

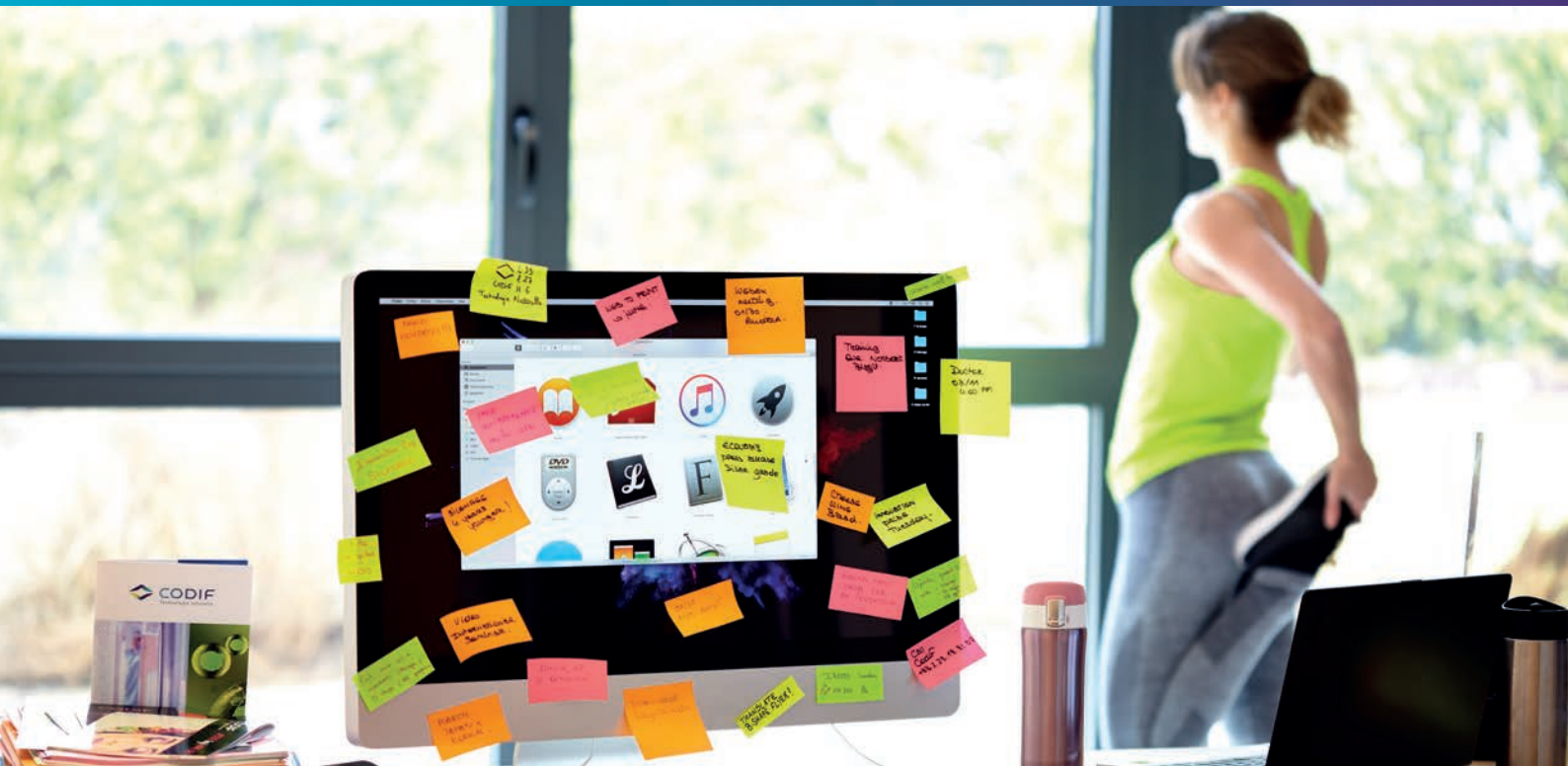


# CODIF

Technologie naturelle

## B-SHAPE

Redefine, reshape and refine your body even if you live a hectic life!



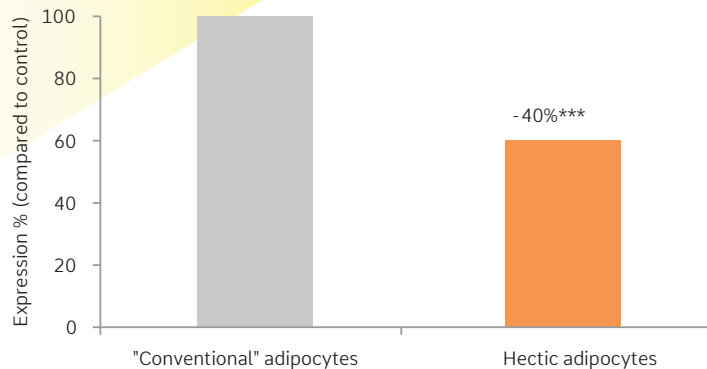
Codif Laboratories have discovered that lipolysis is affected by a hectic lifestyle and that even caffeine is affected by that sort of lifestyle. They then developed an active ingredient that can redefine, reshape and refine the body to restore its original outline even for someone who leads a hectic life (very busy life).

An algae developed from a cultivation programme in the Rance River estuary in Brittany.

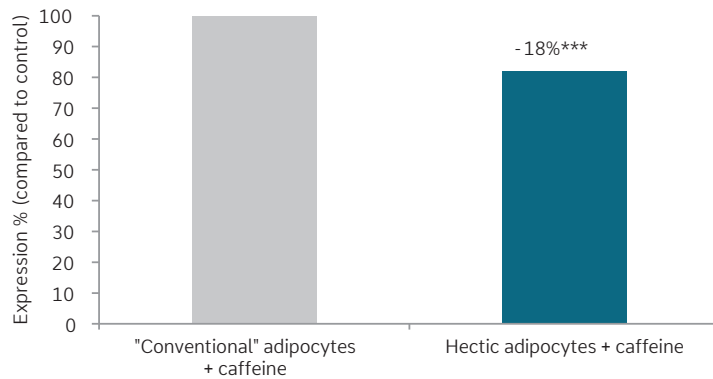
An increase in lipolytic activity due to stimulation of Hormone Sensitive Lipase (HSL) and a reduction in Lipid-Droplet Associated Proteins (LDAP).

Refinement of the outline, stomach and arms.

## Effect of a Hectic Life on Lipolysis



## Effects of a Hectic Life on lipolytic action of caffeine



\*\*\*  $p < 0.001$ , Student test



## WHAT MAKES IT UNIQUE

### A RED ALGAE CULTIVATED ON LONGLINE SYSTEM IN THE RANCE RIVER IN BRITANNY

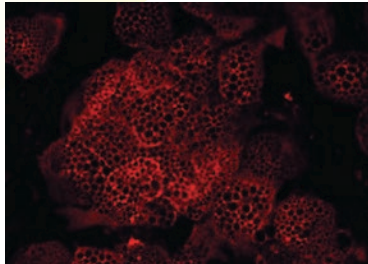
B-Shape is an extract from the red algae *Polysiphonia brodiei*, a member of the Rhodophyceae class. Codif has developed a culture programme on longline in the Rance River estuary, a unique location where the sea and the river meet. In this specific location the algae is protected and can develop under optimal growth conditions.

### UNIQUE LIPOLYTIC ACTION

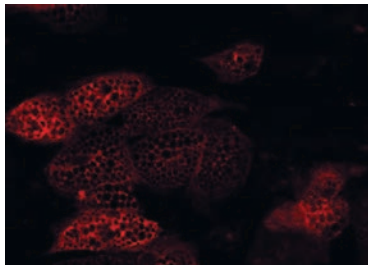
When the skin is subjected to a hectic lifestyle lipolytic activity is slowed down and reduced by 40% \*\*\*. Day after day, year after year, under these conditions, fat is stored and the body's outline gets larger. This lifestyle even affects caffeine. Its lipolytic activity is reduced by 18%\*\*\*. B-Shape is able to counteract the effects of a hectic life by protecting and even increasing lipolysis.

MARKING OF HSL (in red)  
THE KEY ENZYME OF LIPOLYSIS

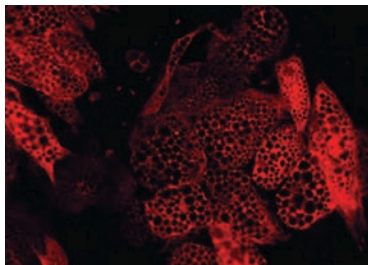
« Conventional » adipocytes



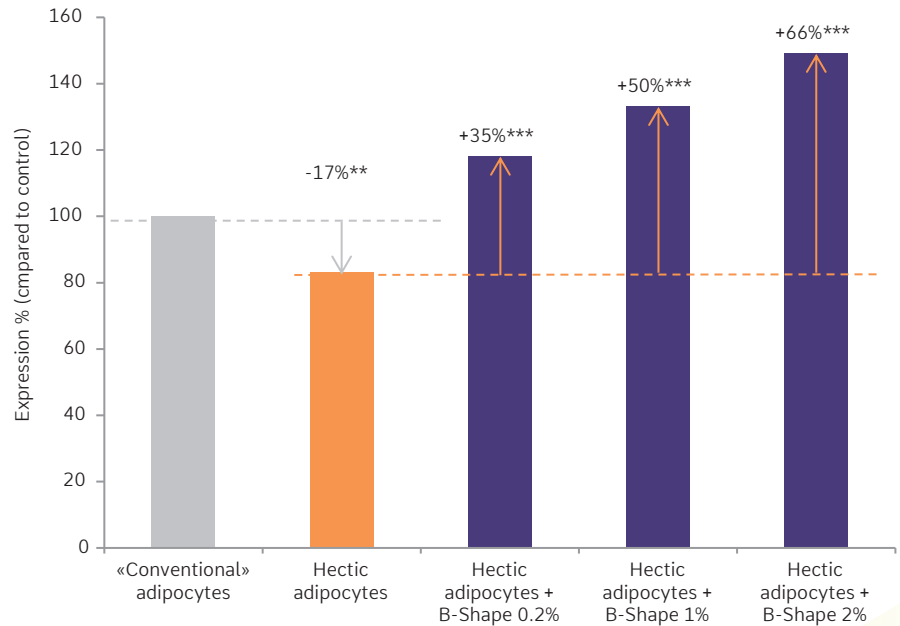
Hectic adipocytes



Hectic adipocytes + B-Shape



Effect of B-Shape on lipolysis under conditions of a Hectic Lifestyle



\*\* p<0.01, \*\*\*p<0.001, Student test

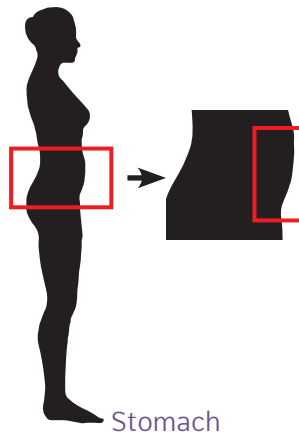
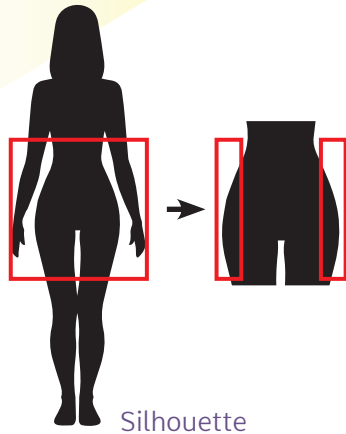
### ACTION AT THE HEART OF ADIPOCYTES

Lipolysis is a mechanism occurring in adipocytes which burns triglycerides into glycerol and free fatty acids. This is performed by HSL (Hormone-Sensitive Lipase), an essential and indispensable enzyme in the activation process of lipolysis. It also exists some proteins such as LDAP (Lipid Droplet Associated Protein) which cover and protect lipid droplets present in adipocytes resulting in the reduction of lipolytic action. B-Shape is an active ingredient which inhibits LDAP and stimulates HSL in order to increase lipolysis.

### FOR A DOSE RELATED LIPOLYTIC ACTION

B-Shape counteracts the effects of a hectic life and stimulates lipolysis with a dose dependent efficacy ranging from +35%\*\*\* at 0.2% to +66% at 2%. Even under less hectic conditions B-Shape stimulates lipolysis with a dose dependent effect: +28%\*\*\* at 0.2%, + 41%\*\*\* at 1% and +64%\*\*\* at 2%. By stimulating lipolysis B-Shape refines, redraws and reshapes the body outline, stomach and arms.

TESTED BY 25 VOLUNTEERS DURING 28 DAYS: B-Shape refines the silhouette, stomach and arms within 2 weeks of application. This effect increases after 28 days (the lost volume is viewed in red).



# PRODUCTS BENEFITS

REFINE  
REDRAW AND RESHAPE THE BODY'S OUTLINE

## IN-VITRO

Reduces LDAP production: - 70%.

Stimulates HSL production: +237%.

Increases lipolysis in hectic lifestyle conditions: +66%\*\*\*

Increases lipolysis even under less hectic conditions: +64%\*\*\*

## IN-VIVO

Reshapes the hips: -8.2%\* on average and up to -56% hip thickness.

Redefines the stomach: -5.6%\* on average and up to 36% reduction in thickness.

Refines the arms: -0.3 cm\* on average and up to -1.47 cm in arm circumference.

\* p<0.05, \*\*\* p<0.001, Student test



# INDICATIVE FORMULATION

## SVELT BODY RELAX

Phase	Raw material / Trade name	INCI Name	%
A	MONTANOV L (1)	C14-22 alcohols & C12-20 alkyl glucoside	2,00
	LIPOCIRE A PASTILLES (2)	C10-18 triglycerides	2,00
	CUTINA PES (3)	Pentaerythrityl distearate	1,00
	CREMEOL SBE / CEGESOF SBE (3)	Butyrospermum parkii butter extract	1,00
	CETIOL CC (3)	Dicaprylyl carbonate & Tocopherol & Glycine soja oil	3,00
	SILICONE (DIMETHICONE (100CS)) (4)	Dimethicone	2,00
	CAPRYLIC/CAPRIC TG MB RSPO (5)	Caprylic/capric triglyceride	3,00
	PHENOXYETHANOL (6)	Phenoxyethanol	0,80
B	DEMINEALIZED WATER	Water	76,38
	ELESTAB CPN (3)	Chlorphenesin	0,27
	BUTYLENE GLYCOL 1-3 (7)	Butylene glycol	2,50
C	CETIOL CC (3)	Dicaprylyl carbonate & Tocopherol & Glycine soja oil	2,00
	CARBOPOL ETD 2020 (2)	Acrylates/c10-30 alkyl acrylate crosspolymer	0,40
D	AMPHYSOL K (8)	Potassium cetyl phosphate	1,50
E	SOUDE (SOLUTION 5 N) (9)	Water & Sodium hydroxide	0,50
F	PARFUM	Parfum	0,10
	COVI-OX T90EU C (3)	Tocopherol & Helianthus annuus seed oil	0,05
	B-SHAPE GP (10)	Glycerin & Water & Hydrolyzed rhodophyceae extract & Phenoxyethanol	1,50

(1) SEPPIC ; (2) GATTEFOSSE France ; (3) A.M.I ; (4) QUIMDIS ; (5) STEARINERIE DUBOIS ; (6) BIOPHILL ; (7) UNIVAR ; (8) IES ; (9) BRENNTAG MAINE BRETAGNE ; (10) CODIF Technologie Naturelle

## PROCEDURE

• Heat B to 75°C while stirring gently • Add pre-mixed C and emulsify at 1500 rpm for 15 minutes • Just before it emulsifies add D and emulsify at 1000rpm for 5 minutes • Heat A to 75°C • Add A to BCD without stirring and then emulsify at 2500 rpm for 10 minutes • Add E and emulsify at 2500 rpm for 10 minutes • At about 35°C, add the F ingredients one by one while stirring gently and then keep stirring for 20 minutes.

## HOW TO USE IT

Water soluble active ingredient to be used at 1.5% for its slimming action:

With **DERMOCHLORELLA** to reduce stretch marks.

With **PHEOHYDRANE** for immediate hydration.

With **ACTIPORINE** to detoxify and eliminate orange peel.

With **AREAUMAT PERPETUA** to soothe the skin.

## INCI

### B-SHAPE GP

Glycerin (and) Water (and) Hydrolyzed rhodophyceae extract (and) Phenoxyethanol

### B-SHAPE G

Glycerin (and) Water (and) Hydrolyzed rhodophyceae extract



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