

CRÉATIONS SOINS®

# INVISIBLE MAKE-UP®



## »» SOFT FOCUS SOLUTION OF 2017

A few decades ago in the movie business, the need to cover the tiredness of partying starlets or more importantly to hide the aging of dollar making stars, led to the use of a nylon veil in front of the camera lenses. This is how the original soft focus effect was created to fade out the undesired changes of the skin.

Our new, updated solution for creating a soft focus effect is Invisible Make-Up® that combines skin volume filling and broad spectrum UV-protection.

### **Eospoly® UV**

Eospoly® UV products are spherical composites, which include crystals of TiO<sub>2</sub> or ZnO into silica beads. As the refractive index of Eospoly® UV is very high due to the different crystals, combined with the spherical particle shape, it creates a powerful soft focus effect.

### **Fiflow® IMU and how to reduce the appearance of age lines and pores**

Fiflow® IMU is a fast acting reducer of pores and wrinkles. Due to its chemical nature, it brings a third phase to an emulsion system and allows an instant volumizing effect by its unique skin volume technique (15% in volume in only 7 days). In Vivo testing (SEM and Vivascope®) shows that most normal skins reduce in pore size and wrinkles by 50% upon application. About 20% of the wrinkles and fines lines (depth and width) disappear in less than two minutes. Together with Eospoly® UV, Fiflow® IMU creates a double soft focus effect, due to extreme differences in their refractive indexes.

### **Micromatrix®, a water-based film structure**

Micromatrix® range is based on natural polysaccharides, which are constituted into a polymeric matrix structure. This is a "4D" vectorisation based on specific domains such as macro and micron domains. The 4th dimension is time frame, and with Micromatrix®, skin temperature can be reduced for over 210 minutes (reduction of 5°C after 15 minutes).

Micromatrix® create an invisible film on the skin allowing a strong soft focus effect making the skin appear visibly smoother.

**Invisible Make-Up®**, an extremely effective soft focus formulation that hide what you don't want the others to see...

**For more information contact us:**

[info@theinnovationcompany.fr](mailto:info@theinnovationcompany.fr)