

MEIVIEW™

A WINDOW TO EYE BEAUTY

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MEIVIEW™



Wrinkle smoother



Eyebags & dark circles reducer



Tensor effect on eyelid sagginess



MARINE
BIORESEARCH

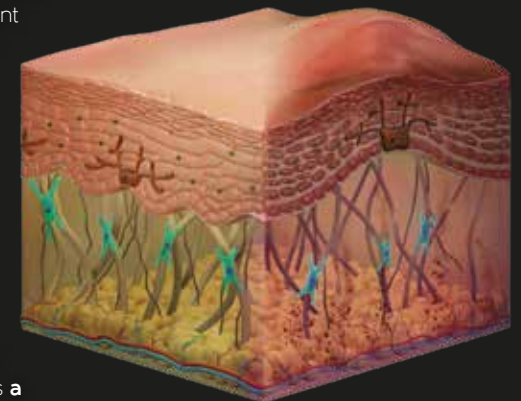
- INCI name of the active ingredient: Bacillus Ferment
- Recommended dose: 1-3%
- Solubility: Water soluble

DESCRIPTION & MECHANISM

In the dreamlike landscape of the Ses Salines d'Es Trenc (Mallorca, Spain) with its **Mediterranean waters**, an **extremophile microorganism** lives in symbiosis with one of the most salt tolerant halophilic plants. Natural sea salt plays a role in the health of our skin, allowing cells to communicate and minimizing fluid retention

Meiview™ is an active ingredient obtained from this endophyte microorganism that **beautify the eye contour area**. By improving the intercellular junctions, through **plakoglobin (PKG)**, it reinforces the epidermal integrity. It also increases the formation of **collagen I** and thus the eye skin area becomes stronger and firmer. Meiview™ also improves the **microcirculation** as it decreases the vascular permeability through the reduction of the **VEGF (vascular endothelial growth factor)** and diminishment of the **accumulation of colored-blood products** and **melanin**, responsible of eye bags and dark circles respectively. Its efficacy was proved in men and women

There is no greater beauty than the one seen with the **eyes of love**. Meiview™ invites you to discover this greater beauty as it brings you **to take a break** and **relax your view** as it opens a **window to the Mediterranean** crystalline waters that reflects its benefits in your eye care beauty



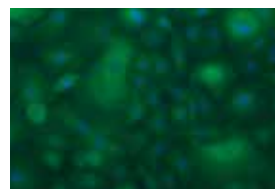
IN VITRO EFFICACY

Skin integrity reinforcement (wrinkles, eyebags & dark circles)

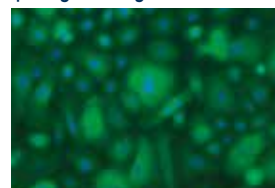
✓ **Upregulation of elastin (ELN) and downregulation of MMP1 genes** improving **skin elasticity** and preventing **skin weakness**

✓ **+20% plakoglobin** vs basal reinforcing the cell adhesion

✓ **-19% MMP-1** vs basal



Basal
(plakoglobin in green)



0.01 mg/mL Meiview™
(plakoglobin in green)

Improvement of endothelial cellular integrity and decrease of vascular permeability (eyebags)

✓ **-35% VEGF-A** vs basal decreasing **vascular permeability**

✓ **-33% permeability** vs basal and **+19% TEER cell cohesion** vs basal

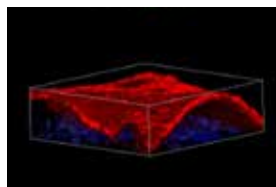
Reduction of colored blood products and melanin (dark circles)

✓ **-32% Fe²⁺**, **-39% melanin** and **-34% bilirubin** vs basal

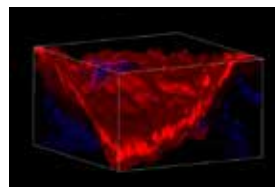
HUMAN SKIN EXPLANTS EFFICACY

Skin thickening (dark circles)

✓ **+14% epidermal thickness** vs placebo



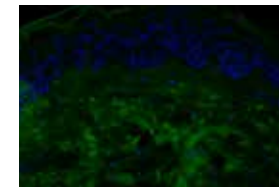
Placebo
(epidermis in red, T7 days)



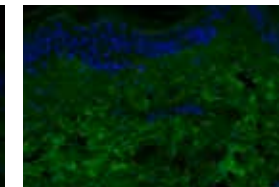
1% Meiview™
(epidermis in red, T7 days)

Skin replenishment (wrinkles, eyebags)

✓ **+13% collagen I** vs placebo



Placebo
(collagen I in green, T7 days)



1% Meiview™
(collagen I in green, T7 days)

IN VIVO EFFICACY

A window to eye beauty

20 women (45-65 years old, with dark circles & eyelid sagging) and 20 men (35-65 years old, with wrinkles and eyebags) applied a cream with **3% Meiview™** around one eye, twice daily for 28 days. A placebo was applied around the other eye

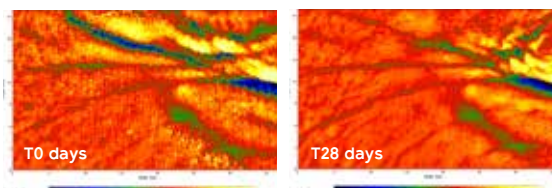
Men:

✓ **-13.5% and -17.4% wrinkle depth** in 7 and 28 days

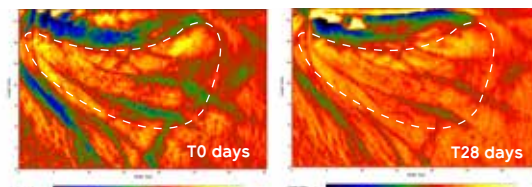
✓ **-16.3% wrinkle depth** vs placebo in 28 days

✓ **-3.4% and -7.1% eyebags** in 7 and 28 days

✓ **Up to 16% and 28% less eyebags** in 7 and 28 days



-38% wrinkle depth in 28 days



-19% eyebag volume in 28 days

Women:

✓ Reduction of **dark circles** by increasing the **IT-A** value **+175%** vs placebo after 28 days

✓ Reduction of **dark circles** by increasing **IT-A** value **+8.3%** and **+16.8%** vs T0 in 7 days and 28 days

✓ Up to **40% IT-A** increase vs T0 in 28 days



BROAD SPECTRUM eye care

✓ **Lifting** of the sagging **eyelid** by **up to 5%**