

V-CONTOUR LIFT

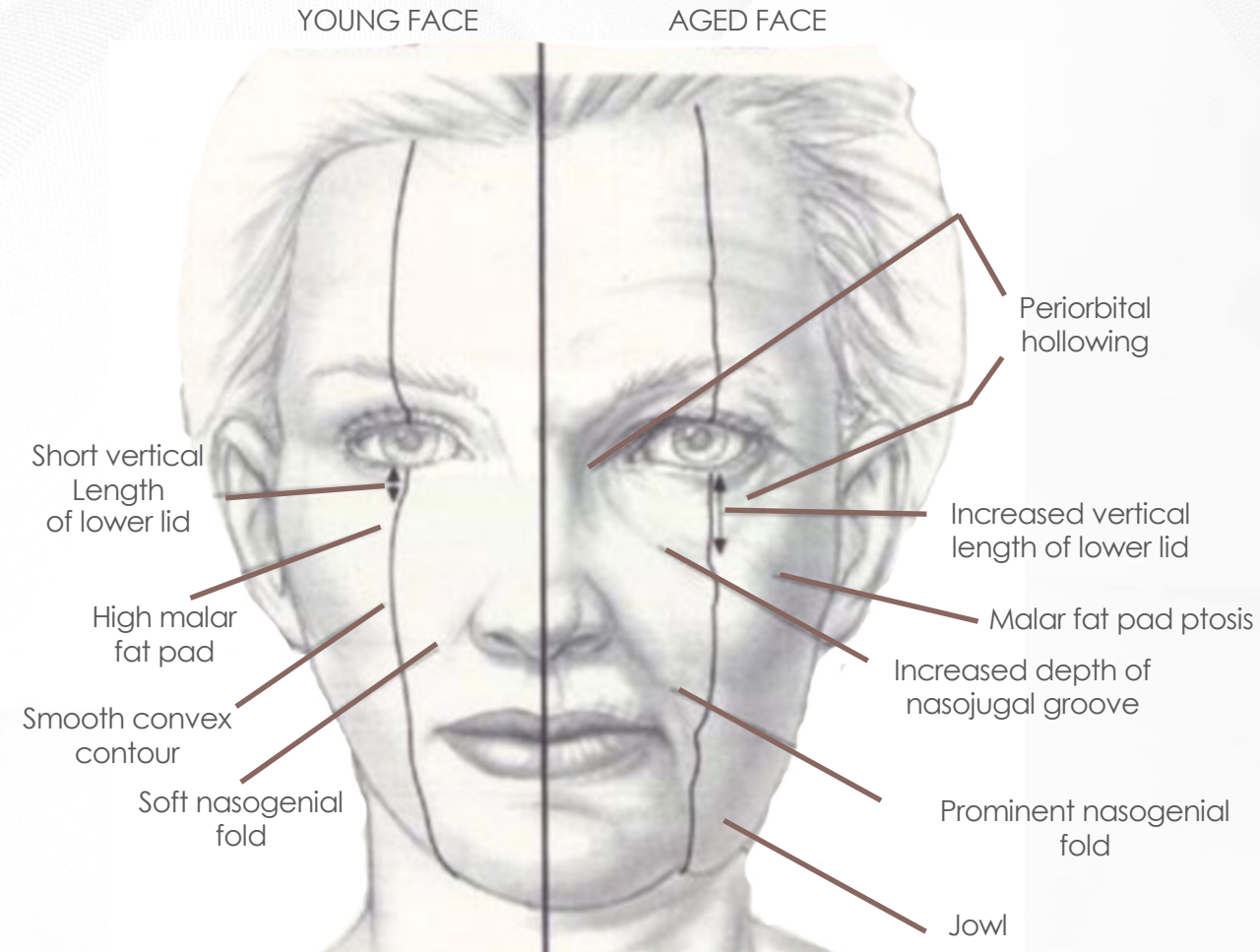
ABSOLUTE GRAVITY CONTROL



- The **face lifting skincare segment** holds a significant share of the anti-aging skincare market: 47.3% in 2022 *.
- As the population ages, the demand for skincare products that can help improve skin elasticity, firmness while giving the appearance of a lifted and toned face rises year after year (**CAGR of 11.5%** during the forecast period (2024-2030))*.
- The market expansion is anticipated to be fueled by a **rising preference for accessible, less risky and pain-free non-invasive** solutions vs. surgical or medi-aesthetic options.

* GrandView Research Study - 2023

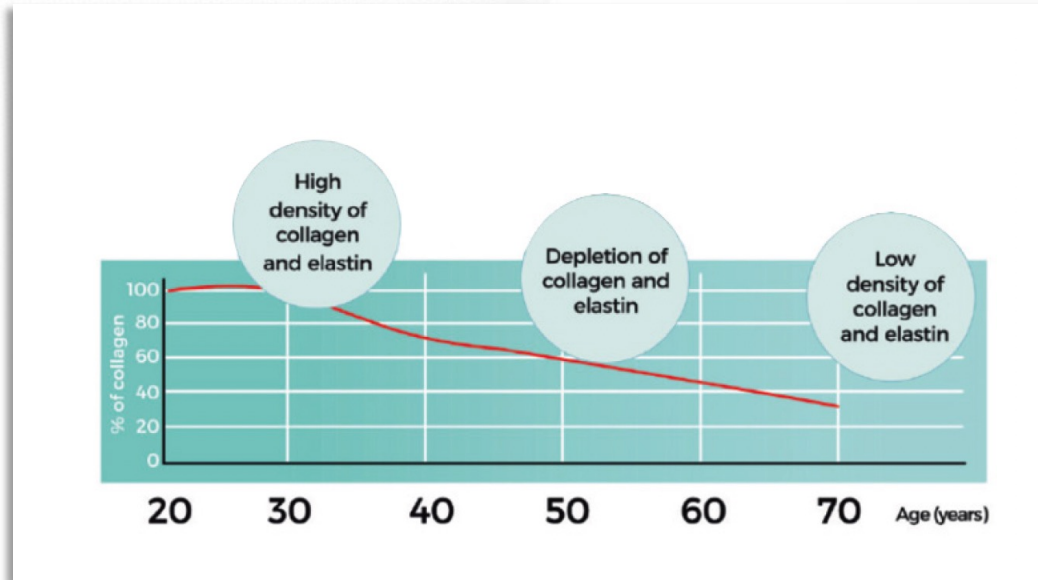
IMPACT OF AGING ON FACIAL FEATURES



- **Facial sagging and volume changes** are natural components of the aging process, impacting the contours and youthfulness of the face.
- Over time, the skin's collagen and elastin fibers quantity gradually decrease, leading to **a loss of firmness and elasticity**.
- Simultaneously, fat pads beneath the skin evolve and migrate downwards, **contributing to the appearance of sagging**.

THE DOUBLE SKIN SAGGING + FACIAL VOLUME ISSUE

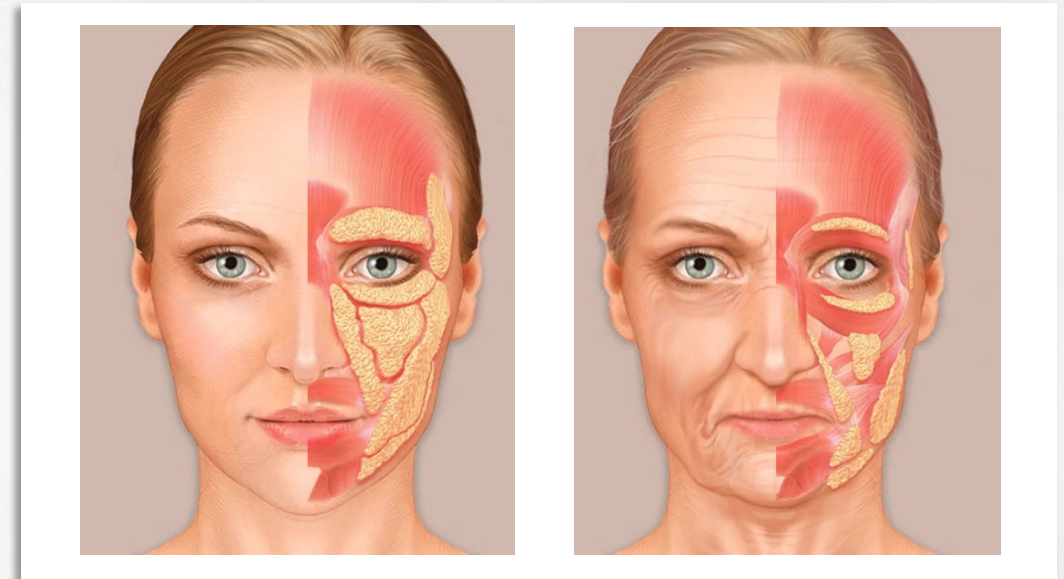
SKIN LAXITY



Quantitative & qualitative decrease of collagen and elastin fibers due to:

- Slower skin cell metabolism
- Skin matrix component damage

FACIAL FAT EVOLUTION

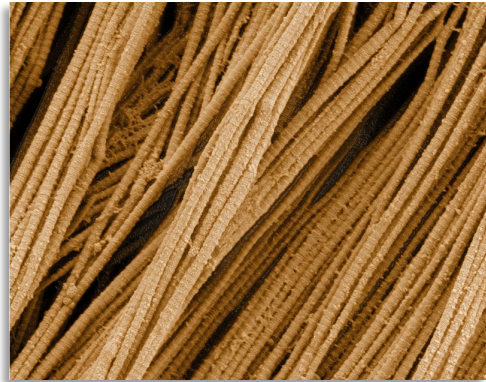


Accumulation of **fatty deposits** on the lower part of the face and neck

Loss of facial fat on the upper part of the face.

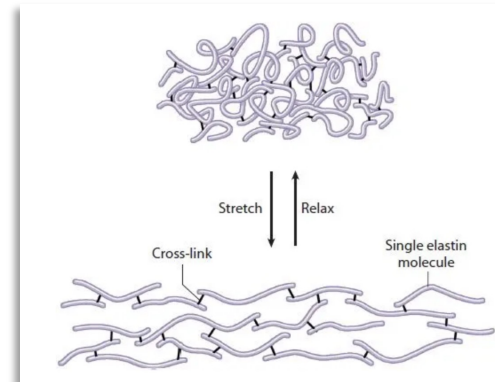
SKIN LAXITY

Primarily due to the age-related loss of collagen and elastin



Collagen fibers

Ensure the skin's firmness
and maintains its structure.



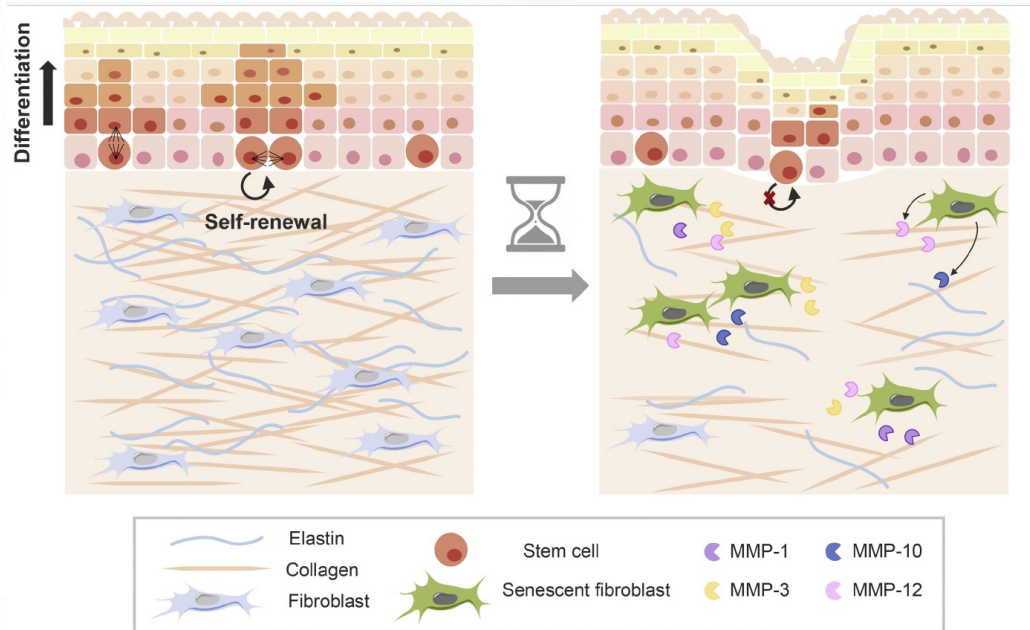
Elastin fibers

Give the skin its elasticity
(ability to bounce back and return to its original position after being stretched or moved).

- Both types of fibers are produced by fibroblasts, the most common type of cell found in the dermis.
- Skin laxity is also **accentuated by the downward pull of gravity**.

SKIN LAXITY

Over time, the natural production of these key proteins decrease due to the combination of:



1. ATP depletion affecting fibroblasts' activity:

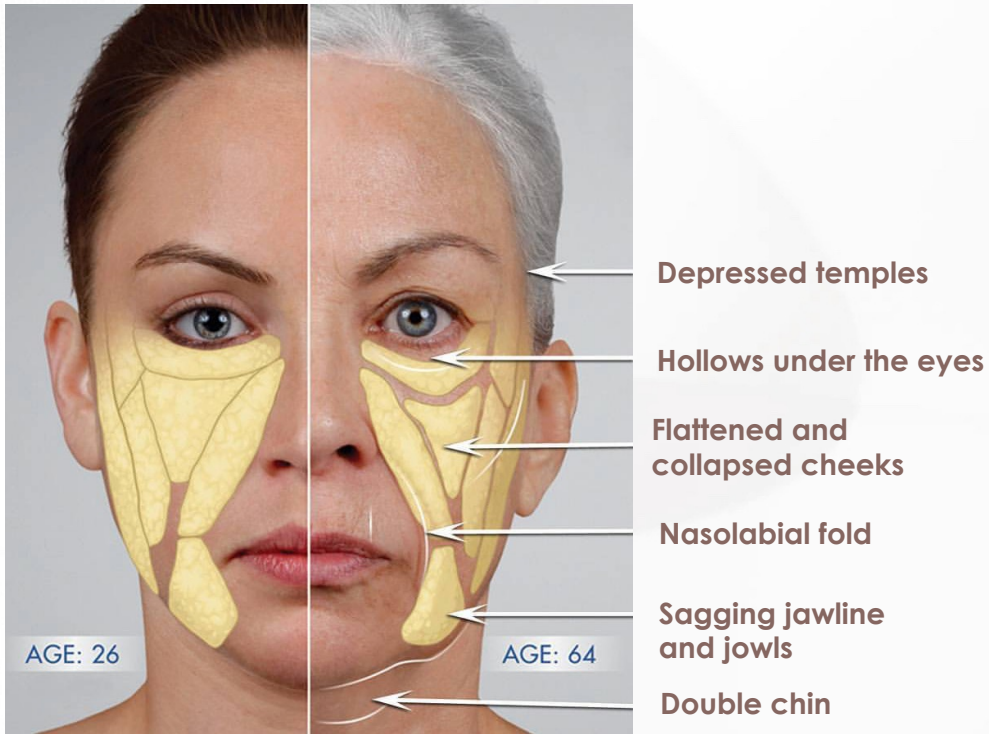
- Impacts cell dynamism
- Accelerates fibroblast senescence.
- Slows down cell differentiation and renewal process

2. Damage impacting the collagen and elastin proteins:

- Free-radicals exposure activates ECM component degrading enzymes such as Matrix Metalloproteinases (MMPs)
- These enzymes break down elastin and collagen but also fibronectin and proteoglycans

FACIAL FAT EVOLUTION

Aging also has an impact on the facial fat compartments, which contribute to giving the face its structure and volumes. Over time, we notice:



1. A loss of facial fat on the upper part of the face:

- Cheekbones and temples sag
- The nasolabial fold deepens

2. An accumulation of fatty deposits on the lower part of the face and neck (prone to fat storage):

- Accentuates skin slackening and loss of definition of the jawline
- Weighs down the lower face, which loses the V-shape characteristic of a youthful face.

RE-ASSERT OUR UNIQUE EXPERTISE IN FACE LIFTING & TIGHTENING COSMECEUTICALS

Since its early days, ERICSON LABORATOIRE has addressed the skin sagging concern with a series of innovative firming and lifting products before introducing its **breakthrough signature double “slimming and lifting” approach.**

2008

ENERGY LIFT
FGF-OPTIMIZER

2017

SLIM  **LIFT**
FACE

2024

 **V-CONTOUR LIFT**
ABSOLUTE GRAVITY CONTROL

INTRODUCE A NEW ADVANCED, HIGHLY INNOVATIVE & PROVEN EFFICACY RANGE
ELEVATING OUR UNIQUE KNOW-HOW

INNOVATIVE
FORMULAS



Potent combination of
breakthrough active
ingredients

EXCEPTIONAL
RESULTS



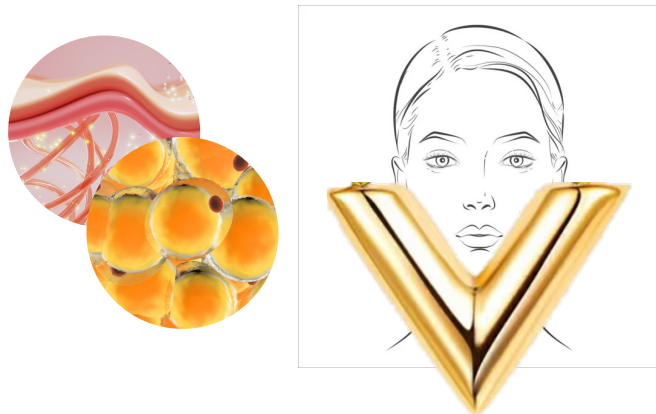
Sensorial formulas
offering both instant &
durable visible results

ADVANCED PROFESSIONAL
TREATMENT



Unprecedented
transformative salon
protocol

ELEVATE THE LIFTING &
SLIMMING APPROACH



A new inspiration:

A medical technology offering two simultaneous actions:
lifting & slimming

An aspirational result:

The V-shape face youthfulness

EXCEPTIONAL
SKIN BENEFITS



More efficacy:

Proven instant & lasting visible
rejuvenating results

More technology:

Unique and innovative combination
of highly concentrated state of the
art active ingredients

ENHANCE THE RANGE
STRUCTURE & PROTOCOL

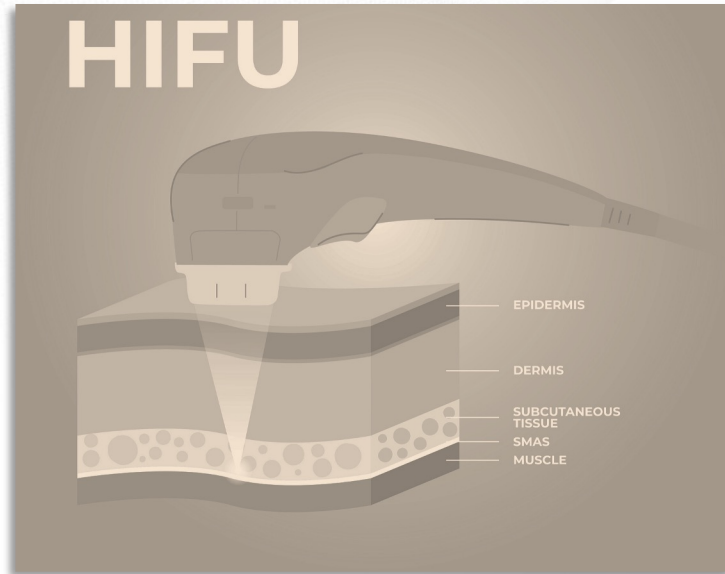


Innovative renovation of serum &
professional mask

New product: instant-lift ampoule

Upgraded professional protocol
with new tool

HIGH INTENSITY FOCUSED ULTRASOUNDS (HIFU)



- The HIFU technology, which uses ultrasound energy strengthens the cutaneous tissues by stimulating matrix protein production, tightens the skin by promoting dermal contraction and eliminate localized fat pads.
- It remains an uncomfortable treatment with potential risks of burning and scarring when not performed by a trained medical professional.

ERICSON LABORATOIRE developed an innovative range inspired by the two complementary benefits of HIFU to offer the most advanced cosmeceutical lifting & slimming solution against face, neck and jowl sagging.

A TRIPLE COSMECEUTICAL APPROACH

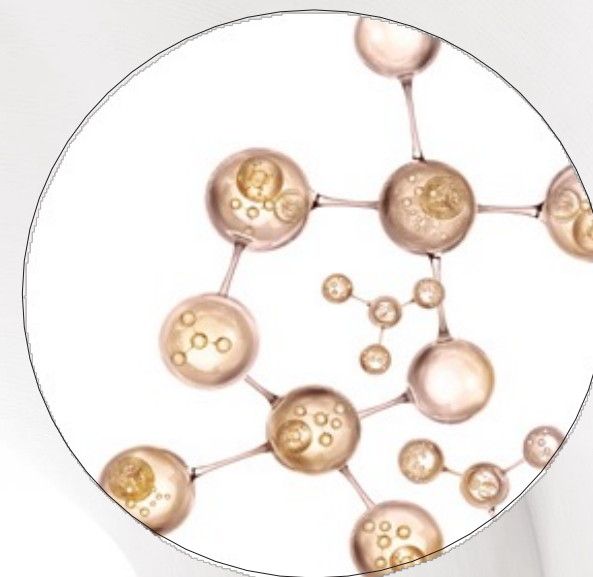
LIFT



REFINE & SCULPT



REMODEL



A breakthrough answer to skin sagging and loss of contour definition combining 3 complementary actions to restore and preserve the harmony of a youthful face

V-CONTOUR LIFT

ABSOLUTE GRAVITY CONTROL

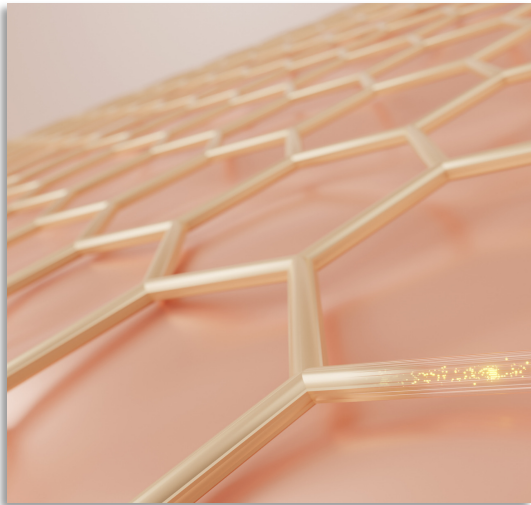
V-CONTOUR LIFT range is inspired by the focused ultrasound technology, which targets both skin sagging and lower face heaviness altering the definition of facial features.

The formulas combine the tightening and refining efficacy of phyto-extracts and ferments obtained through advanced bio-technology with the action of polypeptides selected for their efficacy on structuring and supporting the contractile properties of skin fibers.

Day after day, face contours are harmonized, and skin appears visibly firmer and more toned.

IMMEDIATE SKIN TIGHTENING, V-SHAPING EFFECT
WITH VISIBLE, LONG-LASTING FACE FIRMING AND LIFTING BENEFITS.

INSTANT LIFT BIO-FILM



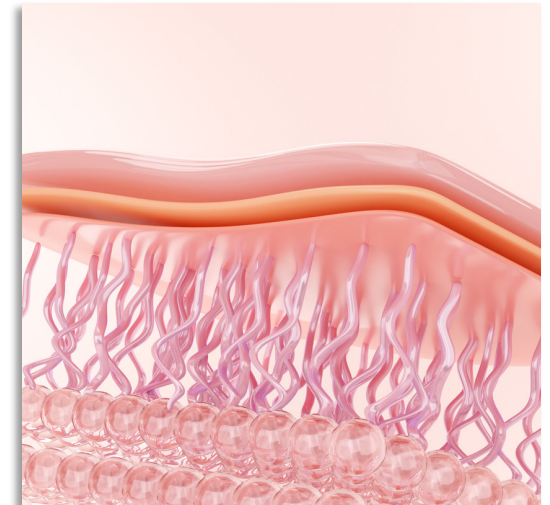
Instantly tightens
and tones the skin

V-SLIM TECHNOLOGY



Redefines the lower face to restore
its V-shape, reduce the double
chin, and lift sagging jowls

REMODELING COMPLEX

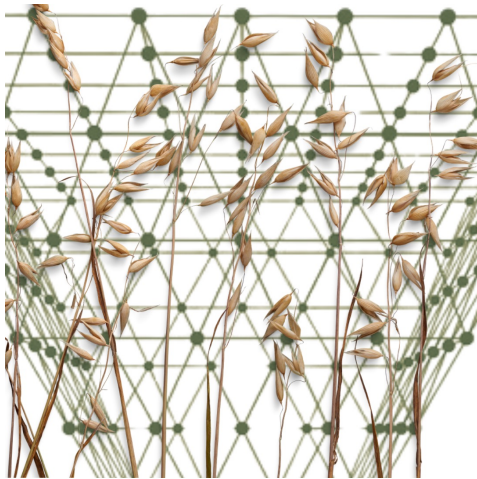


Strengthens the skin
structure for a firming and
contouring effect

THE EXPERT ACTIVE INGREDIENT COMPLEX

INSTANT LIFT BIO-FILM

OAT DERIVED PHYTO-TENSOR- OSILIFT ®



A unique **3D phyto-tensor** for an immediate visible tightening effect

V-SLIM TECHNOLOGY

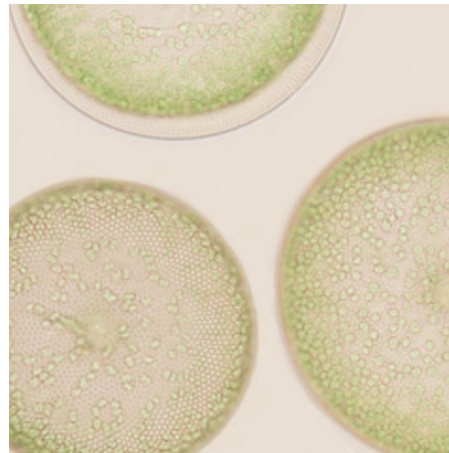
GLAUCINE - OVALISS™

+

EDELWEISS PHYTO-EXTRACT - MAJESTEM®

+

MARINE FERMENT - SIRTALICE™



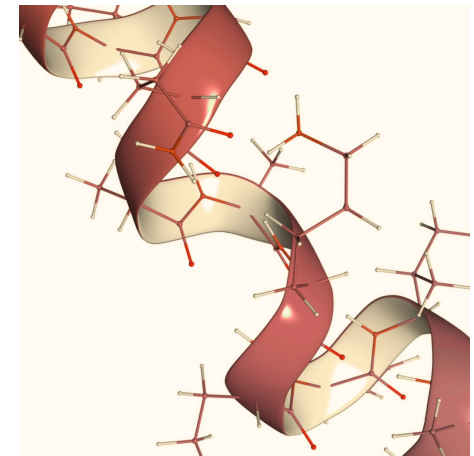
Complementary biotech-derived active ingredients with exceptional results on fat reduction and volume sculpting.

REMODELING COMPLEX

TRI-PEPTIDE - PROGELINE™

+

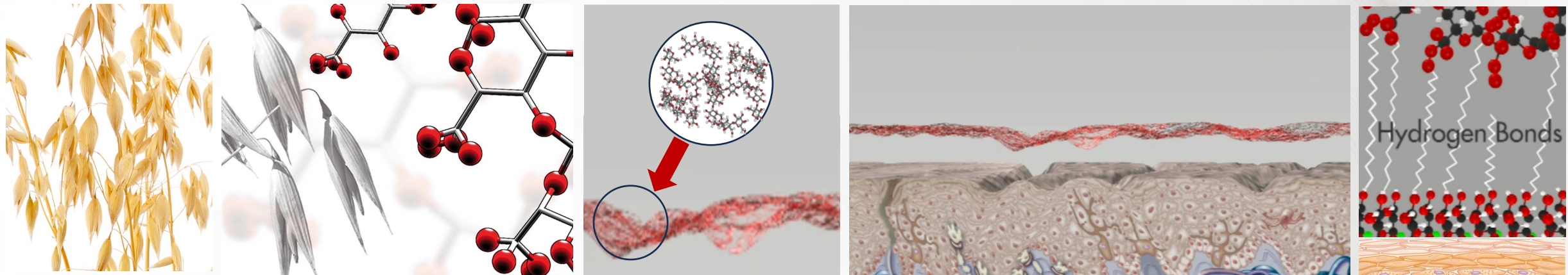
COLLAGEN, ELASTIN AND HYALURONIC ACID



Innovative **bio-mimetic tripeptide** with a supplementation of bio-available elastin, collagen and hyaluronic acid.

THE INSTANT SKIN TENSING GOLD-STANDARD WITH NO COMPROMISE ON COMFORT

- Unique visco-elastic properties for an **immediate lifting and smoothing effect**
- **Adjusts to the skin's micro-relief**
- Perfectly thanks to its 3D high molecular weight structure
- **100% naturally derived** from organic oat bran



The oat-derived polysaccharides form a transparent, non-sticky film which create bonds with the lipids of the stratum corneum. Once applied, it retracts onto the skin's surface to visibly enhances facial features in just a few minutes.

EXCEPTIONAL RESULTS OF THE OSILIFT® PHYTO-TENSOR

SENSORIAL EVALUATION TESTS

86%*

of the volunteers confirmed feeling a **significant tensing effect** 30 minutes after application, along with **a firmer and smoother skin.**

* Test carried out on 17 trained volunteers, 30 minutes after application of a formula containing 4% of OSILIFT®.

INSTRUMENTAL TESTS

64%**

of the test volunteers show a significant **improvement in skin tension** parameters.

**Cutometric measurements carried out on 33 volunteers, 2 hours after application of a formula containing 4% of OSILIFT®.

GLAUCINE - OVALISS™

Glaucine is a multifunctional lipolytic molecule extracted from the **leaves of the glaucium**.



The plant that can be found on European coastlines.

- **Stimulates lipolysis and helps inhibit the formation of new adipocytes** thanks to a regulation of the calcium flow.
- Promotes a reconstruction of the skin's support tissue by **adipose tissue reversion**: fatty tissues are progressively replaced by a tissue possessing fibroblastic characteristics with contractile properties.
- Helps reduce fatty deposits and **decrease the thickness and volume of the double chin fat**.

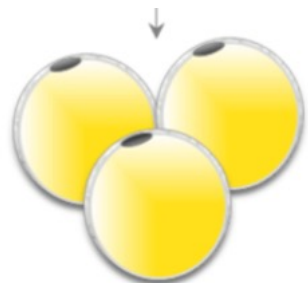
ADIPOGENESIS PATHWAYS: DIFFERENTIATION STAGES



Pre-adipocytes



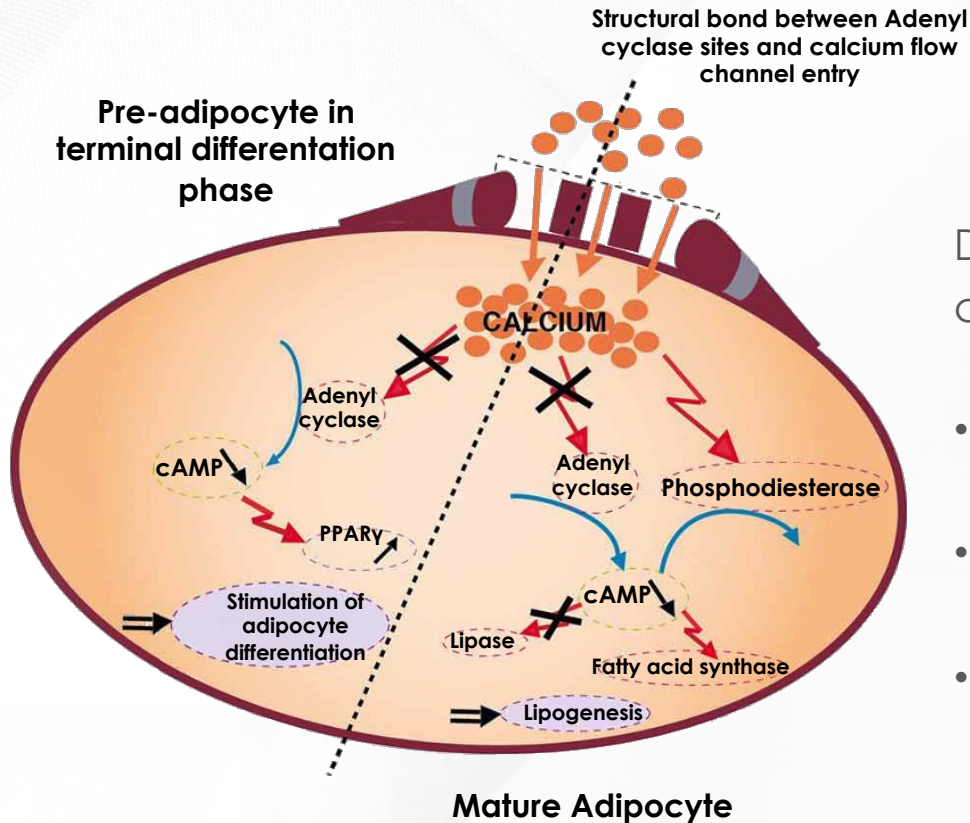
Early adipocytes



Mature adipocytes

- **Pre-adipocyte growth halts enabling conversion** and further differentiation (clonal expansion).
- Activation of **lipogenesis boosting genes** (Pref-1, C/EBP β , δ and α , PPAR γ) and enzymes induce the **acquisition of the adipocyte phenotype**.
- The **cell's shape evolves** along with its cytoskeleton and ECM components.
- The **early adipocyte becomes sensitive to insulin** and lipogenesis inducing enzymes, proteins and lipid secretion factors increase.
- The **adipocyte reaches maturity**.

ROLE OF INTRACELLULAR CALCIUM IN ADIPOCYTE DIFFERENTIATION PHASES



During the late differentiation phase (48-72h) and mature phase, the calcium ions:

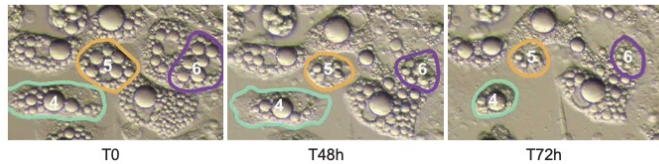
- Inhibit adenyl-cyclase and cAMP production, **promoting lipogenesis**
- Activate adipogenesis genes' PPAR γ receptor and **increases triglyceride storage**
- Stimulate phosphodiesterase and **blocks lipolysis.**



The glaucine molecule offers anti-calcium channel regulation properties which inhibit adipocyte maturation

OVALISS™ IN VITRO TESTS

Stimulation of lipolysis and significant reduction in adipocyte lipid levels



Reduction in lipid storage is confirmed by a **glycerol release** measurement of

-86,5%*
after 72 hours.

* 72-hour in vitro test on human adipocytes cultured with 2.5% of OVALISS™

Prevention of lipogenesis through inhibition of the transformation of pre-adipocytes into adipocytes

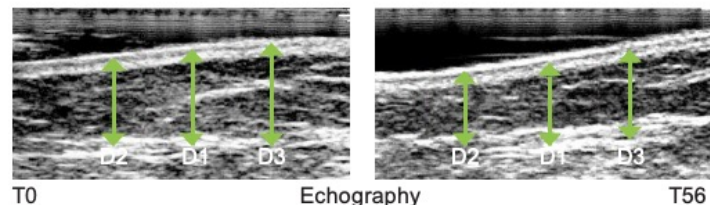
A decrease of
- 93%**

of G3PDH activity, a biological marker of the pre-adipocytes maturation stage.

* 72-hour in vitro test on human pre-adipocytes cultured with 2.5% of OVALISS™

OVALISS™ IN VIVO TESTS

Fatty tissue decrease measurements



Significant **reduction of the fatty tissue** observed on
88%*
of volunteers

* Echographic measurements performed on 25 subjects after the twice-daily application of an emulsion containing 2.5% of OVALISS™ for 56 days.

Efficacy on the double chin

Decrease of up to
-10,4%**
in the volume of the double chin

** Fringe projection measurements performed on 16 responding subjects after the twice-daily application of an emulsion containing 2.5% of OVALISS™ for 56 days. Results measured on the 7 best respondents. Average results of -5.8%.

EDELWEISS PHYTO-EXTRACT - MAJESTEM®

This phyto-active promotes mitochondrial dynamism, helps preserve the extracellular matrix and stimulates collagen production to restore skin tension.



- **Maintains cell dynamism and contractile capacity:** reduces impact of oxidative stress on mitochondrial DNA.
- **Limits the formation of matrix metalloproteinases (MMPs):** reactivates the production of TIMPs (Tissue Inhibitors of Metalloproteinases: proteins inhibiting the MMP activity).
- **Stimulates the formation of thrombospondins (TSPs):** matrix glycoproteins stimulate collagen production.

Lab-controlled cultivation process of edelweiss (*Leontopodium alpinum*) **plant cells** rich in **leontopoldic acid**, ensuring the species' preservation.

MAJESTEM® IN VITRO TESTS

Reactivation of the contractile capacity of fibroblasts after induced oxydative stress	+54%*
Decreased MMP-1 production by fibroblasts after induced oxydative stress	-53%**
Increased synthesis of thrombospondin-2 after induced oxydative stress	+57%***

* Contraction of fibroblasts on collagen lattice after oxidative stress in presence of 2% MAJESTEM®.

** Quantification after culture of human fibroblasts in presence of 2% MAJESTEM® for 24 hours and then exposed to UVA irradiation to stimulate MMP production by these cells versus control.

*** Quantification after culture of keratinocytes in presence of 2% MAJESTEM® for 48 hours.

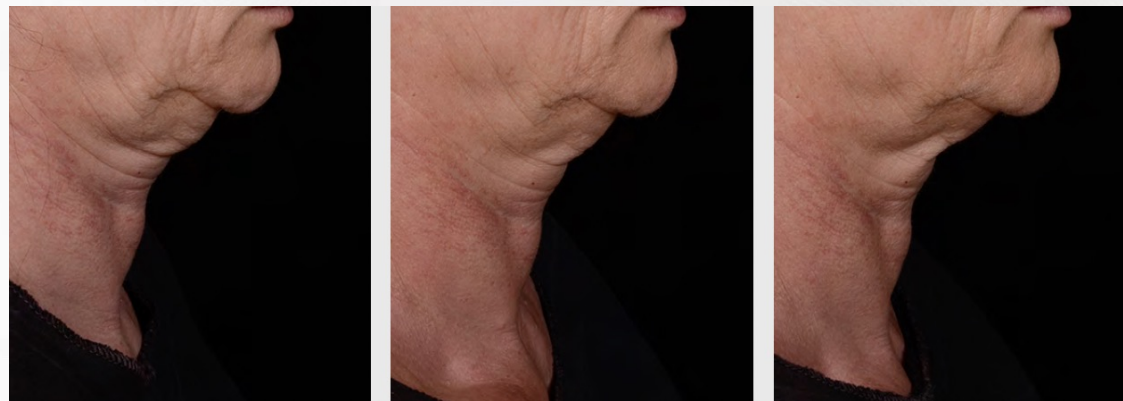
MAJESTEM® IN VIVO TEST

Decrease of the sagging chin surface

Up to
-56,4%*
after 3 weeks.

**** Expert measurements performed on standardized photographs of 31 subjects after a twice-daily application of a cream containing 2% MAJESTEM® for 3 weeks. Average of approx. 11%.

Visualization of the efficacy of MAJESTEM® on neck sagging on a test volunteer



After 1 week

After 3 weeks

After 6 weeks

MARINE FERMENT - SIRTALICE™

Boosts mitochondrial activity to strengthen skin tissue and improve its contractile properties.

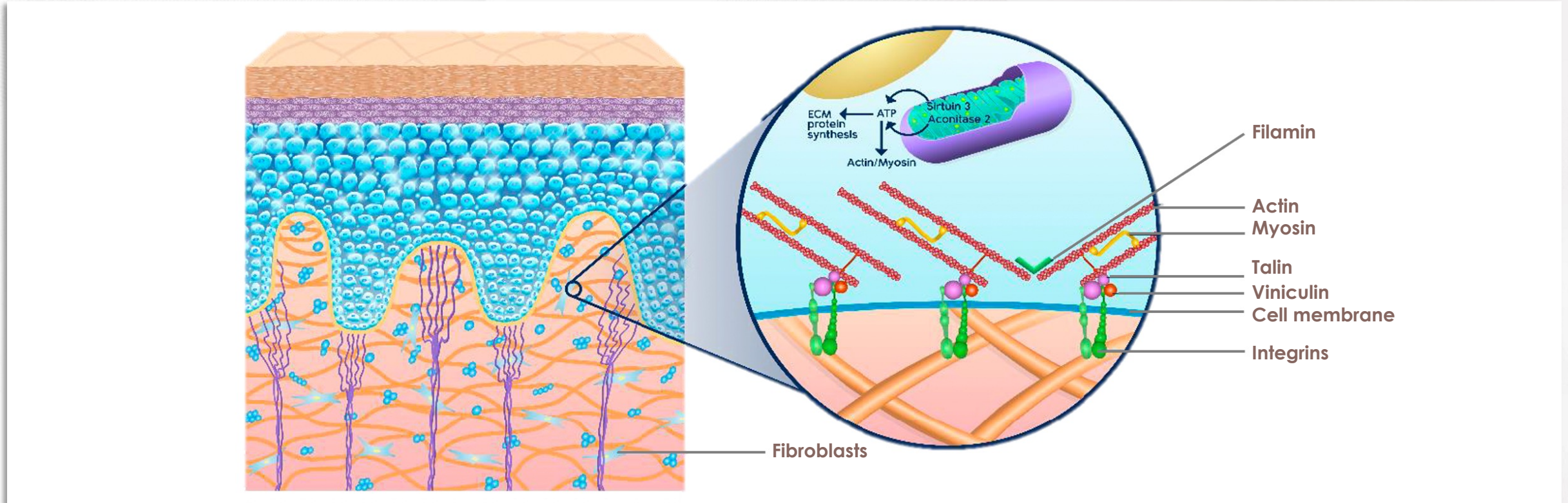


Biotechnology-derived marine ferment from a micro-organism collected at a depth of over 3,400 meters during an oceanographic expedition.

Offers a rapid, long-lasting lifting and contouring effect by:

- **Improving skin cohesion** by promoting **ATP production** essential to maintain the supporting fibers' integrity and **vinculin production** to reinforce focal adhesions.
- **Stimulating skin's contractile capacity** by promoting **actin-myosin bonding** (two molecules involved in muscle contractions).

SKIN CELL ATP: AN ESSENTIAL FACTOR FOR OPTIMAL CONTRACTILE PROPERTIES



- ATP allows myosin to create bonds with actine (tensing fibers)
- This enables myosin to connect to focal adhesions (talin & vinculin) strengthening integrins
- Integrins ensure a strong cell adhesion to the Extra cellular matrix (ECM) and tissue elasticity

SIRTALICE™ IN VITRO TESTS

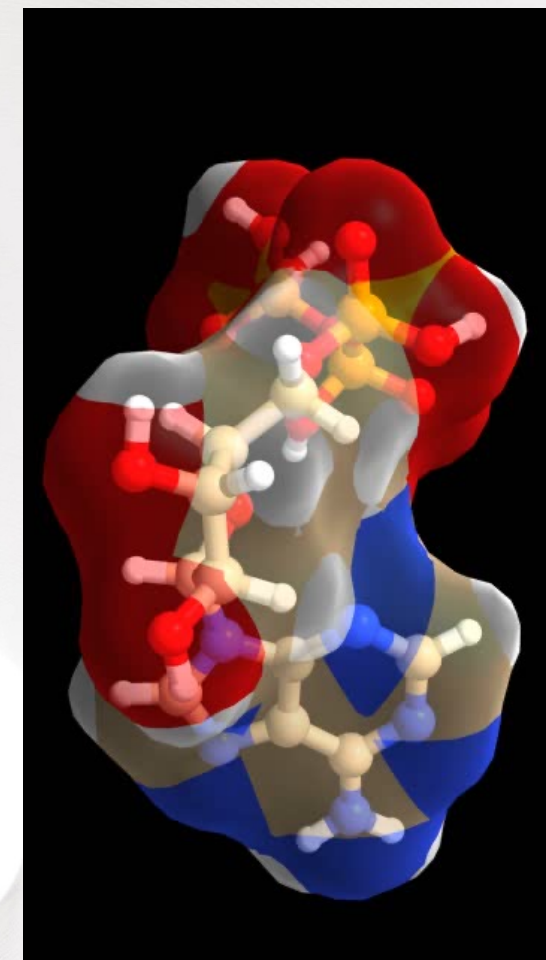
Efficacy on cellular energy and skin tissue cohesion

Increased ATP production , source of cellular energy	+32%*
Inhibition of elastase , responsible for matrix protein degradation	-69%**
Increase in pro-collagen 1 , essential for collagen production	+129%***
Viniculin increase , a vital component of focal adhesions	+120%****

* Result after a 30 min incubation of dermal fibroblasts (previously placed in hypoglycemic medium) with 0.5 mg/ml SIRTALICE™.

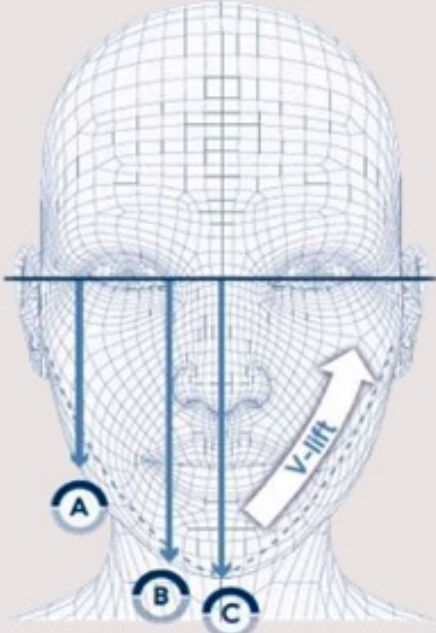
** , *** Result after a 48-h incubation of dermal fibroblasts with 0.1 mg/ml SIRTALICE™.

**** Result after 7 days' application of a cream containing 0.002% SIRTALICE™ on human skin explants.



ATP Molecule

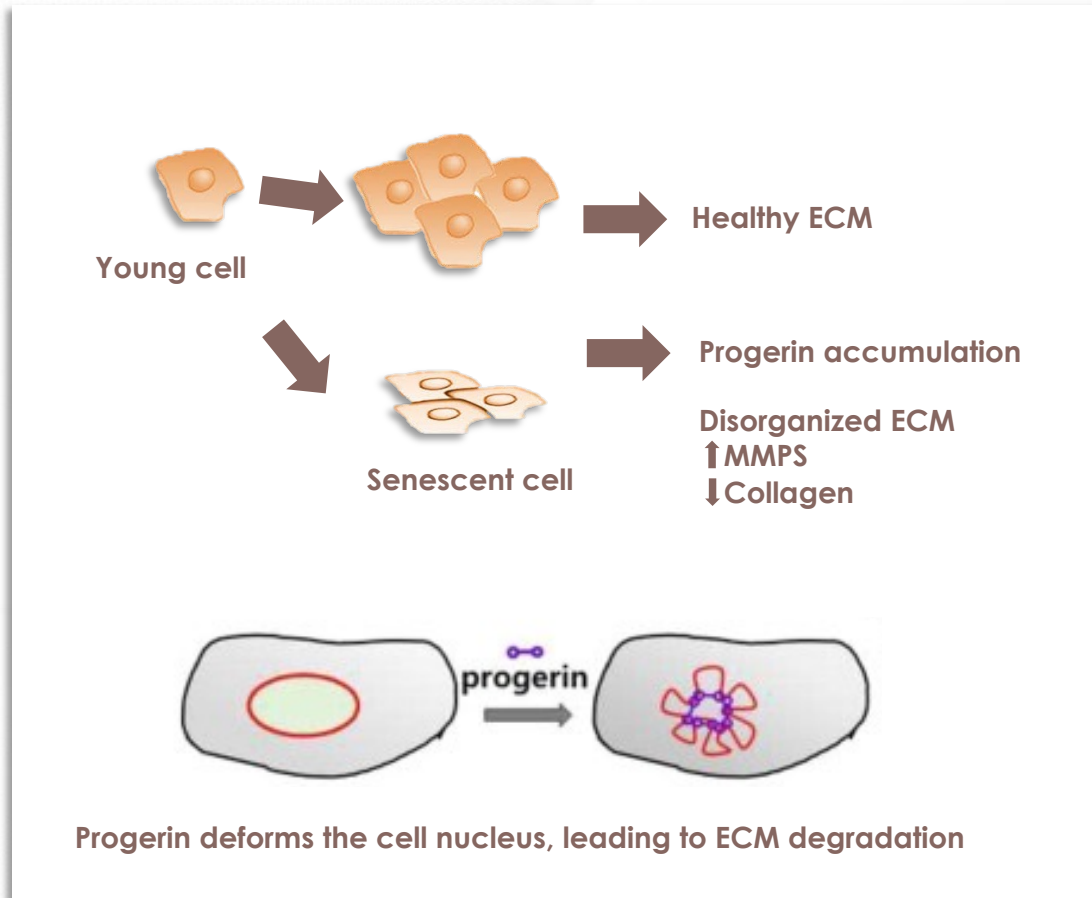
SIRTALICE™ IN VIVO TEST

V-Lift effect		T 30min.	T 28 days
	A	-2.17 mm	-2.19 mm
	B	-1.44 mm	-2.56 mm
	C	-0.96 mm	-0.80 mm

Measurements performed on the morphometrical images of 20 subjects after a twice-daily application of a cream containing 2% SIRTALICE™ for 3 weeks

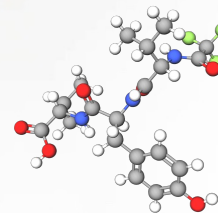
BIOMIMETIC TRI-PEPTIDE - PROGELINE™

+ BIO-AVAILABLE COLLAGEN, ELASTIN AND HYALURONIC ACID



PROGELINE™, a biomimetic tri-peptide of elafin:

- **Acts as an elastase inhibitor**
- Helps **reduce the synthesis of progerin**, a biomarker of skin-aging implicated in cellular senescence.
- By acting directly on this senescence marker, it **improves the signs cutaneous aging: sagging, drooping and wrinkles.**

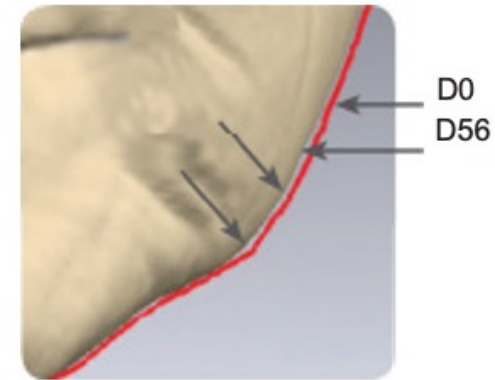


Tri-peptide: 3 amino-acids
combination

PROGELINE™ IN VIVO TESTS

Skin parameters improvement	Up to
Elasticity	+93%*
Firmness	-82%*
Visco-elasticity	+42%*

**Fringe projection measurements performed on 10 volunteers aged 54 to 66 with sagging skin. Results obtained after twice-daily application of a formula containing 2% PROGELINE™ for 56 days.



Volume decrease of the jawline area up to

-10%**

*Cutometric measurements on 10 volunteers aged 54 to 66 with sagging skin. Results obtained after twice-daily application of a formula containing 2% PROGELINE™ for 56 days.

An expert selection of active ingredients offering remarkable lifting, refining and face contouring properties along with skin support tissue consolidation

INSTANT LIFT BIO-FILM



OAT DERIVED PHYTO-TENSOR
OSILIFT®

This instant skin-tensing active is the gold-standard in its category with no compromise on comfort.

Adjusts to the skin's micro-relief thanks to its 3D, high molecular weight structure.

V-SLIM TECHNOLOGY



GLAUCINE
OVALISS™



EDELWEISS PHYTO-EXTRACT
MAJESTEM®

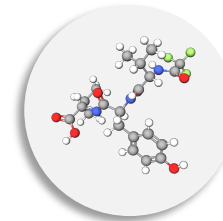


MARINE FERMENT
SIRTALICE™

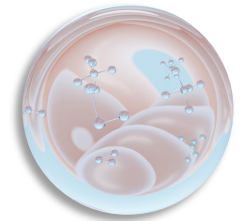
This innovative technology is designed to visibly redefine and refine the oval of the face.

Combines bio-technology powered active ingredients of natural origin with exceptional results on fat reduction and volume sculpting.

REMODELING COMPLEX



TRI-PEPTIDE
PROGELINE™



SKIN MATRIX KEY
COMPONENTS
SUPPLEMENTATION

This complex contains a firming, lifting and densifying biomimetic tri-peptide.

Its efficacy is supported with a supplementation of bio-available collagen, elastin and hyaluronic acid.

Technology	Active Ingredients	Objectives	Benefits
INSTANT LIFT BIO-FILM	OSILIFT® 3D tensing film-forming network of oat derived polyoses	Offer instant mechanical lifting action	<ul style="list-style-type: none"> • Immediate visible lifting effect • Weightless and comfortable • Lasting efficacy throughout the day
V-SLIM TECHNOLOGY	OVALISS™ High-efficacy lipolytic plant derived glaucine MAJESTEM® Skin matrix protecting and stimulating edelweiss extract SIRTALIC™ Skin contractility boosting marine ferment derived extract	Minimize jowls and double chin Counter the structural dermal fibers' degradation Offer a durable lifting and contouring effect	<ul style="list-style-type: none"> • Helps reduce lower face fatty deposits • Replumps upper face hollowed zones • Harmonizes facial volumes • Redefines youthful facial contours • Firms and tones lax tissues
REMODELING COMPLEX	PROGELIN™ Cell senescence and elastase inhibiting tri- peptide BIO-AVAILABLE COLLAGEN, ELASTIN & HYALURONIC ACID Key skin matrix components bio-available supplementation	Help maintain skin matrix integrity and boost dermal density	<ul style="list-style-type: none"> • Remodels cutaneous tissues • Helps resculpt, lift facial contours and sharpen jawline • Promotes skin elasticity and firmness

Elegant delicate and uplifting floral notes are combined with comforting white musk and subtle oriental notes.





Duo morpho-lifting serum

30 ml (2x15 ml)
double pump bottle
E1212



Tensing light cream

50 ml jar
E1213



Firming comfort cream

50 ml jar
E1214



Remodeling rich cream

50 ml jar
E1215



Flash-lift ampoule

Box of 5 x 1 ml ampoules
E1216

ENERGY LIFT
FGF-OPTIMIZER

SLIM  **LIFT**
FACE

V-CONTOUR LIFT
ABSOLUTE GRAVITY CONTROL

Concept	Inspired by surgical lift procedures	Inspired by thread-lifting combined with liposuction	Inspired by the refining V-shaping lifting and firming benefits of HIFU
Active Ingredients	<p>LINEFACTOR: hibiscus extract promoting Fibroblast growth factors' protection</p> <p>CORALLINE: red algae extract with adipocyte differentiation limiting properties.</p> <p>HYALURONIC ACID: wrinkle filling</p>	<p>UPLEIVITY: stimulates focal adhesion proteins, collagen and GAGs production</p> <p>SLIM-EXCESS: Rhodophyceae Algae extract with fat cell modulating and lipolytic properties</p>	<p>INSTANT LIFT BIO-FILM</p> <ul style="list-style-type: none"> OSILIFT®: Oat polyose 3D Instant lifting effect <p>V-SLIM TECHNOLOGY</p> <ul style="list-style-type: none"> OVALISS™: plant derived glaucine with advanced lipolytic properties MAJESTEM®: edelweiss cultured cell extract with a remarkable anti-sagging efficacy SIRTALICE™: marine ferment extract for a visible V-lifting effect <p>REMODELING COMPLEX</p> <ul style="list-style-type: none"> PROGELINE™: bio-mimetic tripeptide for intense and lasting firming and contouring COLLAGEN, ELASTIN AND HYALURONIC ACID: Bio-available form
Benefits	<ul style="list-style-type: none"> Supports dermal density and skin firmness Limits lower face fatty deposits Instant wrinkle smoothing 	<ul style="list-style-type: none"> Promotes skin firmness and elasticity Helps reduce lower face fatty deposits and remodel contours 	<ul style="list-style-type: none"> Offers an instant intense tightening action V-shaping effect combining: <ul style="list-style-type: none"> - A slimming and reshaping action - Contouring and lifting benefits Global skin remodeling effect by promoting firmer, denser and more elastic skin support tissues



Duo force serums



Duo morpho-lifting serum



Actinine-tensive



Tensing light cream



Fibriline-confort



Firming comfort cream



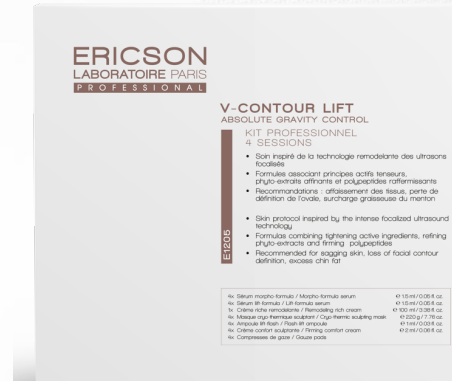
Intégrine-nutrition



Remodeling rich cream



Flash-lift ampoule



PROFESSIONAL KIT E1205



Morpho-formula serum

1.5 ml ampoule x 4
E1206



Lift-formula serum

1.5 ml ampoule x 4
E1207



Remodeling rich cream

100 ml tube
E1209



Cryo-thermic sculpting mask

220g sachet x 4
E1211



Flash-lift ampoule

1 ml ampoule x 4
E1210



Firming comfort cream

2 ml sachet x 4
E1208



Sculpt & Lift cupping kit

Box of 2 cups
E1217

THE NEW V-CONTOUR LIFT PROTOCOL

NEW CUPPING MASSAGE



INNOVATIVE CRYO-THERMIC MASK



- **Global face sculpting treatment** designed to act on sagging and lack of definition of the lower section while toning the upper part of the face.
- Includes a **reshaping and lifting face cupping massage** and an innovative hot-to cold effect mask for an exceptional toning effect.
- Facial features appear sharper, more contoured and youthful as of the first session.

THE SCULPT & LIFT CUPPING KIT E1217

LATEST GENERATION OF
PROFESSIONAL FACE CUPS

2 CUP DIAMETERS FOR
TARGETED ACTIONS

EXPERT CUPPING
MASSAGE TECHNIQUE



Easy-grip large silicone bulb

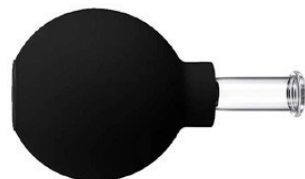
Thicker rounded edges at the cup
tips for more comfort

Optimal glide, suction pressure
modulation and precision

Two different diameters for a more
expert and efficient cupping massage



Large 20 mm diameter cup:
Designed to be glided over the face to drain and
sculpt.



Small 10 mm diameter cup:
To be used creating short lifted suction on
localized areas to smooth and tone.

Expert step-by-step detailed
massage protocol for optimal results

CUPPING MASSAGE STEPS

LARGE CUP	
For the first steps of the cupping massage, start with the large cup on the right side of the neck and face if you are right handed (left side if you are left handed). All movements will be repeated 3 times except 3°.	
	1° NECK ZONE TONING Apply the cup with weak to medium suction pressure on the collarbone and work your way up along the neck with transverse strokes towards the lower jaw.
	2° SUBMANDIBULAR AND OVAL REMODELING Use the same gliding suction technique under the neck and lower jaw. 1. Stimulate the chin with back-and-forth gliding strokes. 2. Glide the cup from the center of the chin towards the earlobes to redefine the oval of the face.
	3° CHEEK LIFTING AND SCULPTING Start just under the jawline. 1. Glide in a slightly upward horizontal movement towards the earlobe. 2. Pulse with this stimulation technique up to the cheekbone.
	4° FOREHEAD SMOOTHING Gently move the cup from the center of the forehead to the temple with horizontal strokes. Start just over the brow and move upwards towards the hairline. The small suction cup can also be used to perform these gliding movements on areas of the forehead if the skin is very thin.
	4° DRAINING AND LYMPHATIC FLOW STIMULATION Start the movement of the hairline level in the middle of the forehead, and glide the cup towards the temples and then along the ear. Apply suction for one second to activate the area and release as you move downwards along the neck. Confine gliding below the clavicle across the chest to drain the axillary lymph nodes. Proceed to the maneuver only once.
Repeat the same gliding suction techniques from 1° to 4° on the opposite side of the neck and face, and follow with the drainage movement 5° to finalize the Large Cup steps.	
SMALL CUP	
Switch to the small diameter cup to proceed to the targeted lifting and wrinkle smoothing maneuvers.	
	4° NASOLABIAL FOLDS SMOOTHING Proceed to the nasolabial fold stimulation technique by positioning the suction cup at the base of the nostril. Starting at the corner of the mouth and moving upwards along the fold, exert light targeted suction, gently and rapidly lifting the cup before releasing.
	7° LIP RE-PLUMPING Starting from the center of the upper lip, proceed to a series targeted suction on one side of the lip contour, gently and rapidly lifting the cup before releasing. Stimulate the area up to the right corner of the upper lip. Repeat the same technique on the lower lip starting from the corner towards its corner. Proceed to localized lift and release suction from the center of the chin towards the edge of the lower lip.
	8° FOREHEAD FURROWS SOFTENING Proceed to focused gliding suction on the wrinkles starting on the bridge of the nose and moving towards the hairline.
	9° EYE CONTOUR TONING AND UPPER LID LIFTING 1. Position the small suction cup next to the inner corner of the eye and glide towards the temple with a very gentle suction. Make sure you hold the skin with the other hand! 2. Using the localized suction technique, start at the center of the eyebrow and proceed to lifting movements of the upper eyelid moving towards the temple.
Finish the cupping massage with a manual effleurage of the entire face and neck.	

MASTERING THE SCULPT & LIFT CUPPING KIT E1217

Facial cupping is inspired by ancestral Chinese massage techniques.

It combines **gentle vacuum gliding pulls** performed following linear patterns on the face as well as **focused brief suctions** applied to specific points.

This enables deep drainage and stimulates cutaneous regeneration by activating blood flow to the skin's surface and helps loosen fat cells to facilitate the fat elimination. **The face is visibly refined, toned and the features appear resculpted.**



Benefits of skin cupping:

- Reinforces skin elasticity
- Activates micro-circulation
- Drains congested areas
- Facilitates elimination of fatty deposits
- Loosens tension points
- Reinforces support fibers (collagen and elastin)

LARGE CUP – 20 MM DIAMETER

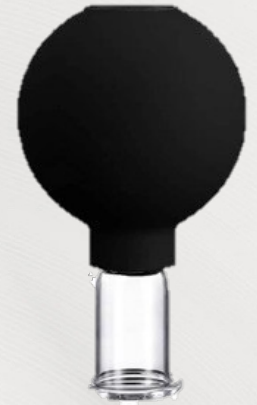
This cup is designed to **drain and sculpt** the face during the first massage phase. It is glided over the face following specific patterns.

How to use:

1. Press the bulb of the cup phase.
2. Apply the cup on the skin and release the bulb to create a suction adapted to the skin surface. The skin should be very lightly lifted.
3. Glide the bulb maintaining a gentle suction and holding back the skin with the other hand.

Do not hesitate to reapply the E1209 Remodeling rich cream if you feel the gliding of the cup becomes uneven.

For optimal efficacy complete the massage with the large cup on one side of the face before repeating procedure on the other side. **This gives you the opportunity to show to your client the visible lifting and sculpting results** of the controlled suction massage technique on the face and neck.



SMALL CUP – 10 MM DIAMETER

This cup is designed to **smooth and lift** thanks to **small suctions performed on localized areas**.



How to use:

1. Press the bulb of the cup.
2. Apply the cup on focused points of the skin creating a gentle localized suction on the skin surface, then lift and release immediately.
3. Follow the different cupping steps (refer to detailed massage technique) while maintaining the skin with the other hand.

The small cup can also be used for gliding movements on areas on the face where the skin is very thin

Precautions

Adjust suction intensity and technique according to the treated zones and to the skin density.
Always keep the cup moving to avoid bruising.

Contraindications

Do not proceed to facial cupping if the client:

- Presents a noticeable capillary fragility
- Is prone to acne or eczema
- Had open sores or sunburned skin
- Received injections (Botox® & fillers) in the past 15 days
- Takes blood thinning medication

Care

- Remove the tip of the cup prior to cleaning
- Cleanse the surface of the bulb (avoid pouring water inside)
- Wash the tips of cups with hot, soapy water.
- Let the cups air dry on a clean surface before replacing them in their box.



1	MAKEUP REMOVAL – CLEANSING According to the skin's needs, select the recommended cleansing milk or the SEBO- SAVON E151. Rinse with water. Follow with the recommended lotion.	7 min.
2	EXFOLIATION Select one of the 3 scrubs: PERFECT SURFACER E144 – DERMA GUM E145 or CLINICAL PEELING E146. Rinse with water. Follow with the recommended lotion. Pre-cut the gauze pad and the gauze strip.	7 min.
3	1st SERUM APPLICATION Apply the MORPHO-FORMULA SERUM E1206 on the lower part of the face and on the neck.	3 min
4	2nd SERUM APPLICATION Apply the LIFT-FORMULA SERUM E1207 on the upper part of the face.	3 min
5	MASSAGE Apply the FIRMING COMFORT CREAM E1208 on the face and neck with lifting and toning maneuvers.	10 min

6

PREMEDIKL TOOLS

Proceed to the massage with the SCULPT & LIFT CUPPING KIT E1217

15 min

Large Cup:

For the first steps of the cupping massage, start with the large cup on the right side of the neck and face if you are right-handed (left side if you are left-handed). All movements will be repeated 3 times except Step 5.



1. Neck zone toning

Apply the cup with weak to medium suction pressure on the collarbone and work your way up along the neck with transverse strokes towards the lower jaw.



2. Submandibular and oval remodeling

Use the same gliding suction technique under the neck and lower jaw.

1. Stimulate the chin with back-and-forth gliding strokes.
2. Glide the the cup from the center of the chin towards the earlobes to redefine the oval of the face.

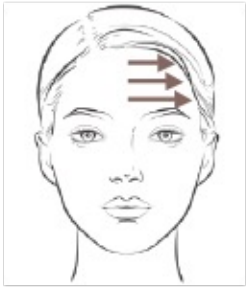


3. Cheek lifting and sculpting

Start just under the jawline

Glide in a slightly upward horizontal movement towards the earlobe.

Pursue with this stimulation technique up to the cheekbone.



4. Forehead smoothing

Gently move the cup from the center of the forehead to the temple with horizontal strokes. Start just over the brow and move upwards towards the hairline.

The small suction cup can also be used to perform these gliding movements on areas of the forehead if the skin is very thin.



5. Draining and lymphatic flow stimulation

Start the movement at the hairline level in the middle of the forehead and glide the cup towards the temples and then along the ear.

Apply suction for one second to activate the area and release as you move downwards along the neck. Continue gliding below the clavicle across the chest to drain the axillary lymph nodes.

Proceed to this maneuver only once.

Repeat the same gliding suction techniques from steps 1 to 4 on the opposite side of the neck and face, then finalize with the step 5 Draining movement to finalize the Large Cup massage steps.

Small cup

Switch to the small diameter cup to proceed to the targeted lifting and wrinkle smoothing maneuvers.



6. Nasolabial folds smoothing

Proceed to the nasolabial fold stimulation technique by positioning the suction cup at the base of the nostril.

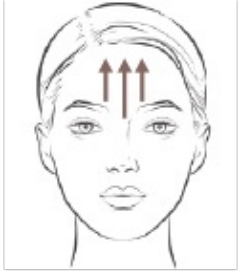
Starting at the corner of the mouth and moving upwards along the fold, exert light targeted suctions, gently and rapidly lifting the cup before releasing.



7. Lip replumping

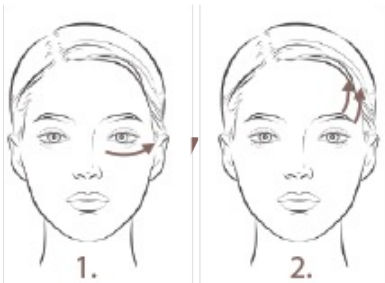
Starting from the center of the upper lip, proceed to a series of targeted suctions on one side of the lip contour, gently and rapidly lifting the cup before releasing. Stimulate the area up to the right corner of the upper lip.

Repeat the same technique on the lower lip: starting from the center of the lower lip towards its corner. Then proceed to localized lift and release suctions from the center of the chin towards the edge of the lower lip.



8. Forehead furrows softening

Proceed to a focused gliding suction on the wrinkles starting on the bridge of the nose and moving towards the hairline.



9. Eye contour toning and upper lid lifting

1 - Position the small suction cup next to the inner corner of the eye and glide towards the temple with a very gentle suction. Make sure you hold the skin with the other hand.

2 - Using the localized suction technique, start at the center of the eyebrow and proceed to lifting movements of the upper eyelid moving towards the temple.

Finish the cupping massage with a manual effleurage of the entire face and neck.

7	<p>CRYO-THERMIC MASK</p> <p>Apply a thick layer of REMODELING RICH CREAM E1209. Place 2 cotton pads soaked with PHYTO-CALMING LOTION EYE ZONE E1064 on the eyelids. Apply the gauze pad over the entire face and neck and the previously cut gauze strip under the chin, to create a "lifting" effect of the face contours.</p> <p>Mix one sachet of CRYO-THERMIC SCULPTING MASK E1211 with 110ml of water. With a spatula, quickly apply the mask in a thick layer on the oval of the face and in a thinner layer on the neck and forehead.</p> <p>After 20 minutes, remove the hardened mask by lifting it off gently. Rinse with water and follow with the recommended lotion.</p>	25 min
8	<p>3RD SERUM APPLICATION</p> <p>Pat the content of the FLASH-LIFT AMPOULE E1210 onto the face and neck. Leave it to dry for one minute.</p>	2 min
9	<p>LIGHT MASSAGE</p> <p>Apply the FIRMING COMFORT CREAM E1208 on the face and neck.</p>	3 min



RECOMMENDATION

- Specifically designed for all women presenting **first or advanced signs of skin sagging and loss of facial contours** definition, whatever their skin type.
- Particularly recommended for women concerned by their **double chin** and expecting more than a firming solution.

MULTI-THERAPY COMBINATIONS

- **Combined with targeted anti-aging treatments** (anti-wrinkle, brightening) for added lifting and reshaping benefits, or with a treatment designed for depleted or more mature skin types.
- **After an energizing protocol** which will potentialize its efficacy on drawn features.
- **After a moisturizing or rebalancing protocol** if the skin presents significant dehydration or sensitivity.



ERICSON
LABORATOIRE PARIS
PROFESSIONNEL

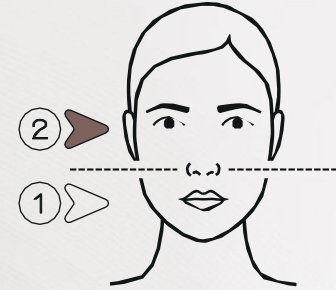
V-CONTOUR LIFT
ABSOLUTE GRAVITY CONTROL

KIT PROFESSIONNEL
4 SESSIONS

- Soins inspirés de la technologie remodelante des ultrasons focalisés
- Formules associant principes actifs tenseurs, phyto-extraits affinants et polypeptides raffermissants
- Recommandations : affaissement des tissus, perte de définition de l'ovale, surcharge grasseuse du menton
- Skin protocol inspired by the intense focused ultrasound technology
- Formulas combining tightening active ingredients, refining phyto-extracts and firming polypeptides

KEY POINTS

- A combination of two complementary formulas designed to fight against the effects of gravity and skin sagging.
- The double pump bottle contains two complementary and targeted formulas:
 - A Morpho-formula milky serum to redefine and refine the lower face ①
 - A Lift-formula gelified serum to reshape and enhance the upper face ②
- For all skin types.



DIRECTIONS FOR USE

Professional use:

Apply the contents of the Morpho-formula ampoule on the lower part of the face (jawline, chin and neck). Follow with the application of the Lift-Formula ampoule on the cheekbones, temples and forehead.

At home:

Apply the DUO MORPHO-LIFT SERUM formulas separately before the day and/or night cream to perfectly cleansed skin:

- Apply one pump of the refining and reshaping Morpho-formula serum to the lower face (jawline, chin and neck)
- Apply one pump of the firming and plumping Lift-formula serum to the upper face (cheekbones, temples and forehead).



PRO USE
E1206



PRO USE
E1207



RETAIL
E1212



SAMPLE
H1207



SAMPLE
H1218

ACTIVE INGREDIENTS

MORPHO-FORMULA



- **Glaucine (OVALISS™):** promotes lipolysis
- **Edelweiss extract (MAJESTEM®):** energizes and lifts
- **Marine ferment (SIRTALICE™):** acts on skin cohesion
- **Collagen, elastin, hyaluronic acid:** bio-available forms
- **Peptide duo (MATRIXYL™ 3000):** anti-glycation & regenerating action

LIFT-FORMULA



- **Oat-based instant lift bio-film (OSILIFT®):** immediate tightening effect
- **Marine ferment (SIRTALICE™):** acts on skin cohesion
- **Remodeling tri-peptide (PROGELINE™):** firms and reinforces skin elasticity
- **Collagen, elastin, hyaluronic acid:** bio-available forms
- **Peptide duo (MATRIXYL™ 3000):** anti-glycation & regenerating action
- **Vectorized caffeine:** energizing properties

PRESENTATION

Retail:

30 ml (2 x 15 ml) double pump bottle Ref. E1212

Professional use:

1 ml ampoule x 4 – Ref. E1206 in the 4 Session Kit Ref. E1205

1 ml ampoule x 4 – Ref. E1207 in the 4 Session Kit Ref. E1205

KEY POINTS

- Tightening cream for reshaped contours and toned, lifted-looking facial features.
- Advanced triple lifting, V-shaping and firming technology
- Lightweight melting texture
- For normal to combination skin types.

DIRECTIONS FOR USE

Professional use:

Not applicable

At home:

Apply as a day and/or night cream, either by itself or after the serum.

ACTIVE INGREDIENTS

- **Oat-based instant lift bio-film (OSILIFT®):** immediate tightening effect
- **Glaucine (OVALISS™):** promotes lipolysis
- **Edelweiss extract (MAJESTEM®):** energizes and lifts
- **Marine ferment (SIRTALICE™):** acts on skin cohesion
- **Remodeling tri-peptide (PROGELINE™):** firms and reinforces skin elasticity
- **Collagen, elastin, hyaluronic acid:** bio-available forms
- **Peptide duo (MATRIXYL™ 3000):** anti-glycation & regenerating action
- **Acerola and ginkgo biloba extracts:** free-radical protection
- **Plant-wax esters:** improve skin suppleness

PRESENTATION

Retail:
50 ml jar – Ref. E1213

Professional use:
Not available



RETAIL
E1213



SAMPLE
H1220

KEY POINTS

- Reshaping cream for visibly sculpted, refined and harmonized facial contours.
- Advanced triple lifting, V-shaping and firming technology
- Silky, rapidly absorbed texture
- For normal to dry skin types

DIRECTIONS FOR USE

Professional use:

Apply on the face and neck at the end of the professional treatment, pressing gently. Do not rub (to preserve lifting effect of the FLASH LIFT AMPOULE E1210).

At home:

Apply as a day and/or night cream, either by itself or after the serum.

ACTIVE INGREDIENTS

- **Oat-based instant lift bio-film (OSILIFT®):** immediate tightening effect
- **Glaucine (OVALISS™):** promotes lipolysis
- **Edelweiss extract (MAJESTEM®):** energizes and lifts
- **Marine ferment (SIRTALICE™):** acts on skin cohesion
- **Remodeling tri-peptide (PROGELINE™):** firms and reinforces skin elasticity
- **Collagen, elastin, hyaluronic acid:** bio-available forms
- **Peptide duo (MATRIXYL™ 3000):** anti-glycation & regenerating action
- **Centella asiatica and moringa seed oil:** free-radical protection

PRESENTATION

Retail:
50 ml jar – Ref. E1214

Professional use:
2 ml sachet x 4 – Ref. E1208 in the 4 Session Kit Ref. E1205



PRO USE
E1208



RETAIL
E1214



SAMPLE
H1221

KEY POINTS

- Nourishing and enveloping texture for improved skin density and a toned, redefined-looking oval of the face.
- Advanced triple lifting, V-shaping and firming technology.
- Firm and enveloping yet non-greasy texture.
- For dry or depleted skin types or as a night cream.

DIRECTIONS FOR USE

Professional use:

Apply prior to the manual lifting massage and when using the cups of the SCULPT & LIFT CUPPING KIT E1217. Reapply a thick and even layer on the neck and face before applying the gauzes and the CRYO-THERMIC SCULPTING MASK E1211. Refer to professional protocol.

At home:

Apply as a day and/or night cream, either by itself or after the serum.

ACTIVE INGREDIENTS

- **Oat-based instant lift bio-film (OSILIFT®):** immediate tightening effect
- **Glucine (OVALISS™):** promotes lipolysis
- **Edelweiss extract (MAJESTEM®):** energizes and lifts
- **Marine ferment (SIRTALICE™):** acts on skin cohesion
- **Remodeling tri-peptide (PROGELINE™):** firms and reinforces skin elasticity
- **Collagen, elastin, hyaluronic acid:** bio-available forms
- **Peptide duo (MATRIXYL™ 3000):** anti-glycation & regenerating action
- **Ginseng, ashwagada and flax seed oils:** free-radical protection and anti-inflammatory properties
- **Shea butter:** nourishing and soothing

PRESENTATION

Retail:
50 ml jar – Ref. E1215

Professional use:
100 ml tube – Ref. E1210 in the 4 Session Kit Ref. E1205



PRO USE
E1210



RETAIL
E1215



SAMPLE
H1222

KEY POINTS

- Provides an immediate lifting and tightening action.
- Immediately improves skin's appearance, reduces signs of fatigue and restores radiance and luminosity.
- Offers a global flash-beautifying treatment.
- Follow the specific application directions.
- All skin types

DIRECTIONS FOR USE

Professional use:

Pat the contents of the ampoule onto the face and neck. Do not massage into the skin to ensure optimal lifting effect. After application, let the formula dry for 1 minute before applying the FIRMING COMFORT CREAM E1208.

At home:

Pat the formula gently onto the face and neck. Do not massage into the skin to maintain maximum tightening effect. After application, let the formula dry for 1 minute before applying the recommended face cream.

ACTIVE INGREDIENTS

- **Oat-based instant lift bio-film (OSILIFT®):** immediate tightening effect
- **Marine ferment (SIRTALICE™):** acts on skin cohesion
- **Vectorized caffeine:** energizing
- **Sculpting phyto-complex** (plant gums and algae extracts)

PRESENTATION

Retail:

Box of 5 x 1 ml ampoules – Ref. E1210

Professional use:

1 ml ampoule x 4 – Ref. E1216 in the 4 Session Kit Ref. E1205



PRO USE
E1216



RETAIL
E1210

KEY POINTS

- This professional mask provides unexpected temperature variations during the 20-minute application.
- It offers a first warm phase to enhance the active ingredients' absorption followed by a refreshing and toning cool phase to enhance the firming feeling.
- All skin types.

DIRECTIONS FOR USE

Professional use:

After positioning the gauze over the face and the chin strap, pour the entire mask sachet into a bowl, then add 110 ml cold water. Mix with a spatula to obtain a smooth, homogeneous paste. Apply a thick layer on the jawline and cheeks, and a thin layer on the forehead and neck.

At home:

Not applicable

ACTIVE INGREDIENTS

- **Magnesium:** heating effect
- **Menthol + methyl diisopropyl propionamide:** cryo-refreshing effect
- **Kaolin:** purifies and soothes

PRESENTATION

Retail:

Not available

Professional use:

220 g sachet x 4 - Ref. E1211 in the 4 Session Kit Ref. E1205



PRO USE
E1216

RETAIL & PROFESSIONAL

PROFESSIONAL

DUO MORPHO-LIFTING
SERUM



Higher active ingredient concentration`

More targeted effect with upper face/lower face vs previous day/night approach

More convenient double pump bottle

FLASH-LIFT
AMPOULE



Instant tightening, smoothing and brightening for younger looking features in 1 minute

CRYO-THERMIC
SCULPTING MASK



This professional mask provides unexpected temperature variations during the 20-minute application

V-CONTOUR LIFT HIGHLIGHTS

- **THE CONCEPT**

The V-CONTOUR LIFT range is inspired by the focused ultrasound technology, which **targets both skin sagging and lower face heaviness** altering the definition of facial features. Day after day, **face contours are harmonized**, and **skin appears visibly firmer** and more **toned**.

- **THE TECHNOLOGY**

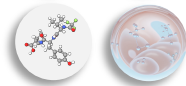
1. **INSTANT LIFT BIOFILM**



2. **V-SLIM TECHNOLOGY**



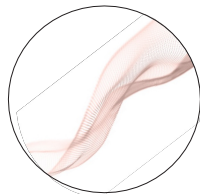
3. **REMODELING COMPLEX**



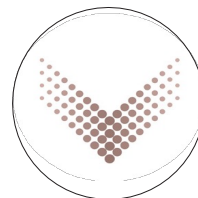
An expert selection of innovative active ingredients offering remarkable lifting, refining and face contouring properties along with skin support tissue consolidation.

- **THE BENEFITS**

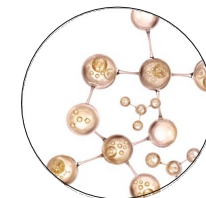
LIFTS



REFINES & SCULPTS



REMODELS



V-CONTOUR LIFT

ABSOLUTE GRAVITY CONTROL