

# SesaFlash™: A New-Generation Smoothing Agent

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## Abstract

In today's fast moving world, where a multi-tasking woman has only minutes for the beauty regimen, products with instant "tighteners" that smooth and lift the skin in the blink of an eye address the impossible but also generate some discomfort in the "pulling" of the skin imposed by certain ingredients.

To eliminate this drawback, our research has developed a novel and patented molecular combination called SesaFlash™: a new smoothing agent, ultra-comfortable on application, effective in a few minutes and above all, very hydrating.

In proving the effectiveness of SesaFlash™, studies on volunteers have shown that 100% of the panelists felt its tightening effect, the deepest wrinkles were visibly eliminated within five minutes of application and the characteristic parameters of skin micro-relief wrinkles were very significantly and immediately reduced. Soft and comfortable upon application, SesaFlash™ has the true "plus" of including an effective long-lasting hydrating agent (30% increase in hydration after application for 4 hours).

SesaFlash™ is a new-generation smoothing agent to guarantee rejuvenation, comfort, and real hydration in just a few minutes.

## Introduction

Required to juggle work and the day-to-day organisation of family life, today's woman has just a few minutes to look after her appearance and stay beautiful, according to the demands of modern society. Accomplishing the impossible has now become a reality thanks to the incorporation of new "tightening"

agents in cosmetics: the skin is smoothed and lifted in the blink of an eye.

However, there is still one major drawback with this magical feat: women need to be able to put up with the discomfort caused by the cutaneous "pulling" resulting from the use of these famous agents.

Having set ourselves the challenge of finding a solution to this main problem, we have therefore developed a new smoothing agent, which is ultra-comfortable when applied, effective in just a few minutes and above all, very moisturising: SesaFlash™.

## Structure of SesaFlash™

SesaFlash™ is an original patented molecular combination that has been selected following the combination of our expertise in pharmaceuticals, polymers and biology. During its development, sensory perception screening tests were performed in our application laboratories in order to select the most relevant molecular combinations (Figures 1 and 2).

## Clinical Proof of the quick smoothing effect on the skin's microrelief of SesaFlash™

The immediate tightening effect of a solution containing 10% SesaFlash™ diluted in water was studied in a panel of 20 women on their crow's feet (deep wrinkle zone). Wrinkle-smoothing was evaluated by direct assessment of the skin relief, 5 and 30 minutes after application (Figures 3a, 3b).