

Sensfeel™

Increases man's power of
physical attraction



Sensorial

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Increases man's power of physical attraction



SENSFEEL™ is an active designed to enhance man's appeal, by increasing the synthesis of his own pheromones.

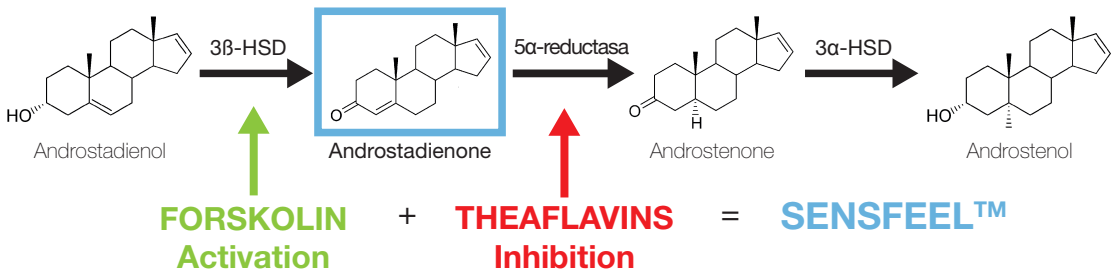
Pheromones are natural, odourless and consciously undetectable substances, which trigger a deep sexual response in the brain of those who come into contact with them.

The pheromone related to human sexual attraction is **androstadienone**.

The production and secretion of pheromones are natural processes regulated by hormones and stimuli from nervous system, which arrive to cells of apocrine glands and sebocytes of sebaceous glands.

SENSFEEL™ modulates the pheromones production by the synergistic action of its components:

- **Forskolin** | Diterpene obtained from Makandi root (*Coleus forskohlii*)
Increases the expression of the enzyme 3β-HSD to produce more androstadienone
- **Theaflavins** | Polyphenols obtained from Black tea leaves (*Camellia sinensis*)
Reduce 5α-reductase activity to decrease androstadienone metabolization and cause its accumulation



SENSFEEL™ is a natural green alternative to enhance the production of a male pheromone called androstadienone, with the aim of increasing the power of attraction

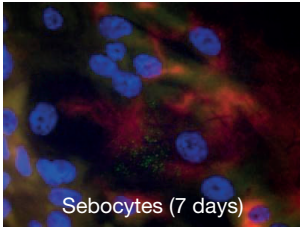
In-vitro efficacy

• Development of an innovative cellular model

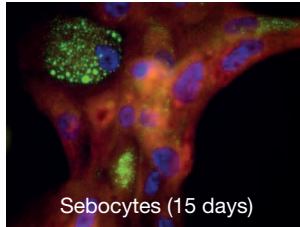
The creation of a suitable cellular model able to produce pheromones was necessary to evaluate **SENSFEEL™** *in vitro* efficacy.

Progenitor keratinocytes, which can differentiate to sebocytes under certain conditions, were selected.

Originated sebocytes were identified, characterized and they showed their ability to produce pheromones, especially **androstadienone**.



Sebocytes (7 days)



Sebocytes (15 days)

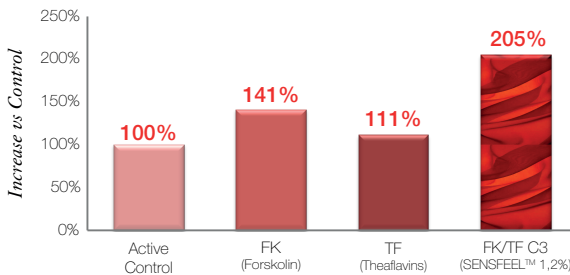
Representative images obtained by immunofluorescence.

They show HPEK cells differentiated to keratinocytes and sebocytes at 7 and 15 days.

The red dye represents polar lipids (phospholipids), the green dye non-polar or neutral lipids (triglycerides and waxes), and the blue dye nucleus.

• Boosting effect of androstadienone production

Synergistic effect

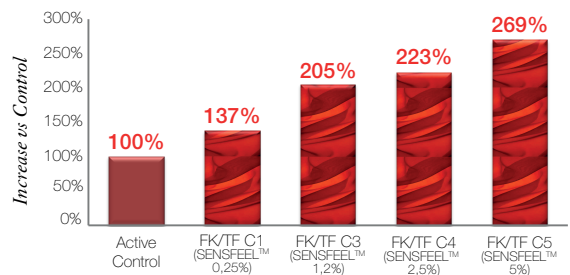


The complementary actions of forskolin and theaflavins lead to a boosting synergistic effect.

SENSFEEL™ doubles the production of androstadienone (105%) at a concentration of 1.2%.

The amount of pheromone increases in parallel to the concentration of **SENSFEEL™**, reaching three times the control result at the maximum dosage (5%).

Dose effect



With **SENSFEEL™**, feel the power of attraction

Technical specifications

- *Sensfeel™ 71500*

PROPERTIES	Naturally activates in men the synthesis of androstadienone, pheromone responsible for sexual attraction.
ACTIVES MOLECULES	Forskolin Theaflavins
APPEARANCE	Transparent liquid Dark brown color
SOLUBILITY	Soluble in aqueous solutions
RECOMMENDED DOSE	1 - 2 %

Cosmetic applications

- Men's care (after-shave)
- Daily cosmetic products (deodorant, shower gel)
- Body milks and lotions

Formulation

- *Stimulsense After-shave*

	INCI / PCPC	% (w/w)
A	Deion Ster Water	81.93
	Tetrasodium Glutamate Diacetate, Sodium Hydroxide, Aqua (Water)	0.20
	Glycerin	2.00
B	Dicaprylyl Ether	2.00
	Acrylates/C10-30 Alkyl Acrylate Crosspolymer	0.50
C	Polymethylsilsesquioxane	2.00
	Oleth-20	1.00
	Dicaprylyl Ether	4.00
D	Aqua(Water), Sodium Hydroxide	1.00
E	Perfum (Fragrance)	0.17
F	Caprylhydroxamic Acid, Glyceryl Caprylate, Methylpropanediol	1.00
	Pentylene Glycol	2.00
G	SENSFEEL™	2.00
H	Aqua (Water), Acid Blue (CI 42090)	0.20