

Instant Smoothing Meets Everyday Skin Care

Lift-Now™ helps brands answer a clear consumer need: skin care that gives a visible smoothing and tightening effect shortly after application, especially before makeup, daytime wear, or special events.

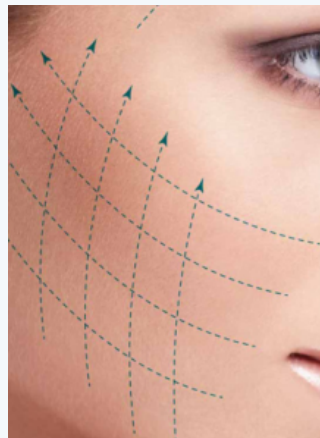
- Immediate-effect story for anti-wrinkle products
- Ideal for pre-event and before-going-out routines
- Supports formulas that need visible surface smoothing
- Pairs well with longer-use age-care positioning



A Fast Film-Forming Lift Effect

Built with Pullulan and Algae Extract, Lift-Now™ creates a thin skin-surface film that helps skin look tighter, smoother, and more refined while the product remains on the skin.

- Pullulan supports cosmetic film formation
- Algae Extract adds a seaweed-derived care story
- Surface film helps create temporary tightening feel
- Designed for visible smoothing shortly after application



Built for Instant-Lift Product Claims

Lift-Now™ gives formulators a practical way to build “instant lift,” “quick smoothing,” and “wrinkle-blur” concepts without positioning the formula as only a long-term age-care product.

- Helps create short-term visible tightening

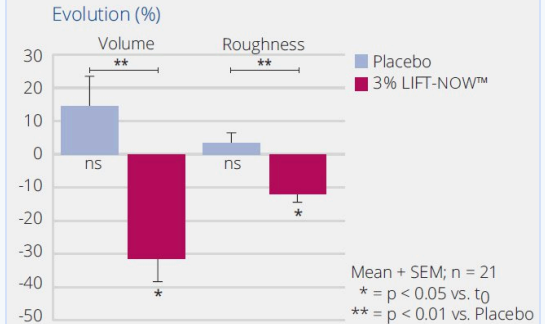
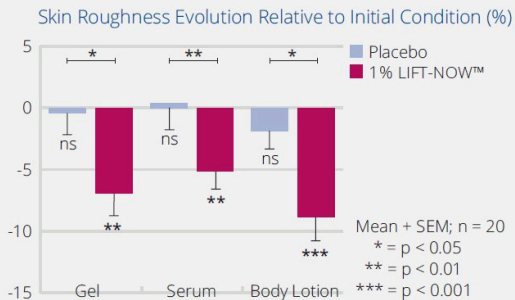
- Supports smoother-looking skin during wear

- Useful for daytime anti-wrinkle products

- Works in creams, lotions, clear gels, toners, and masks

PRIMOS Data Supports Visible Smoothing

Source testing reports wrinkle reduction of up to 74% within 1 hour at 1–3% Lift-Now™, measured by PRIMOS across wrinkle depth and width.

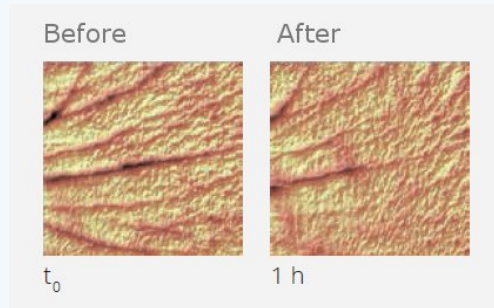


- 1% testing supports an instant-smoothing story
- PRIMOS measurement covers wrinkle depth and width

- 3% testing supports stronger visible tightening positioning
- Best used for short-wear visible result concepts

Before-After Proof Customers Can Understand

The PRIMOS before-after visual helps make the instant effect easy to communicate: wrinkles appear visibly improved after 30 minutes to 1 hour.

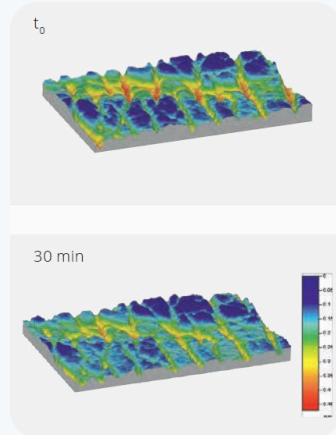


- Before-after image supports visible-result storytelling
- Shows wrinkle appearance difference within a short window
- Useful for event-prep and quick-smoothing concepts
- Clear visual support for customer-facing sales materials

3D PRIMOS Strengthens the Reason-to-Believe

The 3D PRIMOS visual adds depth to the proof story by showing changes in wrinkle depth and width, reinforcing Lift-Now™ as a measurable instant-smoothing active.

- 3D visual reinforces wrinkle-depth improvement story
- Supports measurable surface-smoothing positioning
- Helpful for professional buyer presentations
- Connects the film effect to visible wrinkle appearance



Easy Adoption in Water-Based Formulas

Lift-Now™ is designed for practical incorporation into common skin-care formats, giving formulators a ready path from instant-lift concept to finished product prototype.

Recommended dosage: 5.00%; range: 0.10–10.00%

Highlighted tested level: 1–3%

Add at the last step below 40C

Soluble in water and glycols; dispersible in cream or gel base

Avoid heat above 60C

Makeup-Friendly Instant Lift Positioning

Compared with stronger instant-tightening polymer positioning, Lift-Now™ is useful where brands want a fast tightening effect while keeping smoother makeup application and better makeup adhesion in the story.



- Attractive for day creams and primers
- Supports pre-makeup smoothing serum concepts
- Positioned for smoother makeup application
- Helps makeup adhere well to the skin
- Best for daytime and event-prep formulas

Ingredient-Family Evidence Builds Claim Confidence

Published ingredient-family literature supports the Lift-Now™ story around seaweed-derived care benefits, pullulan film formation, and skin-compatible polymer functionality.

Supports hydration, barrier, and age-care positioning by showing human cosmeceutical evidence for macroalgae/seaweed extracts improving skin hydration, barrier function, and some signs of aging. Citation: Murphy MJ, Dowd PM, Sinnathamby V, et al.

Supports temporary tightening and smoothing rationale by describing pullulan as a cosmetic-relevant biopolymer valued for film formation on skin. Citation: Coltelli MB, Danti S, De Clerck K, Lazzeri A, Morganti P.

Supports skin-compatible film and gel positioning by showing topical pullulan gel benefits in an experimental skin model. Citation: Thangavel P, Ramachandran B, Muthuvijayan V.

Launch Concepts With a Clear Payoff

Lift-Now™ can anchor fast-result skin-care concepts on its own or serve as the immediate-effect component in a broader anti-wrinkle formula with longer-term wrinkle-care actives.

- Instant Lift Day Cream for daytime visible tightening
- Pre-Makeup Smoothing Primer Serum for smoother skin appearance before makeup
- Event-Ready Wrinkle Blur Gel for quick before-going-out use
- Instant Firming Mask for a short application window
- Dual-Action Anti-Wrinkle Serum with Matrixyl 3000 or Pep-Coll