



Provital
Do Care

Sculpup™

Amplifying the contours of authentic beauty

- Going beyond the magnitude of biology to shape the most authentic beauty.
- Significant modulation of 3,500 genes related to increased volume.
- Smart proadipogenic efficacy supported by Big Data.
- Enhances bust and buttock contours, without fibrosis.
- Certified organic blackberry.
- COSMOS certified active ingredient, 100% natural origin.



Patent pending

CareActives

Body sculpture

Going beyond the magnitude of biology to shape the most authentic beauty



Welcome to the era of Pro-Data Smart Beauty

Consumers require us to take their individuality into account. Analysing a large volume of data (Big Data) makes it possible to give customers what they need, when they need it. The macro analysis of information applied to the cosmetic world has given rise to the concept of Pro-Data Smart Beauty, which allows us to offer cosmetic solutions tailored to consumers, putting them at the centre.

Sculpup™ enhances authentic beauty. In a market that commends self-care, new beauty concepts are emerging that are increasingly inclusive and less invasive, raising the demand for cosmetic solutions driven by the growing importance placed on self-care.

Transcriptomics uncovers new cosmetic efficacies



Provital goes from analysing a few genes to all genes

Provital joins the developments offered by tools like Bioinformatics to analyse the transcriptome, the whole subset of genes in the genome that are expressed at any given time. This complete analysis of all cellular processes thanks to massive parallel or next-generation sequencing (RNA sequencing) makes it possible to identify previously undescribed cosmetic applications and expands our concept of efficacy from single to multiple.

Listen to it in Provital talks!



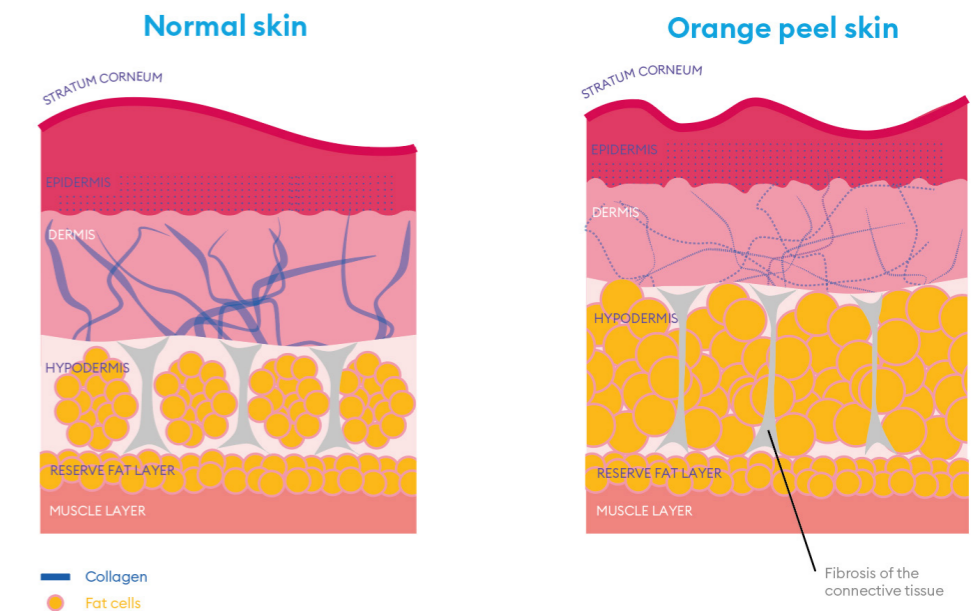
Smart proadipogenic blackberry

Provital discovery (patent pending)



Sculpup™ boosts the volume effect without fibrosis (cellulite)

It promotes collagen synthesis in the dermis, improving the skin's firmness, while reducing it in the hypodermis, helping the extracellular matrix to adapt better to the change in volume and thus preventing the fibrosis associated with the appearance of orange peel skin.



Organic blackberry

100% natural origin
ISO 16128



Sculpup™ meets the needs of discerning, eco-conscious consumers

It is made from blackberry, a well-known ingredient that is perceived as healthy and trusted. It simultaneously responds to the safe beauty trend, the appeal of food-based ingredients and the unstoppable demand for vegan products.

In vitro efficacy massive data

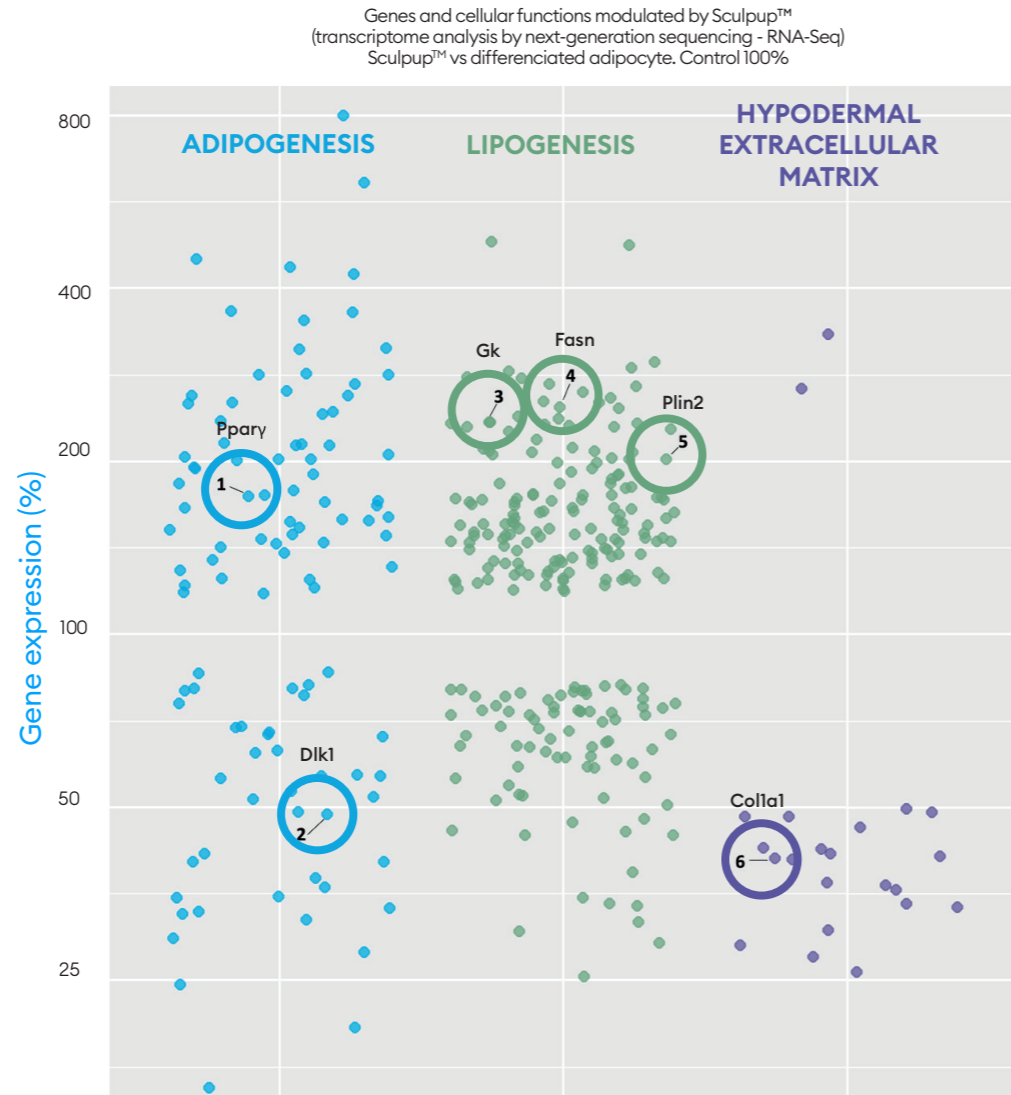
Transcriptomics-based gene modulation.

Analysis of all genes expressed

>12.000

Sculpup™ significantly modulates multiple genes and cellular functions related to increased volume

Provital carries out massive data analyses taking advantage of the benefits of massive genome sequencing, which makes it possible to fully analyse the expression of all genes and their associated cellular functions. Sculpup™ simultaneously and significantly modulates half the genes whose expression changes during adipogenesis (3,500). These include, among many others, the well-known Pparγ gene, the master regulator of adipogenesis and maintenance of mature adipocytes.



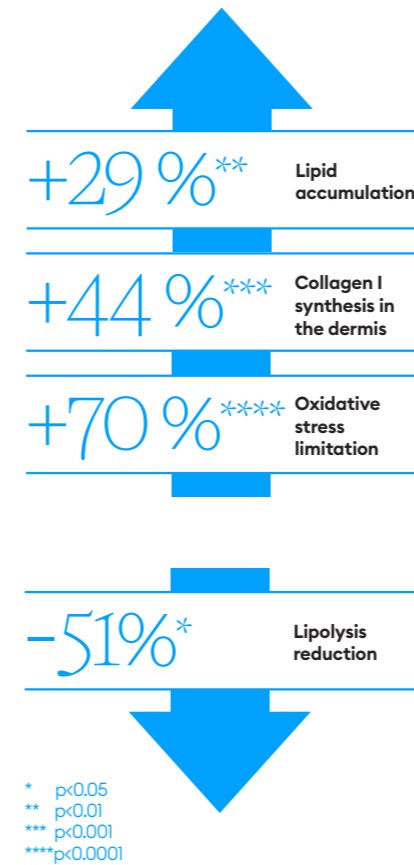
Sculpup™ significantly modulates half the genes related to increased volume.

- 1 Pparγ (A): master regulator of adipogenesis and maintenance of the mature adipocyte.
- 2 Dlk1 (Pref-1) (D): related to adipocyte differentiation
- 3 Gk (Glycerol Kinase) (A): characteristic enzyme of the triglyceride synthesis pathway
- 4 Fasn (A): related to fatty acid synthesis.
- 5 Plin2 (Adrp) (A): Adipophilin (Perilipin 2): involved in the formation of the lipid-storage vesicle.
- 6 Colla1 (D): Type I collagen in the hypodermal extracellular matrix.

(A) Its increased expression indicates effective modulation of the active ingredient.
(D) Its decreased expression indicates effective modulation of the active ingredient.

In vitro efficacy

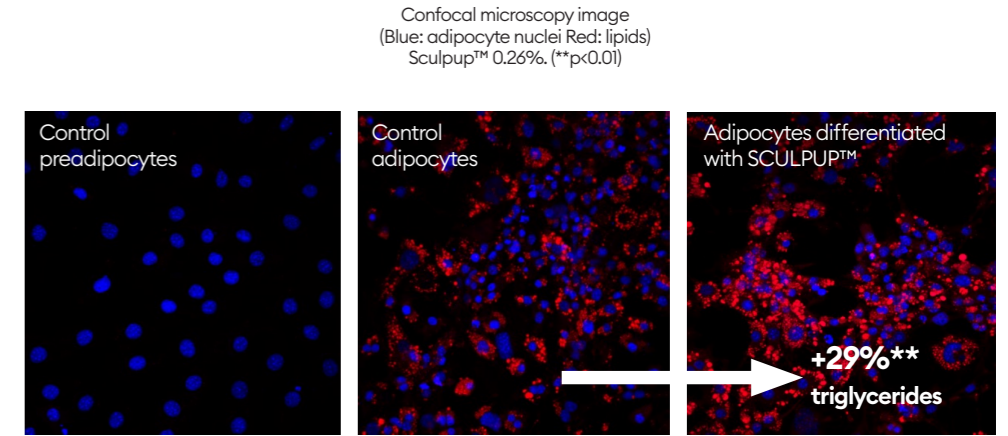
Adipocyte differentiation with the 3T3-L1 model.



Sculpup™ boosts adipocyte metabolism, acts on collagen and has a high antioxidant power, promoting fuller, firmer skin.

Sculpup™ stimulates adipogenesis and inhibits lipolysis

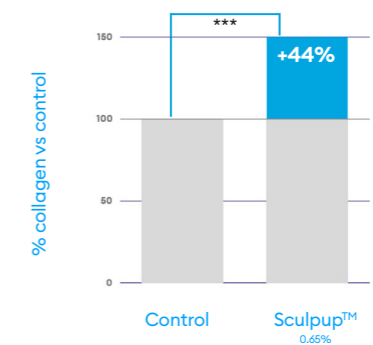
Reduces by 51%* lipolysis and achieves 29%** more lipids in mature adipocytes.



Sculpup™ increases type I collagen synthesis in the dermis

It increases type I collagen synthesis in the dermis by 44%***, which is related to increased firmness and suppleness of the skin.

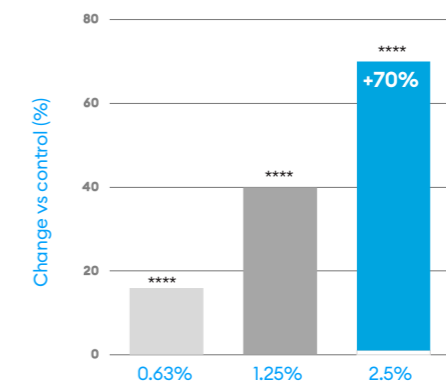
Type I collagen production Sculpup™ 0.65% vs fibroblast control (ELISA assay) ***p<0.001



Sculpup™ has a great antioxidant effect

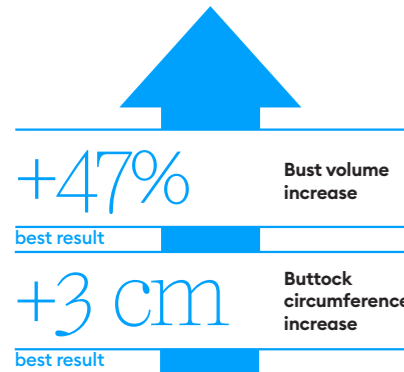
It limits oxidative stress (ROS) by 70%****, preventing cell damage and degradation of the extracellular matrix.

Antioxidant capacity of Sculpup™ at different concentrations (DPPH assay) ****p<0.0001



In vivo efficacy

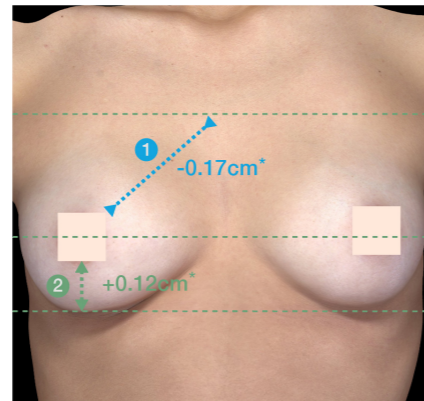
Sculpup 1.5%. D84. 61 vol. Aged 18-40.
Active ingredient vs placebo.



Sculpup™ lifts the bust (push-up effect)

After 84 days of application, Sculpup™ decreases the distance from nipple to sternum by 0.17cm* (line 1) and increases the distance between nipple and inframammary fold by 0.12 cm* (line 2) compared to placebo. (*p<0.05)

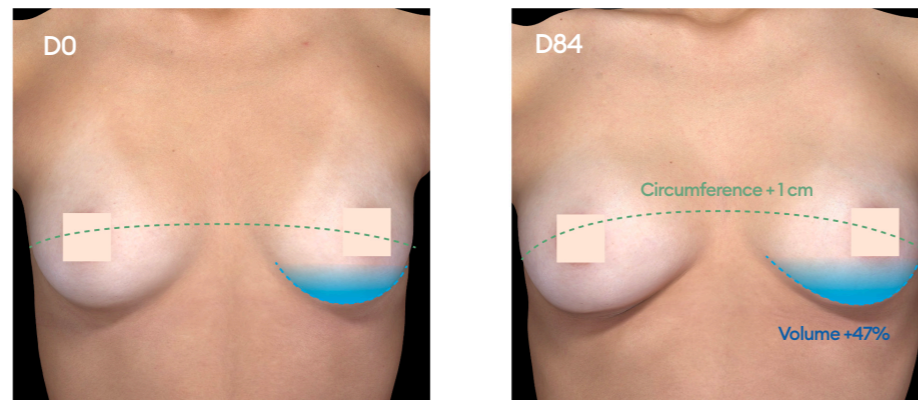
Measured using VECTRA XT system



Sculpup™ increases the volume of the bust (3D effect)

It increases bust volume by 11.5%* vs placebo (21.3 cm³) and bust circumference by 0.5 cm*. The best result was obtained by volunteer no. 8, who achieved a 47% increase in bust volume and 1 cm greater bust circumference at D84 vs D0. (*p<0.05)

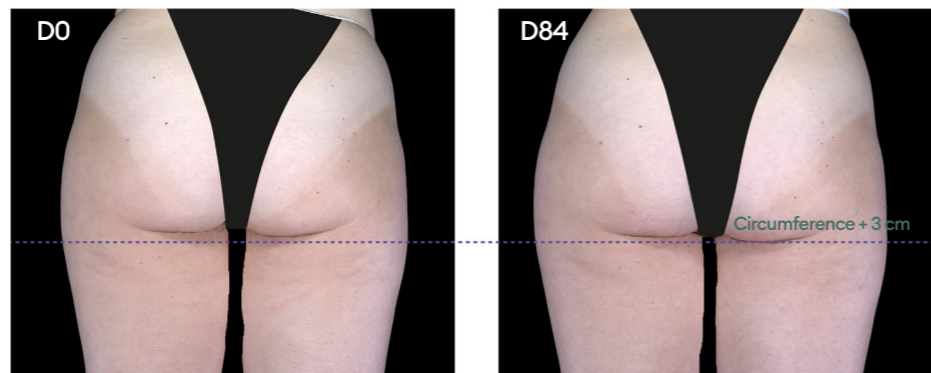
Volunteer no. 8. Brazilian. D84. Sculpup™ 1.5%.



Sculpup™ increases buttock circumference

Increases buttock circumference by 0.5 cm* (D84 vs placebo). The best result was obtained by volunteer no. 25, who achieved +3 cm in her buttock circumference (D84 vs D0). (*p<0.05)

Volunteer no. 25. Caucasian. D84. Sculpup™ 1.5%.



Sculpup™ gets up to one extra bust cup size and 3 cm more buttock circumference.

Marketing tools

Add value to your projects with Sculpup™



1. Position yourself alongside cosmetic surgery-inspired beauty with non-invasive solutions

Consumers demand non-invasive cosmetic alternatives with scientific backing to enhance their contours. Sculpup™ is an active ingredient, whose innovation is in the process of being patented, which increases volume and enhances the figure without causing cellulite. The proposal can be combined with medical devices that improve the final results or with home devices that simulate cosmetic medicine.



2. Leverage massive data analysis to deliver unexpected efficacies and defend authenticity

Consumers are demanding Pro-Data Smart Beauty, that is, beauty that puts the individual at the centre by analysing thousands of data items to deliver solutions that respect their authenticity. Sculpup™ has proven proadipogenic efficacy thanks to transcriptome analysis of thousands of genes (>12,000 genes).



3. Join in the increasing popularity of beauty in all its forms with inclusive solutions that are committed to care

Consumers are asking for inclusive cosmetic solutions (Neutrality Beauty) that are committed to care (Communi-care). Take advantage of Sculpup™ to offer unisex solutions that exalt beauty in all its forms, conveying your actions with bodies that do not follow just one standard aesthetic pattern.



4. Respond to the increasing popularity of the sustainable cosmetics movement by aligning yourself with the power of sustainable natural cosmetics

Consumers are demanding products that are in line with their beliefs and values of respect for the environment. Sculpup™ is a vegan active ingredient that comes from organic blackberry. It is COSMOS certified and is 100% natural in origin, making it ideal for eco-conscious consumers.

Listen to it in Provitalks!



A new field to exploit, body volumisers with smart, proadipogenic organic blackberry.

Specifications

Sculpup™ 71280 Properties Contours enhancer active ingredient with push-up effect and 3D filling of the bust and buttocks based on proadipogenic organic blackberry.

Active molecules Polyphenols

Appearance Brown-dark brown liquid.

Solubility Soluble in aqueous solutions.

Recommended dose 1.5%

INCI Propanediol, Water, Rubus Fruticosus (Blackberry) Fruit Extract, Citric acid.

Certification



Compliance



100% Natural Origin
(ISO16128)

Preservative-Free

Our tips!

1. Respond to the popularity of products inspired by aesthetic benefits and for use at home with a volumising formula that is both effective and easy to use.
2. Join the sustainable cosmetics movement that calls for natural products and sustainable formulae with a vegan proposal with a short INCI list and 95% natural, preservative-free composition.
4. Highlight ingredients such as blackberry and centella asiatica that will serve as a selling point. Blackberry is perceived as a healthy, safe, effective antioxidant. Centella asiatica is a hero ingredient with known firming and regenerating properties.
5. Extol the easy application, fast absorption and non-greasy effect of the mousse format, characteristics that are highly valued by more and more consumers who have little time but are still interested in taking care of themselves.
6. Take advantage of the neutral final colour and familiar mousse texture to target both sexes and increase the product's possibilities.
7. Praise the sensoriality evoked by the benefits of the product due to its deliciously pleasant application as a mousse.
8. Extend the values of a sustainable formula with recyclable or refillable packaging highlighting its high natural content and its preservative-free composition.

Formulation

GORGEOUS-U JUICY BODY MOUSSE
Extolling the authenticity of our figure in a simple, pleasurable gesture.

INCI/ PCPC	%(W/W)
A Aqua	84.20
1,3-Propanediol	5.00
Aqua, Lactic Acid, Propanediol, Citric Acid, Tartaric Acid, Gluconic Acid	1.50
Aqua, Sodium Hydroxide	1.30
PEG-6 Caprylic/Capric Glycerides	5.00
Sculpup™	2.00
Asiatic Centella-Eco	1.00

Watch the video about the formula!

