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Vin-upLift

Instant visible lifting



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Swiss Ice Wine Elixir that Instantly Lifts the Skin

Vin-upLift is a unique tightening ingredient that is based on Swiss ice wine combined with a vegetal polysaccharide called tara gum.

Ice wine is made from grapes that have been left to freeze naturally on the vine. Thanks to its cool and dry climate, Switzerland offers the ideal conditions for the production of this rare but premium wine which is usually enjoyed as a dessert wine following a banquet.

Compared to classic wines, ice wine is characterized by significantly higher concentrations of juice ingredients that are also only partially fermented and this delivers astringent properties to the skin.

In order to obtain Vin-upLift, Swiss ice wine is spray-dried onto a carrier polysaccharide from *Caesalpinia spinosa* (tara gum). In this way, the ice wine actives are fused to the water-binding skeleton of this polysaccharide. In this in-house process, all of the alcohol is removed which means that Vin-upLift – the resulting active ingredient – contains no alcohol.

Clinical studies have revealed that Vin-upLift could both instantly and significantly smooth the wrinkles of the crow's feet. Pictures taken before and after a single application confirmed the reduction in wrinkle depth on the crow's feet area after just 30 minutes. Besides, Vin-upLift was shown to significantly moisturize the skin on a long-term basis. Therefore, Vin-upLift makes the skin appear both youthful and refreshed.

Vin-upLift is COSMOS approved*.

Vin-upLift

- Visibly erases wrinkles within minutes
- Increases skin hydration
- Leaves skin smooth and cushioned
- Instantly reveals a youthful and fresh appearance

Applications

- Formulations with an immediate effect
- Firming and tightening products
- Radiance and hydration booster formulations
- Instant lifting serums

Formulating with Vin-upLift

- Recommended use level: 0.5–1%
- Incorporation:

For hot/cold processes, disperse Vin-upLift into the aqueous phase and mix until complete hydration is achieved. Once completely hydrated, mix with the oily phase.

For cold processes, disperse Vin-upLift into the oily phase. Once completely homogenized, add the pre-dispersed oily phase slowly into the water phase under strong agitation.

- Formulation: As tara gum has a thickening effect, adapt your thickening system.
- Thermostability: Temperatures of up to 70°C will not affect the stability of Vin-upLift.

For further information, please refer to our formulation guidelines.

INCI (EU/PCPC) Declaration

Wine (and) *Caesalpinia Spinosa* Gum (and) Maltodextrin (and) Aqua/Water

Additional Information

- Without alcohol
- Without preservation

Vin-upLift

Swiss ice wine elixir that instantly lifts the skin

A Premium Wine Coming from the Cold

Ice wine is a wine type that is produced from naturally frozen ripe grapes. The grapes are left on the vine until a sustained temperature of minus 8 °C or lower is reached. These conditions only happen on a few occasions over the course of an entire decade. This means that ice wine production is a risky business and only experienced winemakers dare to do it. They need to anticipate the climatic conditions months ahead and finally harvest the grapes on a cold night (by hand of course) to ensure a return on their investments.

Whilst still frozen, the harvested grapes are pressed, leaving most of the water behind as ice. Therefore, only a small amount of the highly concentrated juice is obtained and it is for this reason that ice wine is extremely rare, tasty and expensive.

A Unique Fermentation Process

Once pressed, the sap goes into a complex fermentation process that can last considerably longer (up to 6 months) than that of normal wine making. This is actually caused by the very high concentration of sugars, polysaccharides and polyphenols in the juice that leaves the yeast at difficult conditions.

As a result, the ice wine is only partially fermented and continues to contain a lot of sugars and polysaccharides from the grape sap and metabolites from the yeast that deliver astringent activities.



Development of a Swiss Ice Wine Elixir

Ice wine is a stable product that can be stored for several years. To obtain Vin-upLift, Swiss ice wine obtained from the Vidal Blanc and Pinot Noir grapes was spray-dried onto a carrier system that is based on polysaccharides from *Caesalpinia spinosa* (tara gum). In this way, the ice wine actives are fused to the water-binding skeleton of this polysaccharide. In this in-house process, all of the alcohol is removed, which means that Vin-upLift, the resulting active ingredient, contains no alcohol and preservation.

Tara Gum, a Vegetal Polysaccharide with an Instant Firming Effect

Tara gum is a powder that is obtained by grinding the endosperm of tara tree (*Caesalpinia spinosa*, family Leguminosae) seeds. Tara tree is native to the Peruvian Andes and grows well in sandy to rocky soils.

Tara gum consists of polysaccharides of high molecular weight that are mainly composed of galactomannans, which supply energy to the seed during germination.

Structurally speaking, galactomannans consist of a mannose backbone with galactose side groups.

Thanks to its very high molecular weight and its branched structure, tara gum can bind to other molecules from ice wine and provide immediate tensor and lifting effects when applied to the skin.



Vin-upLift

Study results



Moisturizing Effect

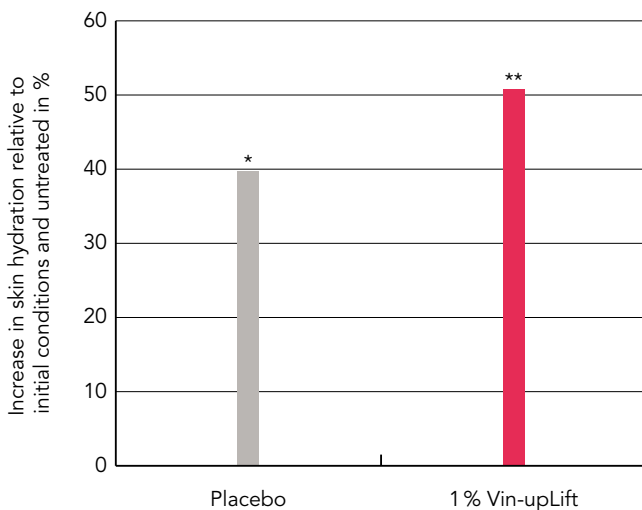
A clinical study was carried out to investigate the moisturizing effect of Vin-upLift. For this, twenty women aged from 35 to 63 years (mean age: 48.3 years old) applied a 1% Vin-upLift emulsion and a corresponding placebo emulsion on the inner side of their forearms twice daily for 28 days. Skin hydration was measured using a corneometer. Results showed that Vin-upLift increased skin hydration by 50.9% relative to initial conditions and untreated skin, which was statistically significant compared to the placebo.



Immediate Anti-Wrinkle Effect

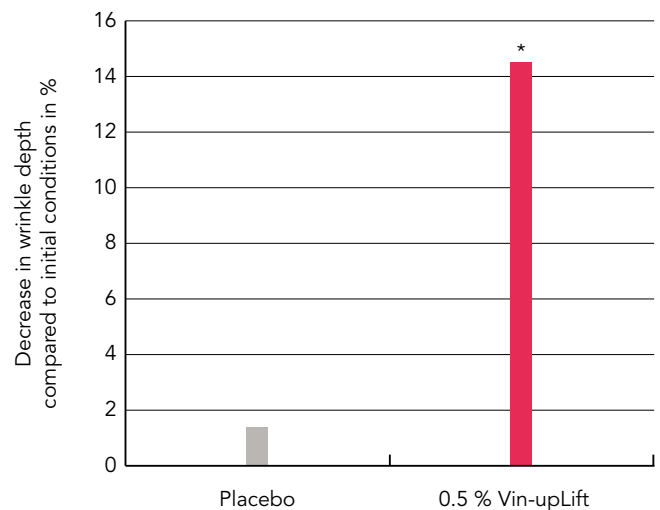
In a study performed with 22 women aged between 43 and 64 (mean age: 54.8 years old), Vin-upLift was shown to instantly smooth out the wrinkles of the crow's feet area. Volunteers applied a 0.5% Vin-upLift emulsion one time on one half of their faces and the corresponding placebo on the other half of their faces. The product application was performed at the test institute under the supervision of a professional. Wrinkle depth was measured using PRIMOS at the beginning of the test on the untreated skin and then exactly 30 minutes after the application of the test products. Results revealed that Vin-upLift could both instantly and significantly reduce the wrinkle depth on the crow's feet area by more than 13% compared to the placebo.

Moisturizing Effect after 28 Days



*p<0.05 versus initial conditions
**p<0.05 versus initial conditions and placebo

Instant Reduction in Wrinkle Depth



*p<0.0001 versus initial conditions



Visible Anti-Wrinkle Effect

Photographs taken before and after a single application of a 0.5% Vin-upLift emulsion confirmed the reduction in wrinkle depth on the crow's feet area after 30 minutes.

Visible Reduction in Wrinkle Depth



Before



30 min after 0.5% Vin-upLift

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Marketing benefits

- First active ingredient based on ice wine
- Instant lifting and long-term moisturizing effect
- Without preservation and without alcohol
- COSMOS approved

Innovating for your success

Mibelle Biochemistry designs and develops innovative, high-quality actives based on naturally derived compounds and profound scientific know-how. Inspired by nature – Realized by science.

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