

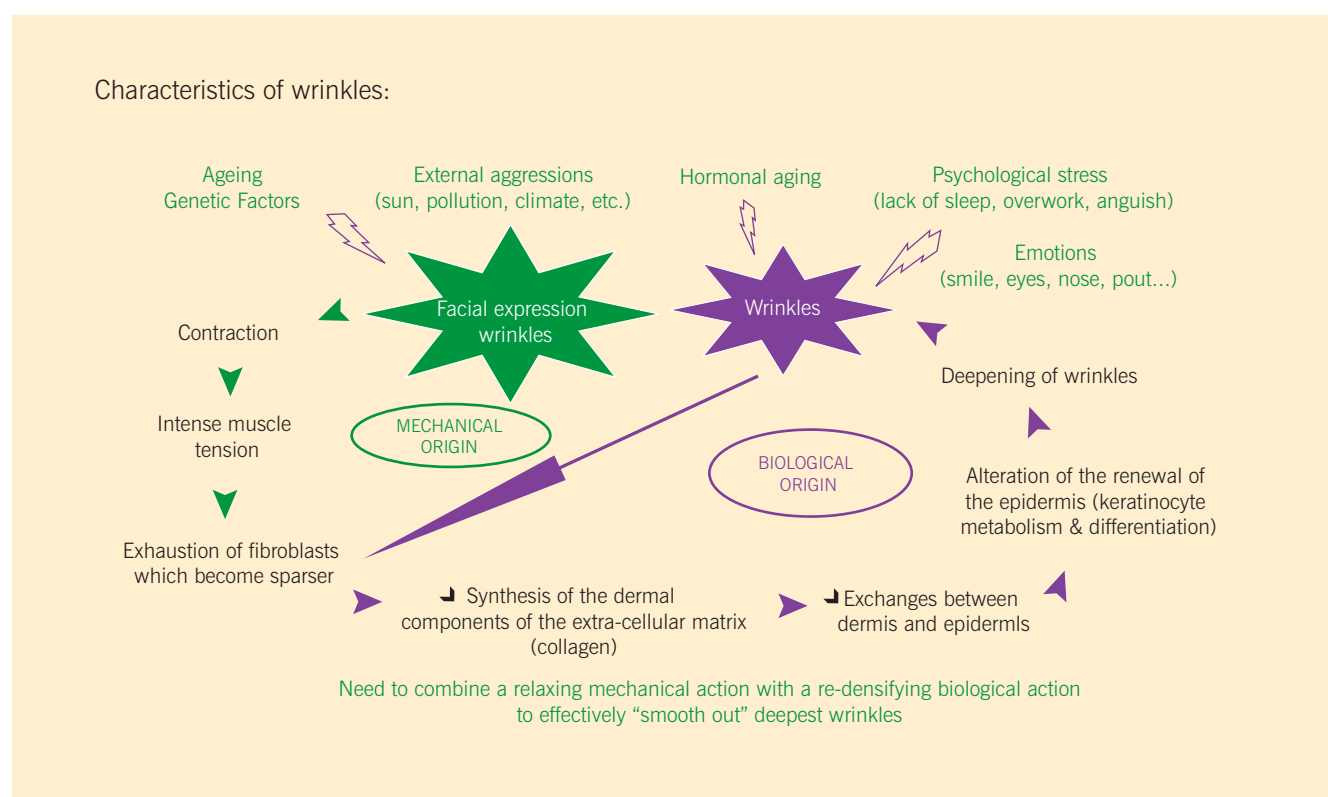
Deepaline™ PVB – a New High-Density Anti-Aging Strategy to Get Rid of the Deepest Wrinkles

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Introduction

With current advances in scientific research, we now know that wrinkles have two major causes: a “mechanical” cause, due to unceasing contraction of the facial muscles, and a “biological” cause, altering the vital functions of the dermis and the epidermis.

effects countering both the formation of “mechanical” wrinkles and the formation of “biological” wrinkles. By developing a major anti-aging research programme, researchers can now propose a new high density anti-ageing mode of action that smoothes all the deep wrinkles, and not just expression lines. This ambitious



Unfortunately, the “fountain of youth” has yet to be discovered. That is why women all over the world keep seeking more immediately visible anti-ageing results. In addition to the use of anti-ageing active ingredients that have a “biological” action, women and men are turning to surgery or to botulin or hyaluronic acid injections for faster smoothing of their wrinkles.

Searching for milder alternatives to replace painful cosmetic surgery, many cosmetics firms have developed cosmetic alternatives to botulin toxin, focusing their effect on a relaxing mechanical action only. Few anti-ageing agents have been developed which combine

goal has been achieved thanks to the development of a *palmitoyl hydrolyzed wheat protein* called Deepaline™ PVB which has the dual scientific performance necessary for combating all wrinkles:

1. Deepaline™ PVB has an immediate mechanical action that provides a relaxing effect to smooth out facial expression wrinkles
2. Deepaline™ PVB also has a long-term dermal and epidermal biological action achieved through a redensifying effect.