

## A Recognizable Peptide Story, Ready to Formulate

Pal-GHK, Pal-GQPR (eq Matrixyl 3000) gives brands a familiar anti-aging peptide positioning in an easy water-soluble liquid format.

- ✓ Matrixyl 3000-equivalent peptide blend
- ✓ Two matrikine peptides: Pal-GHK and Pal-GQPR
- ✓ Supports wrinkle care, firmness, elasticity, and smoother-looking skin
- ✓ Designed for serums, gels, creams, lotions, eye care, and premium facial treatments



# Peptide Anti-Aging Fits Today's Launch Needs

Peptide language is easy for customers to recognize and useful for products positioned around wrinkle care, firmness, rejuvenation, and preventative aging.

Daily anti-aging serums and hydrating gels

Firming creams, masks, and peptide toners

Eye serums for smoother-looking eye-area skin

Multi-active formulas needing a premium peptide story

# Two Peptides, Two Aging-Care Angles

The blend combines a skin-structure story from Pal-GHK with an inflammation-related aging-care story from Pal-GQPR, creating a broader anti-aging narrative.

- Pal-GHK supports collagen/GAG skin-structure positioning

- Pal-GQPR supports IL6-related aging-care positioning

- Together they support wrinkle, firmness, and elasticity stories
- Source positioning includes collagen synthesis, fibroblast proliferation, and elastin-formation language

## Build Claims Around Youthful Skin Matrix

This ingredient helps formulators translate peptide science into familiar consumer benefits: smoother-looking skin, improved flexibility, moisturized feel, and firmer-looking appearance.

- Source data reports Matrixyl 3000 evaluation at 1%, 3%, and 5% for 72 hours
- Claim-building direction connects to Collagen 1, Fibronectin, and Hyaluronic Acid
- Supports wrinkle reduction and collagen synthesis positioning
- Useful for premium anti-aging and skin-rejuvenation concepts

# Proof Points for Skin-Structure Claims

Ingredient-family and formulation studies help support a premium Matrixyl 3000-equivalent anti-aging story for photoaged skin care.

Supports photoaged skin-structure care by showing peptide applications including palmitoyl oligopeptide/palmitoyl tetrapeptide-7 were associated with dermal extracellular matrix and epidermal-dermal junction changes. Citation: Mondon P, Hillion M, Peschard O, Andre N, Marchand T, Doridot E, Feuilloley MGJ, Pionneau C, Chardonnet S.

Supports premium anti-aging formulation positioning by showing a cosmetic product containing palmitoyl tetrapeptide-7-related peptide technology improved photoaged facial wrinkles and increased fibrillin-rich microfibril deposition versus vehicle. Citation: Watson REB, Ogden S, Cotterell LF, Bowden JJ, Bastrilles JY, Long SP, Griffiths CEM.

# Evidence Builds Premium Peptide Credibility

Broader matrikine and modern eye-care studies strengthen the reason-to-believe for wrinkle-focused and periorbital anti-aging concepts.

- Supports broader matrikine-peptide wrinkle-care category credibility by showing palmitoyl pentapeptide-4, a collagen-fragment signal peptide related to the Matrixyl peptide family but not Matrixyl 3000, significantly improved fine lines and wrinkles versus placebo. Citation: Robinson LR, Fitzgerald NC, Doughty DG, Dawes NC, Berge CA, Bissett DL.
- Supports modern premium eye-care concepts by showing a multi-targeted anti-aging eye cream containing palmitoyl tripeptide-1 and palmitoyl tetrapeptide-7 among other actives improved periorbital aging parameters. Citation: Yang F, Zhang Y, Li J, Wang X, Chen Y.

# Easy Processing Reduces Adoption Friction

The liquid format lets formulators add a Matrixyl 3000–equivalent peptide story without powder pre-dispersion or difficult processing.

- Use level: 3.00–5.00%; recommended dosage: 3.00%

- Add at the final step below 40 °C; avoid heat above 40 °C

Stable pH range: 3.00–6.50

Soluble in water, glycols, and ethanol

HPLC specification: PALGQPR 40–70ppm; PALGHK 90–130ppm

# Launch It Across Leave-On Formats

Use Pal-GHK, Pal-GQPR (eq Matrixyl 3000) as a hero peptide in daily anti-aging, preventative aging, eye care, and hybrid skin-care concepts.

- Daily Peptide Renewal Serum for wrinkle care and elasticity
- Preventative Aging Gel-Cream for early anti-aging positioning
- Advanced Expression Line + Matrix Support Serum with Argireline
- Firming Eye Serum or Eye Cream for premium peptide care
- Peptide toner, essence, mask, primer, or foundation base



# Recognized Peptide Language in Premium Products

Source examples show Matrixyl 3000 or Pal-GHK/Pal-GQPR peptide positioning appearing across eye treatments, serums, and luxury facial-care formats.

- Eye treatments make peptide benefits easy to understand
- Age-focused serums support premium anti-aging storytelling
- Luxury creams reinforce high-value peptide positioning
- A contained gallery shows each reference product fully visible



# Choose the Simple Matrixyl 3000 Route

For water-based anti-aging launches, this ingredient offers the easiest direct route to a recognizable Matrixyl 3000-equivalent peptide story.

- ✓ Choose this liquid form for water-phase serums, gels, and creams
- ✓ Use alone for preventative aging or pair with Argireline for expression-line concepts
- ✓ Alternative forms support oil-based or custom-stock needs
- ✓ Optional RP-HPLC service can measure peptide concentration in finished product
- ✓ Long-term storage: fridge, 1-10 °C; shelf life: 24 months

