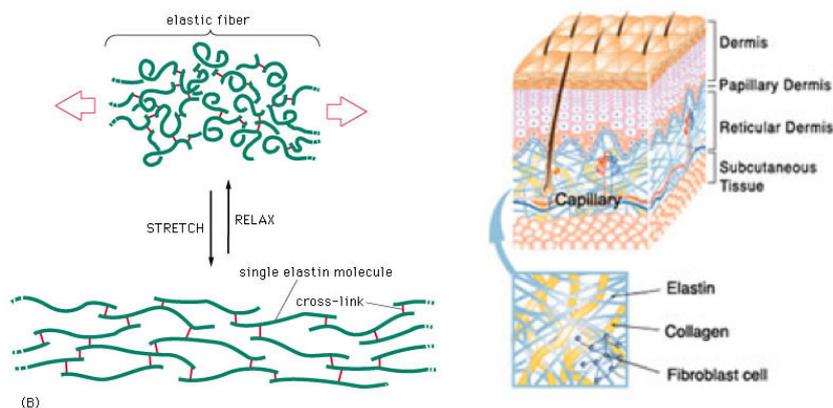


INTRODUCTION

Wrinkling is often associated with habitual facial expression, sun damage, smoking, poor hydration and, most importantly, the chronological ageing process. As people age, their skin structure deteriorates, and one of these crucial building blocks is elastin, a protein that helps keep the skin flexible and tight, providing the bounce-back effect when the skin is pulled. Elastin tends to deplete with age, and these changes in the scaffolding of the skin cause the skin to wrinkle and sag. Thus, not only the proliferation of elastin becomes extremely important in anti-ageing but also the proliferation of fibroblast, which produces elastin.

MECHANISM

Skin is comprised of two types of important skin fibers: collagen and elastin. Collagen fibers, found in the reticular dermis, are the structural fibers of the skin. Elastin fibers, found in the papillary dermis, are the 'rubber band' fibers responsible for the 'snap back' quality of young skin.



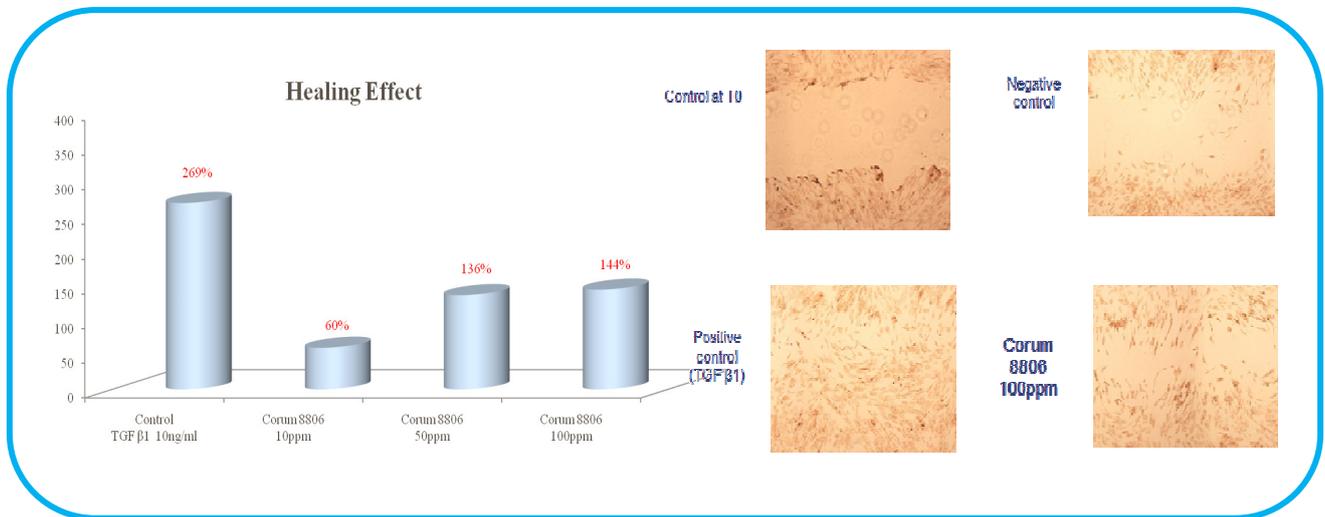
Elastin is secreted by the fibrocytes, another form of fibroblast, and it is formed by spiral filaments. The spiral filaments consist of peptidic chains that can stretch out. After stretching out, the molecules resume their original shape due to this cross linking which is essential to molecular elasticity. Hexapeptide-12 is a repeated amino acids sequence in elastin produced by fibroblast. Hence, hexapeptide-12 demonstrates a positive effect on fibroblast production.

N. Floquet, S. Hery-Huynh, M. Dauchez, P. Derreumaux, A. M. Tamburro, and A. J. P. Alix, (2004), *Structural characterization of VGVAPG and elastin-derived peptide*, Biopolymers (Peptide Science), Vol. 76, pp266-280

EFFICACY

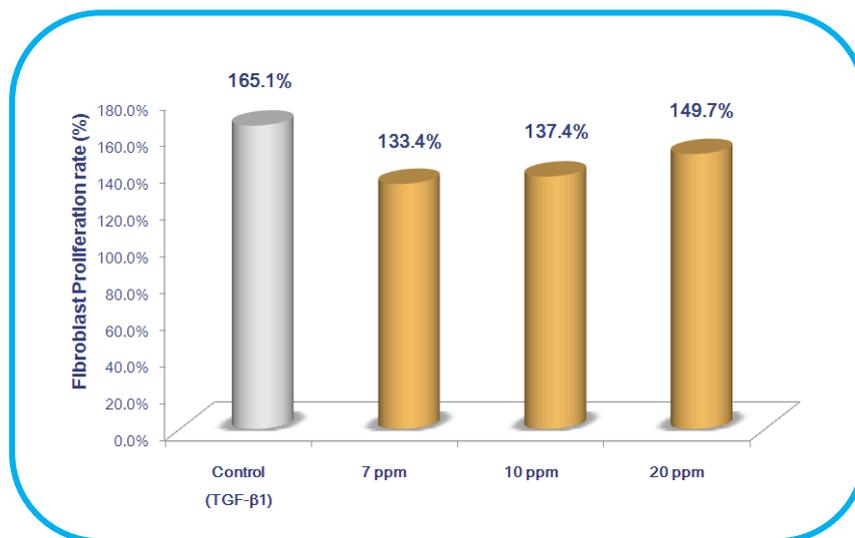
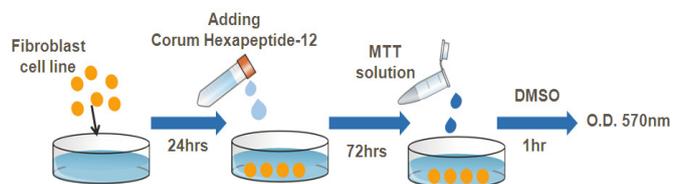
Corum Hexapeptide-12 wound healing effect (*In-vitro*) (Part II)

Corum 8806 shows a healing activity on mono layer of human fibroblasts after 24 hours treatment. (By IDEA, France)



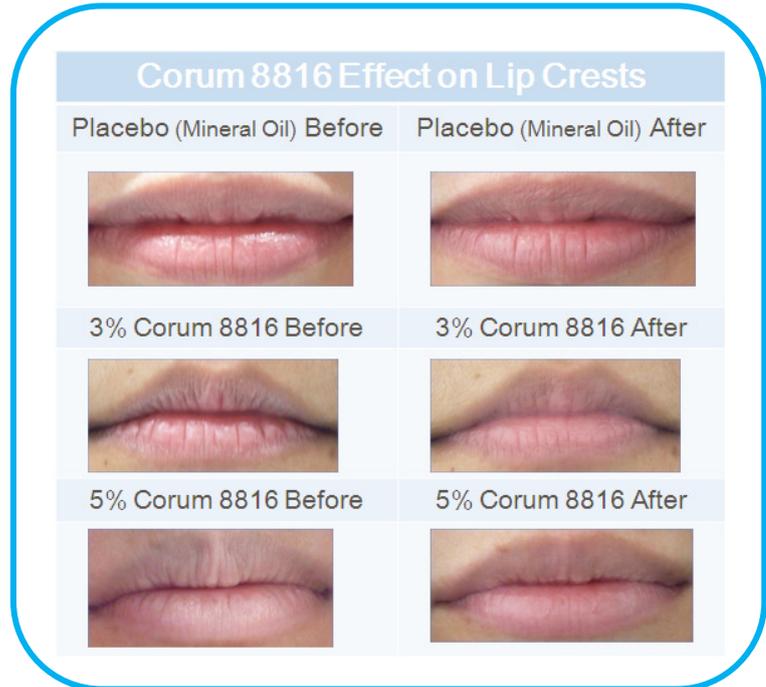
Corum Hexapeptide-12 Fibroblast Proliferation Effect Test (*In-vitro*)

Corum hexapeptide-12 stimulates 149.7% fibroblast proliferation after 72 hours contacts. (By Corum Inc. R&D In-house Test)



Lip Crests Decreasing Effect

Corum 8816 reduces lip crests effectively after using it for 5 days.



Firming Effect (In-vivo)

- 10 subjects / 28 days/ cream containing 5.5% Corum 8806 applied at temple.
- Firmness is measured by Cutometer©
- Corum 8806 induces a significant firming effect.

