

SWISS ICE WINE

FILLING & LIFTING FACE SERUM

Inspired by ice. Finished with silkiness.



Concept visual

ICE WINE

Vin-upLift

HYALURONIC

multi-weight blend

PULLULAN

naturally silky feel

A milky-looking facial serum combining the distinctive story of Swiss ice wine with a blend of hyaluronic acids and the silky touch of pullulan. A cosmetic filling and lifting concept designed around hydration, smoother-looking skin and a refined sensory finish.

THREE COMPLEMENTARY DIMENSIONS OF CARE

- **Smooth:** Vin-upLift brings an immediate tightening ingredient story.
- **Hydrate:** a multi-weight hyaluronic acid blend supports moisture and a plumper-looking complexion.
- **Refine:** pullulan contributes a silky, silicone-like after-feel.

Ingredient benefits and supplier studies are detailed on the following page. Clinical results refer to test formulations containing Vin-upLift, not to this finished serum.

Ice wine. Hydration. Silky skin feel.

Vin-upLift | Swiss ice wine meets tara gum

Made from grapes naturally frozen on the vine, Swiss ice wine is combined with water-binding tara gum. This distinctive ingredient supports an immediate cosmetic tightening effect and longer-term hydration. Alcohol is removed during ingredient production. The raw material is COSMOS and NATRUE approved according to the supplier brochure.

VIN-UPLIFT: SUPPLIER STUDY RESULTS

>13%

Less wrinkle depth in 30 minutes

0.5% test emulsion; 22 women.

Crow's feet, compared with placebo.

+50.9%

More hydration after 28 days

1% test emulsion; 20 women.

Twice-daily application to the forearms.

Hydration: relative to baseline and untreated skin; statistically significant versus placebo. These results concern the ingredient in test emulsions, not this finished serum.

Hyaluronic acids | A complementary moisture blend

The formula combines different molecular weights and four INCI forms: Sodium Hyaluronate, Hydrolyzed Sodium Hyaluronate, Sodium Acetylated Hyaluronate and Sodium Hyaluronate Crosspolymer. Together they support the serum's moisturizing concept, skin comfort and a smoother, plumper-looking appearance.

Pullulan | Natural-origin silkiness

A natural polysaccharide produced by microbial fermentation. Pullulan forms a fine film on the skin and contributes smooth glide and a silky, silicone-like after-feel. Its film-forming properties also support a cosmetic tightening sensation. This is a natural-origin route to sensorial elegance: pullulan itself is not a silicone.

TARGET & USE OCCASIONS

For consumers seeking hydration, a smoother-looking complexion and a refined skin feel. Suggested positioning: daily facial care or a beauty ritual before an occasion, with an ice-wine story suited to premium skincare ranges.

FULL INCI

AQUA, GLYCERIN, PHENOXYETHANOL, CAESALPINA SPINOSA GUM, LYSOLECITHIN, SCLEROTIUM GUM, PULLULAN, WINE, SODIUM ACETYLATED HYALURONATE, SODIUM HYALURONATE CROSSPOLYMER, SODIUM HYALURONATE, HYDROLYZED SODIUM HYALURONATE, MALTODEXTRIN, PARFUM, XANTHAN GUM, ETHYLHEXYLGLYCERIN, PENTYLENE GLYCOL, SILICA.

Sources: supplied formula and INCI; Mibelle Biochemistry, Vin-upLift brochure, September 2022; NAGASE, Pullulan sensory properties; Nagase Viita, microbial fermentation. Ingredient levels in the serum were not supplied. Natural-origin statements and approvals refer to the ingredients described, not certification of the finished serum.