

# FILLEDERM

## RED POWER

### >> UPCYCLED MARINE BIOMINERAL FILLER

#### CIRCULAR ECONOMY DERIVED MINERAL FOR ADVANCED ANTI-AGEING

**Fillederm Red Power** is a mineral specialty obtained by **upcycling the waste of handcrafted jewels**.

According to the trend of avoiding the waste of natural resources, the project behind its development was conceived to prevent the extensive fishing of corals following the principles of the **circular economy philosophy and the protection of the coral reefs ecosystem** against extensive exploitations.

Fillederm is a biomineral suitable for skin care and make up applications, as it boasts unique soft-focus effect, SPF boosting features, along with skin re-plumping and repairing actions.

Besides its functional aspects, Fillederm also influences significantly cosmetic formulations through its **texturizing and sensorial enhancing effects**, whose benefits are tangible both in emulsions and powdery formulations, and **the typical pinky nuance it gives to skin care products** (coral nuance was elected as color of the year in 2019)

### >> POSITIONING

#### FUNCTIONAL AND TECHNOLOGY HIGHLIGHTS

- **Upcycling sourcing from the waste of handcrafted coral jewels**
- **Sustainability project against extensive coral fishing**
- **Soft focus effect for immediate skin flaws and dark circles covering**
- Skin complexion evening and homogenizing
- Skin lightening and matte effect
- Mineral SPF booster and skin replumping
- Sensorial enhancer for emulsions and powders
- **Skin smoothness and firmness increase**
- Skin damage repair

**PATENTED**

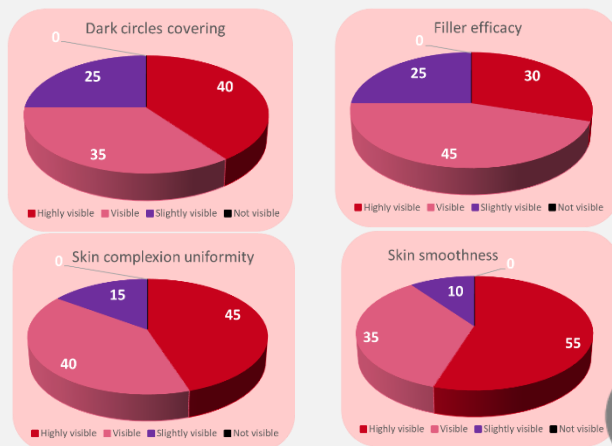


## JEWELS WASTE UPCYCLING: CIRCULAR ECONOMY



Fillederm is sourced from the waste of marine biominerals used in handcrafted jewels manufacturing in Italy.

## SOFT FOCUS EFFECT & ANTIAGEING (@ 1%)

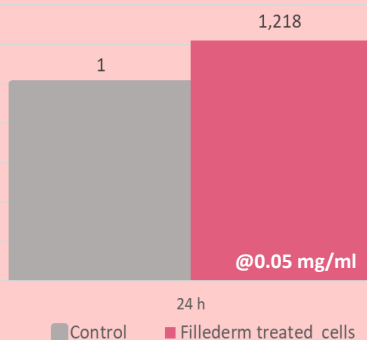


**IN VIVO TESTED**

F. soft focus effect promotes immediately visible anti-ageing effects after in vivo studies on 20 subjects expressing judgements through 4 scores.

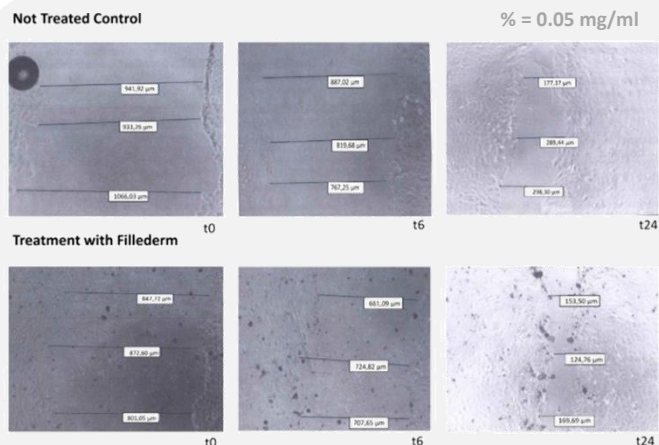
## REPLUMPING: KERATINOCYTES PROLIFERATION

Viability fold increase



F. increases skin keratinocytes viability by 21.8% compared to control, along with an increase of the cell protein synthesis by 39.3%.

## SKIN DAMAGE REPAIR & SPF PROTECTION



F. increases the speed of wounded keratinocytes repair by 10%. It also protects the skin through an in vitro SPF 15 protection value recorded.

## >> TECHNICAL OVERVIEW

PH OF USE	% OF USE	APPLICATIONS	SOURCING	FORMULATION TIPS
4.5 ÷ 8.0	0.3 ÷ 3.0 (tested in vivo at 1.0 %)	All products in cosmetics and make up areas	Marine biominerals upcycling	Presolubilize in water in cold process and stir thoroughly the solution in the end product

[ INCI NAME : coral powder ]