Days

LABO

LIFTING Eyelids

Lifting Effect Dense Cream
Specific for Periorcular Area and Eyelids

Grade 3

LIFTING

Face and Eyelids

P.O.S. Materials

LIFTING Face and Eyelids

Counter Display

With Lifting Cream Testers



LIFTING Face and Eyelids

Window card



LIFTING Face and Eyelids

Consumer Leaflet



LIFTING Face and Eyelids

Free Samples

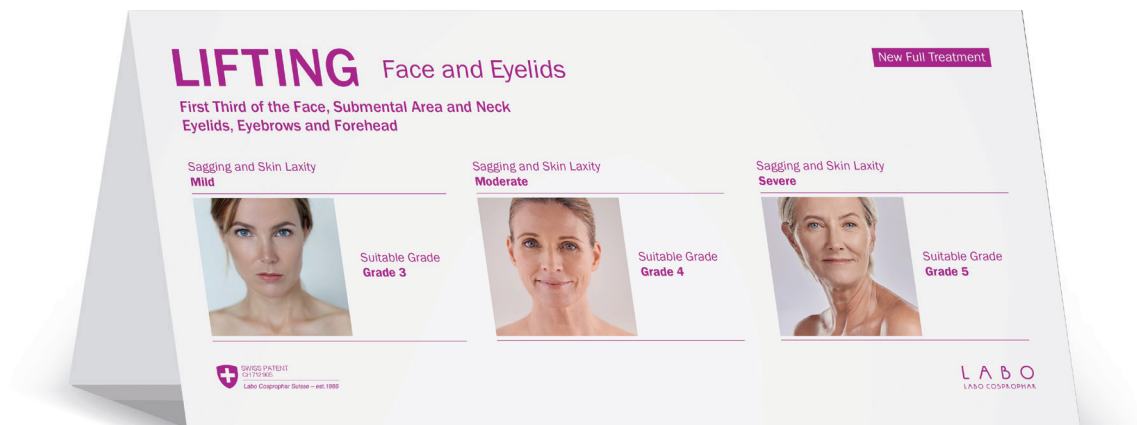
Sample sachets of Lifting Gel, Day Cream, Night Cream - 3 ml



LIFTING Face and Eyelids

New Liftometer

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Lifteina Complex

Swiss Patent CH 712 905

Transdermic Technology

Swiss Patent CH 711 466



Lifteina Complex

Swiss Patent CH 712 905