



Fast-acting lip plumping and long-term lip care multifunctional active

SCH Blend™ Lip Plump

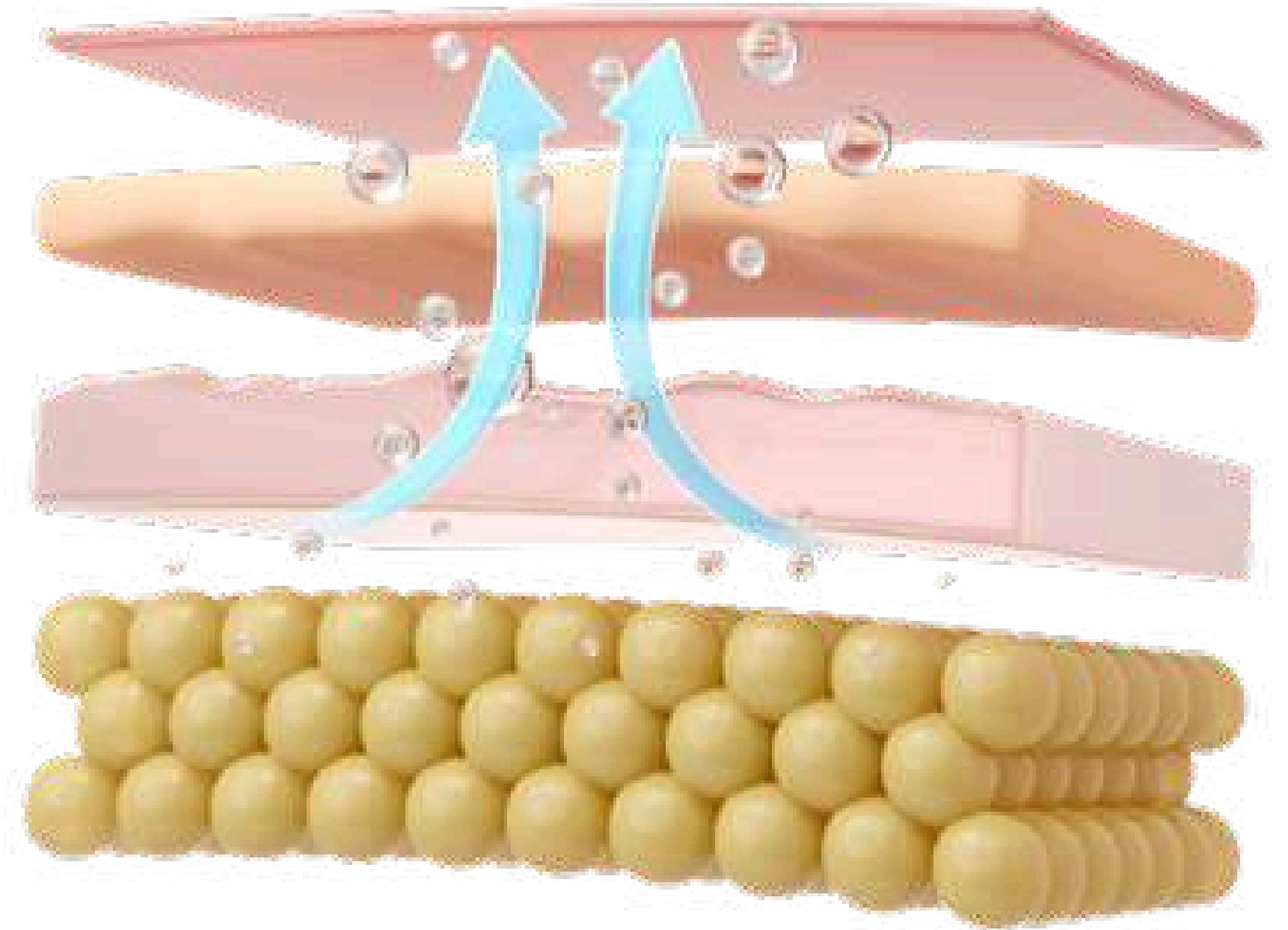
 Innovative ingredients



SCH Blend™ Lip Plump is a multi-benefit lip active designed to boost perceived volume, comfort and lip surface quality:

- **Plumping** sensorial effect driven by a gentle warming activator (Vanillyl Butyl Ether).
- Lip **comfort and soothing** positioning supported by in vitro anti-inflammatory data.
- **Supports collagen-related markers** (Pro-Collagen I) associated with firmness/smooth-looking lips.

Main Function

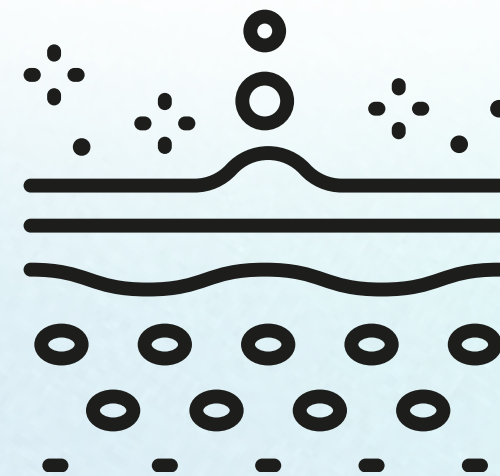


3 Pillars for Lip Plumping & Care



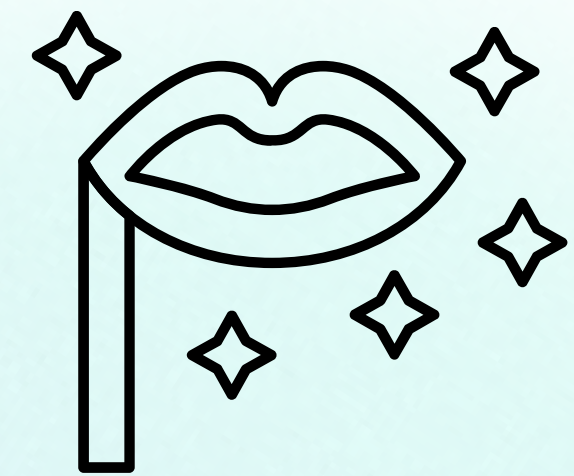
Plumping sensation

Thermo-activation effect
(warming/tingling) → immediate
“fuller lip look” perception



Soothing & anti-discomfort

Reduced IL-6 release in LPS-
challenged keratinocytes
(HaCaT)



Smoother-looking lips

Increased Pro-Collagen I
secretion in NHDF
(firming/anti-aging support)

Lips: where dryness + irritation + loss of definition show first

Lips have a **fragile barrier** → dryness, tightness and flaking are frequent concerns. Sensitivity & exposure can trigger discomfort and inflammatory signals (“**stressed lips**”). Aging signs on lips are fine lines, roughness and a less defined contour.



Plumping today, caring over time

Consumers want an instant visible effect + comfort (not just tingle). The best concept is a **dual approach**: immediate sensorial plump + biologically supported lip care.

SCH Blend™ Lip Plump combines a warming plump sensation with proven soothing and anti-aging markers.



Efficacy Study #1

In-vitro study on NHDF showed that SCH Blend™ Lip Plump helps **support collagen-related markers** associated with firmness and smoother-looking lips.

Pro-Collagen I stimulation

special-chemicals.es

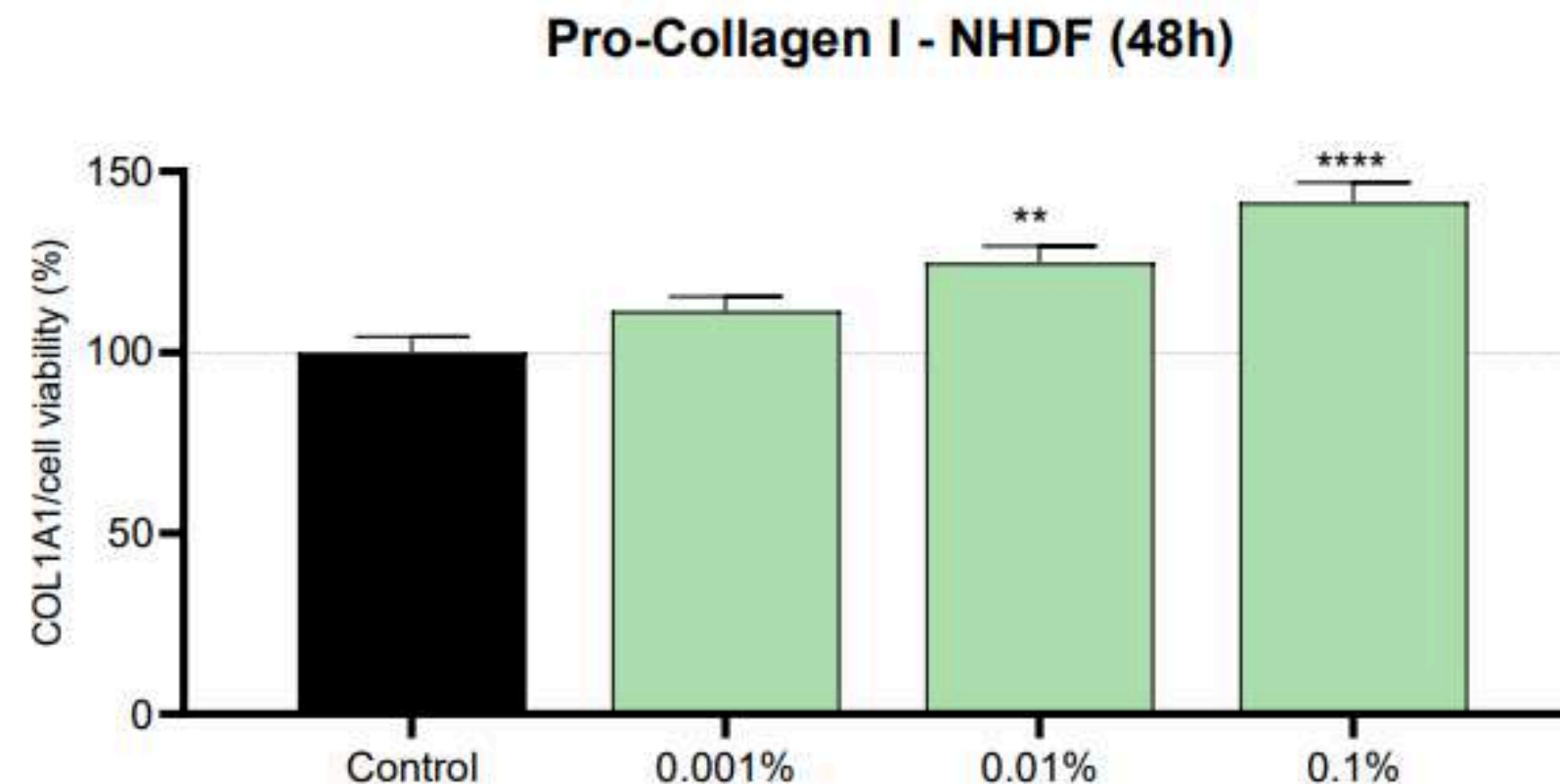


Figure 1. Effect on the synthesis Pro-Collagen I. Bar graph representing normalized Pro-Collagen I (COL1A1) levels, after 48 hours of treatment in Normal Human Dermal Fibroblasts with the test sample at the doses indicated. Asterisks (*) over bars indicate statistical significance (ordinary one-way ANOVA test followed by Dunnett's post hoc multiple comparisons test).

+24,7%

at 0,01% vs control

+41,5%

at 0,1% vs control

Dose-dependent trend also observed at 0,001% (+11,4%)

Efficacy Study #2

In-vitro study on HaCaT showed that LPS increased IL-6 strongly and pre-treatment with **SCH Blend™ Lip Plump** reduced IL-6 dose-dependently, so it helped soothe lips prone to discomfort by reducing IL-6 in keratinocytes

Anti-inflammatory action

IL-6 (ELISA) - HaCaT (24h)

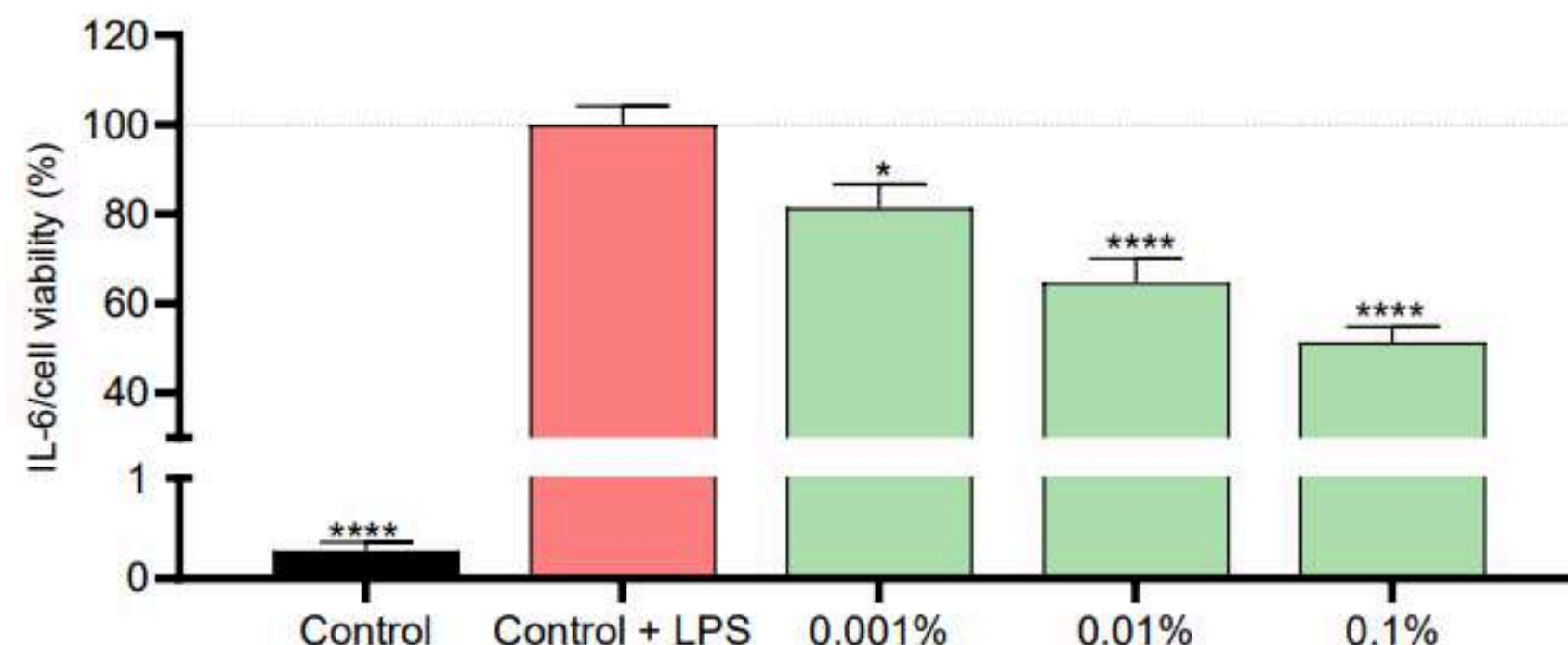


Figure 1. Effect on the LPS-induced secretion of Interleukin 6 in HaCaT cells. Bar graph representing interleukin 6 (IL-6) protein levels, normalized to cell viability (MTT), after 24 hours of treatment in Human HaCaT keratinocytes with the test samples at the indicated doses. Asterisks (*) over bars indicate statistical significance (ordinary one-way ANOVA test followed by Dunnett's post hoc multiple comparisons test).

-18,6%

at 0,001% vs control

-35,3%

at 0,01% vs control

-48,6%

at 0,1% vs control

Clinical Study

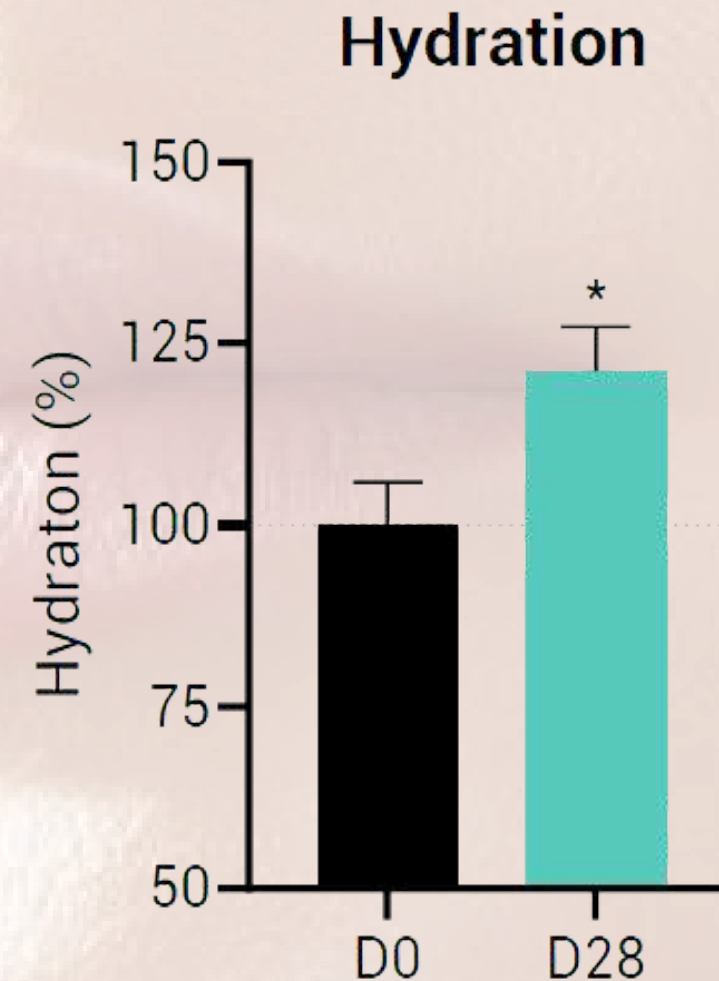
Panel: 20 female volunteers, 20-55 years, with impaired lips (dry/scaly/cracked) and very thin to moderately thin lips

Treatment: Topical lip application of lip balm with SCH Blend™ Lip Plump 1% for 4 weeks

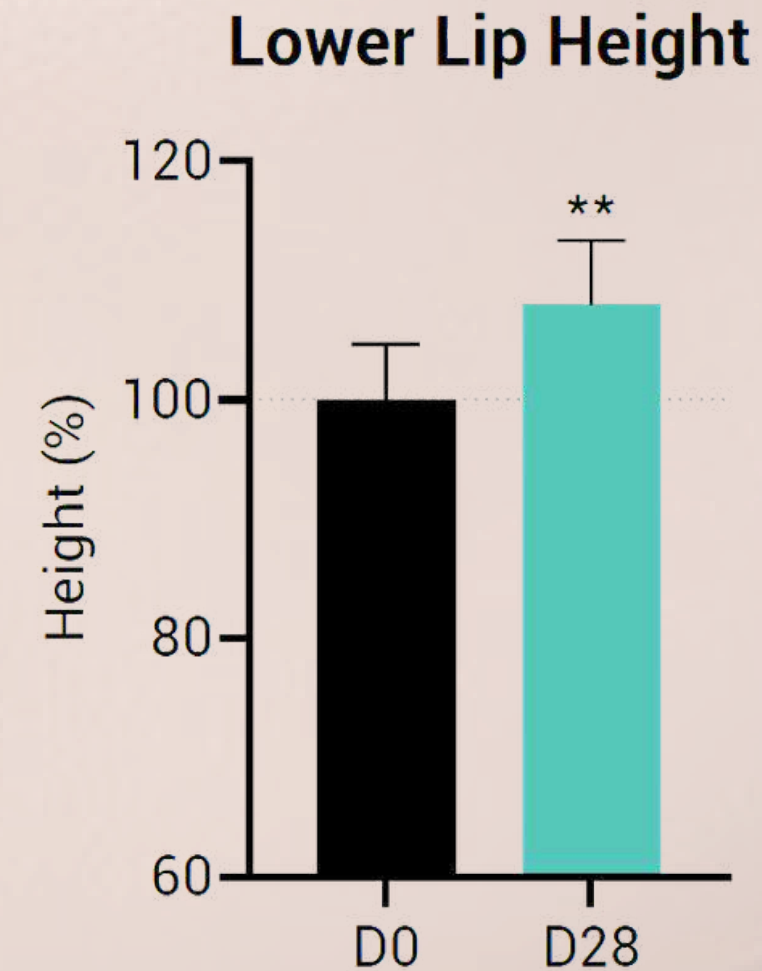
Timepoints: D0 (baseline) and D28 (after 4 weeks)

Lips remodeling study

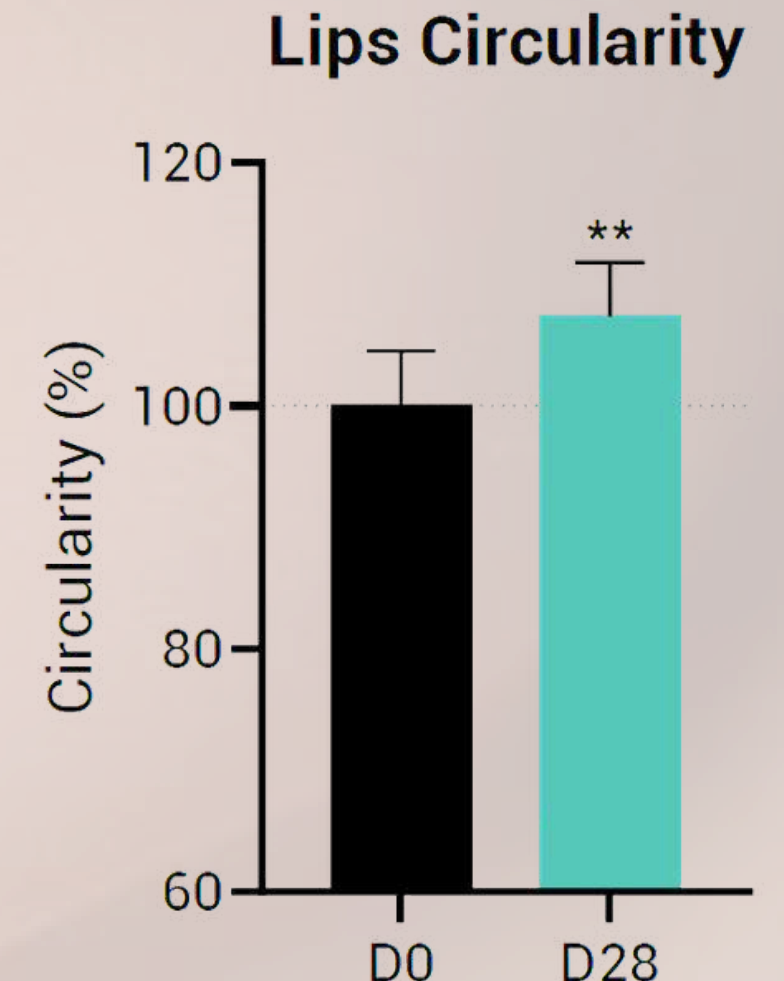
special-chemicals.es



+21,3%
lip hydration



+7,9%
lower lip height



+7,4%
lip circularity

Observed trends

- Lip volume: +10,1% total lip volume
- Lower lip volume: +8,8%

Clinical Study

+21,3%

lip hydration

+7,9%

lower lip height

+7,4%

lip circularity

Representative images

special-chemicals.es

Texture and contour definition

V10: D0



D28



V16: D0



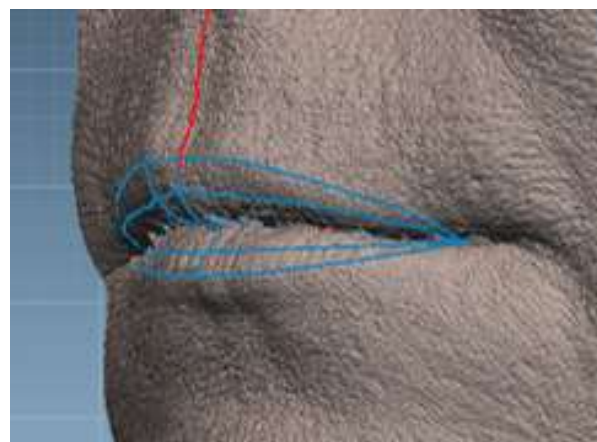
D28



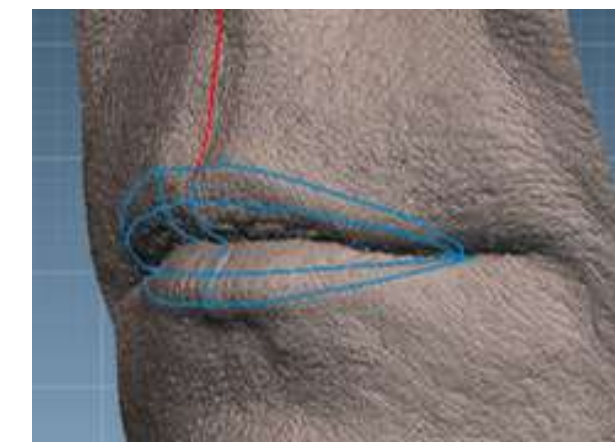
Improved lip contour (higher circularity) and more rounded lip outline & better definition

3D side view

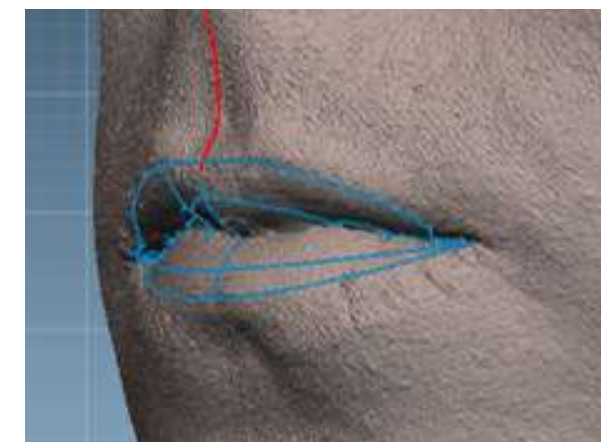
V10: D0



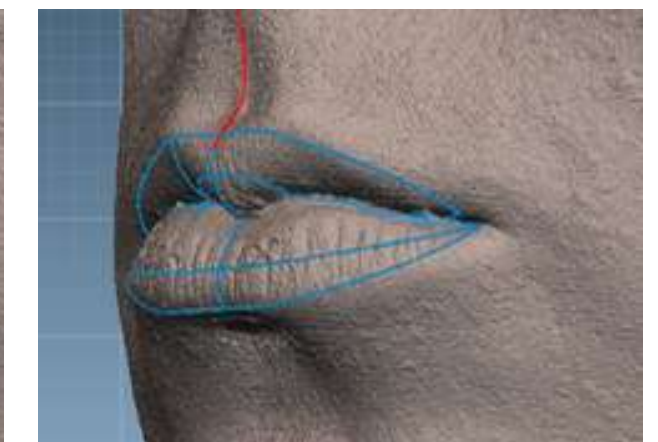
D28



V16: D0



D28



Lower lip height increase shows a fuller-looking lower lip and also more visible lower lip dimension.

Representative images. Individual results may vary. Daily application of lip balm with 1% ingredient for 28 days.

Consumer Perception

Subjective questionnaire

77,3%
overall acceptance

90%
less flaking

90%
softer/smoothier lips

85%
less dry lips

90%
less chapped lips

90%
healthy-looking lips

Technical specifications

Appearance: Viscous translucent white solution

Viscosity: 2000 - 6000 cP (sp 5, 60 rpm)

Regulatory status:

Europe → ALLOWED

China → ALLOWED

INCI: CAPRYLIC/CAPRIC TRIGLYCERIDE, JOJOBA ESTERS, GLYCERYL BEHENATE, HELIANTHUS ANNUUS SEED WAX, AQUA, **VANILLYL BUTYL ETHER**, POLYGLYCERIN-3, ACACIA DECURRENS FLOWER WAX, TOCOPHERYL ACETATE, **PALMITOYL TETRAPEPTIDE-7, PALMITOYL TRIPEPTIDE-1, PALMITOYL TRIPEPTIDE-8**, METHYLPROPANEDIOL, **SODIUM HYALURONATE**, CAPRYLYL GLYCOL