



9th IPCE Conference
Pisa, Italy (2026)

Dynamics of Facial Shape: Unraveling the Non-Genetic Factors and Developing Face-Shaping Skincare Ingredients through Gravity-Responsive 3D Facial Imaging

Eisuke Takai, Ph.D.

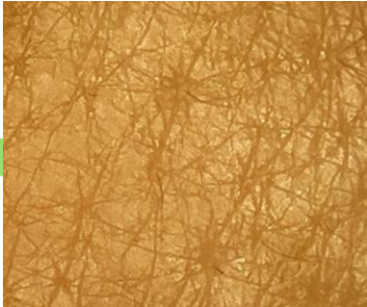
Shiseido Co., Ltd., Japan



Targets of skincare efficacy enlarged

Skincare targets

Skin texture



Pores



Wrinkles



Spot



Face-shape



Not extended to
facial shape

Creating a new category of face-shaping skincare

Current dynamics of facial shape

3

Unrelated “look-alike” [1]



Genetic factor

Aging factor and **anti-sagging**

- Traditional target and many skincare proposed
- Hard to approach deep structures by skincare

Anti-sagging

Aging factor
(**Sagging**)

Little is known about
the 3rd factor of facial shape



From 39 to 54-year-old [2]

Hypothesis

Skin interstitial fluid [3]

Face responses to Gravity

4

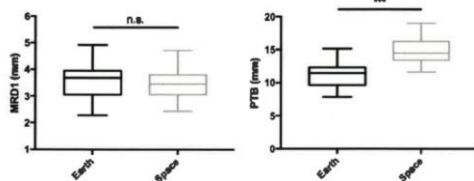
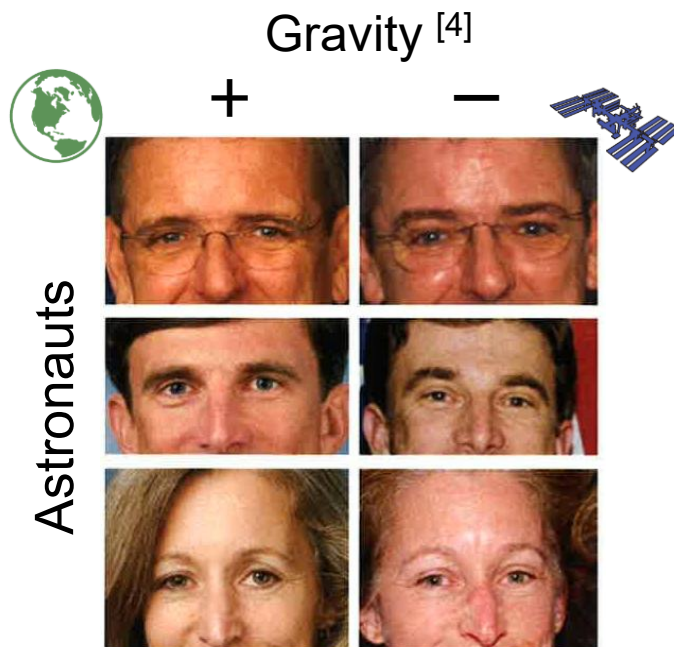
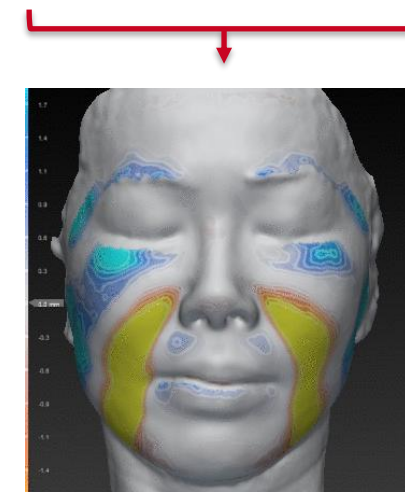
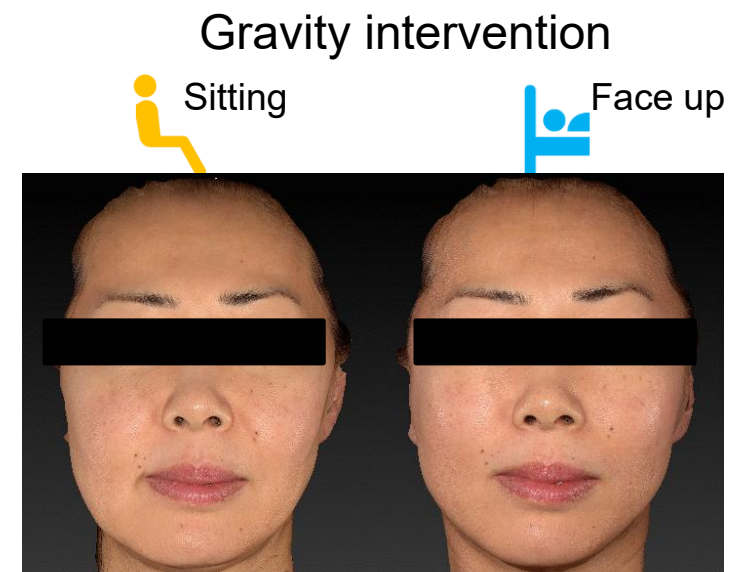
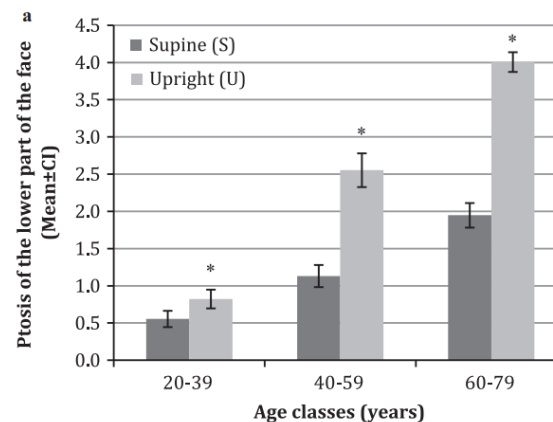
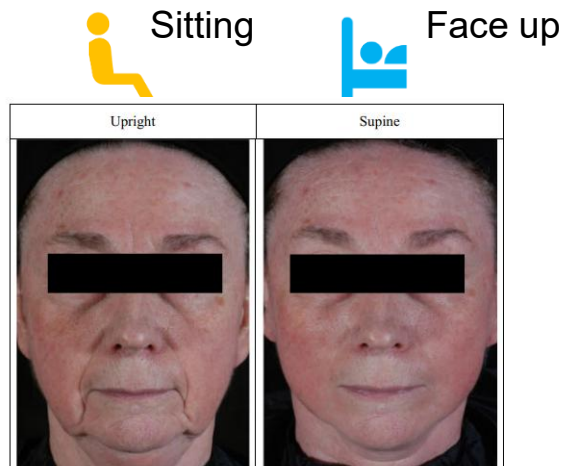


FIG. 2. Left box and whiskers plot depicts mean MRD1 (whiskers represent SD) on earth and in space. This difference was not significant (ANOVA). The right plot summarizes mean PTB (whiskers represent SD) on earth and in space. This difference was significant (ANOVA). *** $p < 0.01$. ANOVA, analysis of variance; PTB, pupil-to-brow; n.s., not significant.

Gravity intervention [3]



Vectra

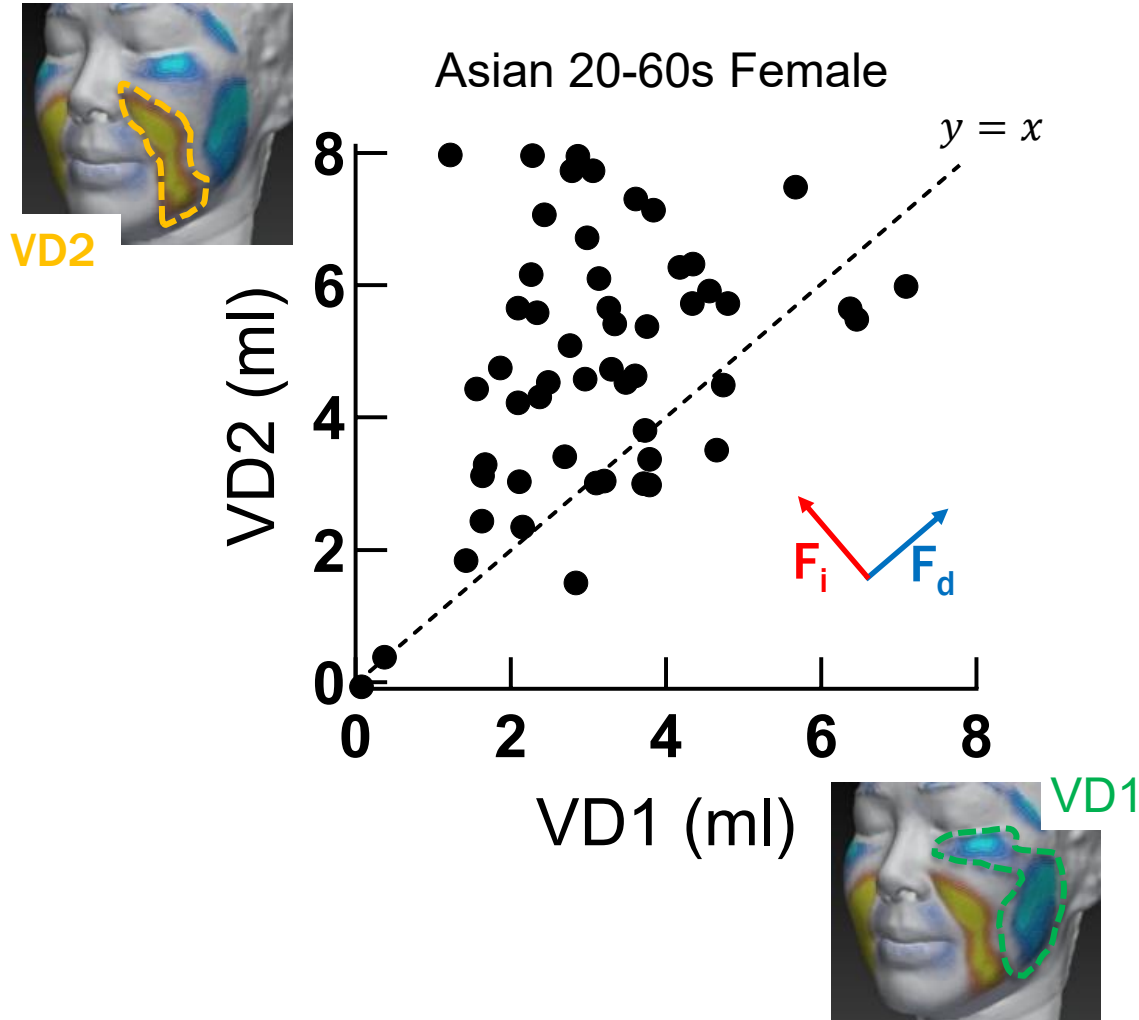


Our method

High resolution 3D facial imaging

[4] J.N. Karlin et. al. Ophtha. Plast. Re. Surg. 2021 [3] F. Flament et. al, Int J Cosmet Sci, 2015

Two factors of facial shape (F_d / F_i)



Gravity-responsive
volume differences
(VD1/VD2)

Eq. (1)

Two factors
of facial shape
(F_d / F_i)

$$\begin{pmatrix} F_d \\ F_i \end{pmatrix} = \begin{pmatrix} \cos \frac{\pi}{4} & \sin \frac{\pi}{4} \\ -\sin \frac{\pi}{4} & \cos \frac{\pi}{4} \end{pmatrix} \begin{pmatrix} VD1 \\ VD2 \end{pmatrix} \quad (1)$$

Gravity-Responsive 3D
measurement

Characterization in universal volunteer study

6

total N= 310

Female

Upright

Supine

Volume
difference

Male

Upright

Supine

Volume
difference

Asian



Caucasian

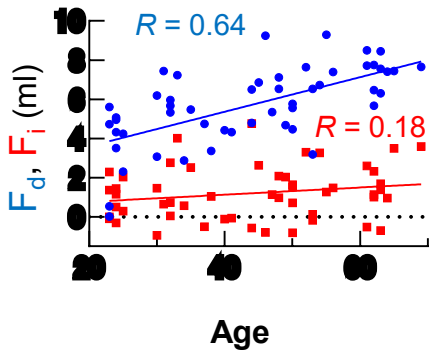


African



Correlation of F_d and F_i with Age and Sagging

Asian 20-60s Female

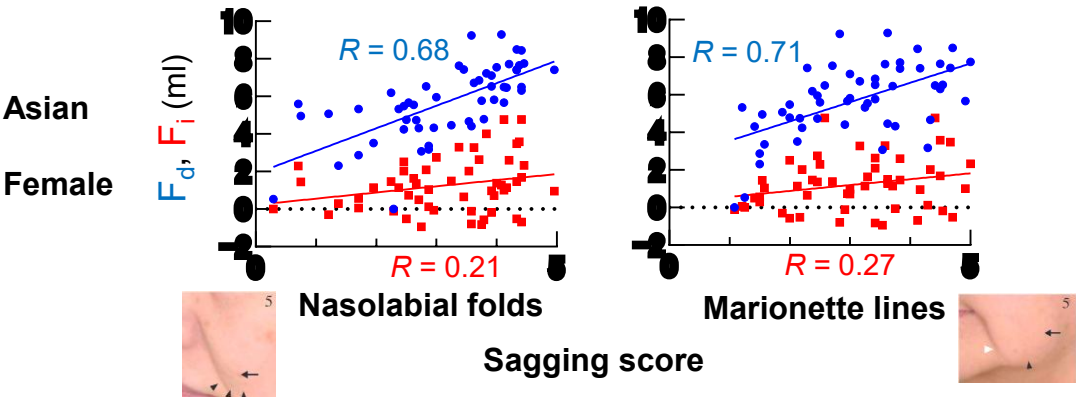


R_{Age}	Age			
	Female		Male	
	F_d	F_i	F_d	F_i
Asian	0.64	0.18	0.51	0.21
Caucasian	0.36	0.13	0.51	0.07
African	0.41	0.06	0.52	0.04

Darker green indicates higher R

F_d : age-dependent
 F_i : age-independent

Asian 20-60s Female

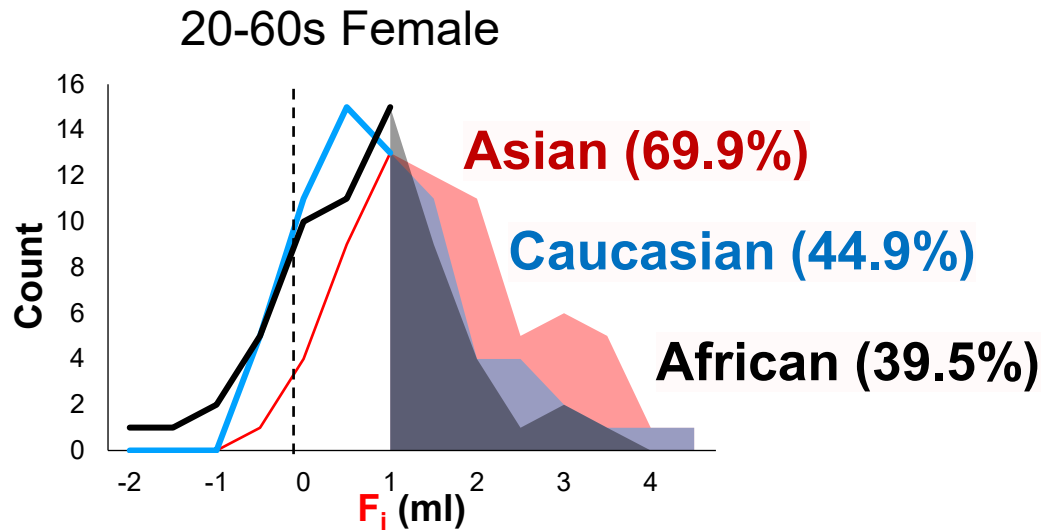


R_{score}	Nasolabial folds				Marionette lines			
	Female		Male		Female		Male	
	F_d	F_i	F_d	F_i	F_d	F_i	F_d	F_i
Asian	0.68	0.21	0.42	0.23	0.71	0.27	0.69	0.29
Caucasian	0.54	0.27	0.51	0.03	0.56	0.23	0.60	0.10
African	0.39	0.05	0.39	-0.25	0.48	0.19	0.42	-0.22

Darker green indicates higher R

F_d represents sagging
 What is F_i ?

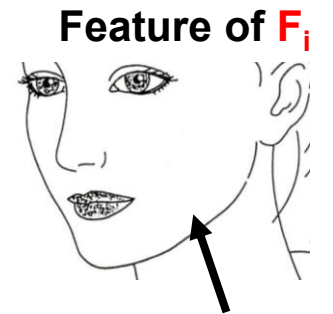
Age-independent known factor F_i



F_i detected in major population

Paired Comparison

	F_i Undetected			F_i Detected		
	Age	F_d	F_i	Age	F_d	F_i
	24	5.1 ml	-0.3 ml	23	5.6 ml	2.3 ml
Asian						
	50	5.8 ml	0.7 ml	49	4.7 ml	2.0 ml
						



Softly rounded cheek

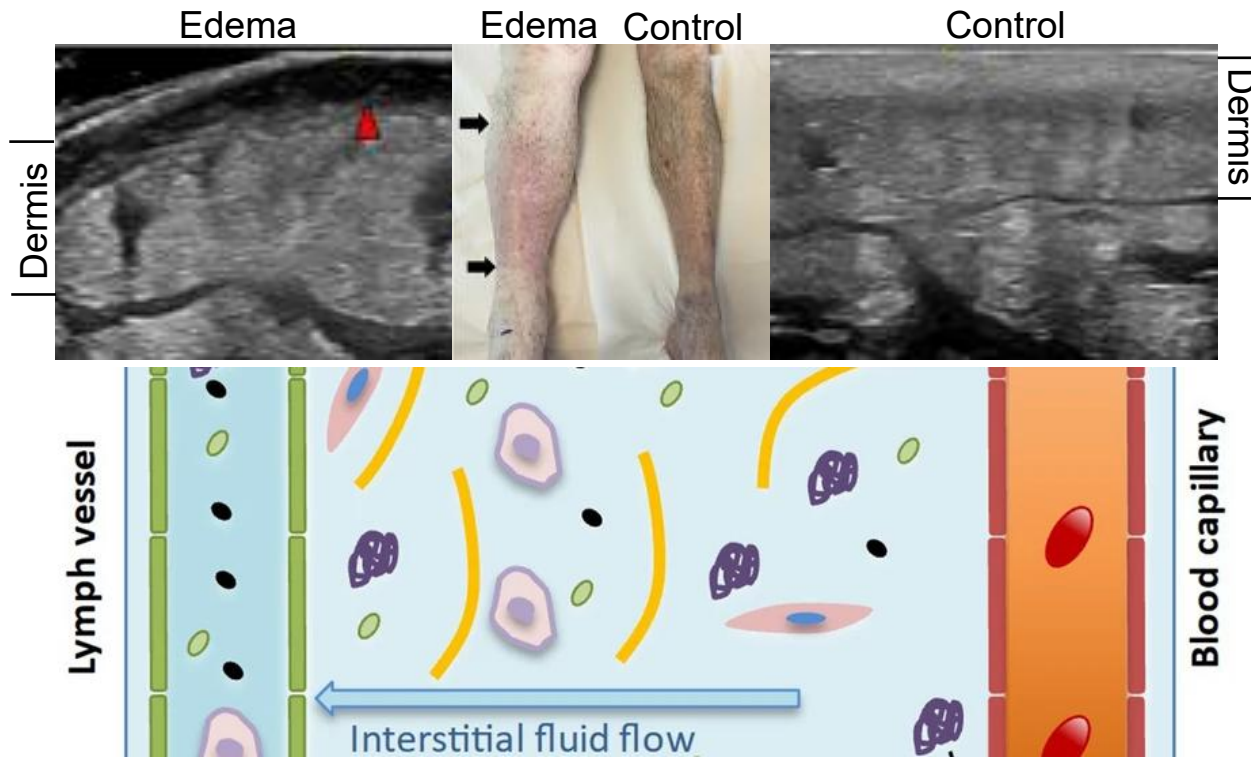
Hypothesis

F_i = Dermal interstitial fluid

Our hypothesis about F_i

Hypothesis

F_i = Dermal interstitial fluid



Difficult to address
facial edema

w/o Photoaging

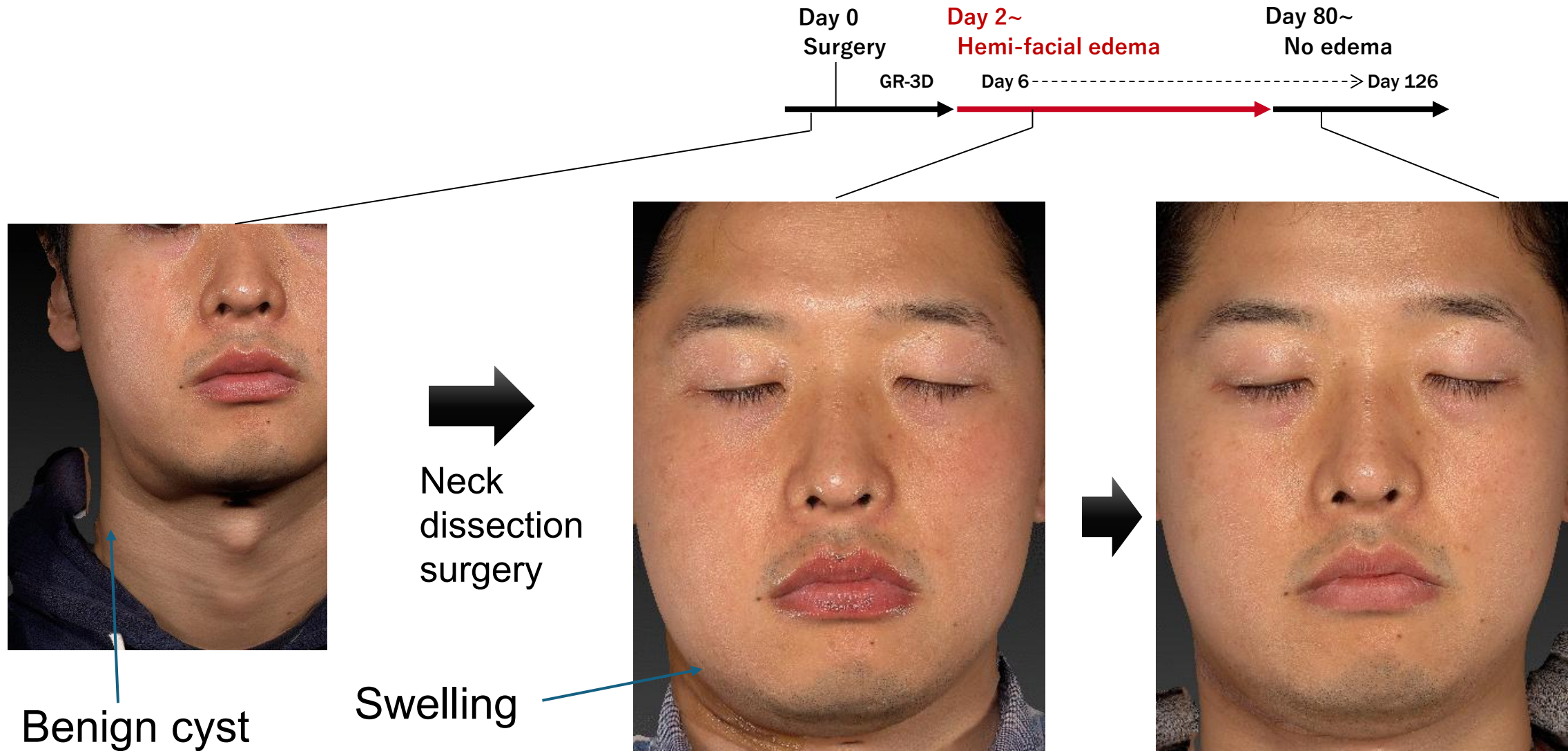


N. Engl. J. Med. 366,16 (2012)

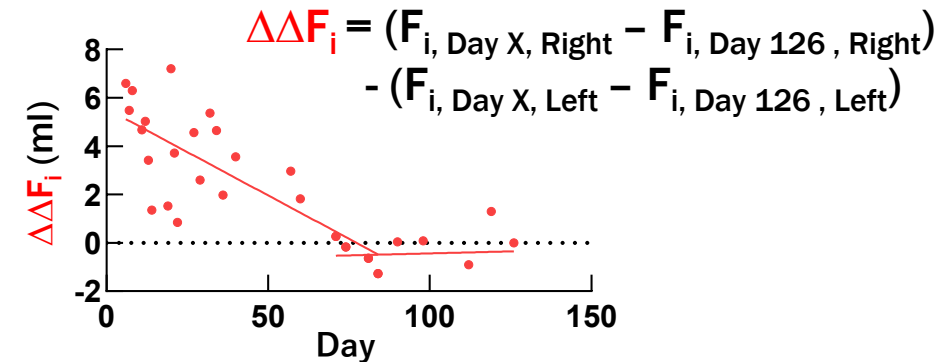
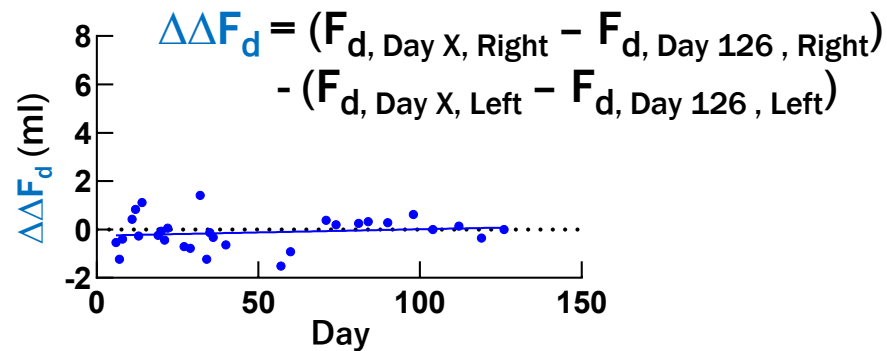
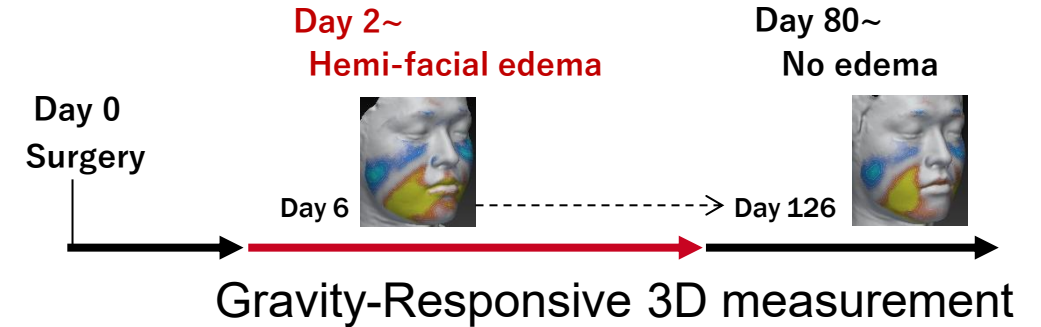
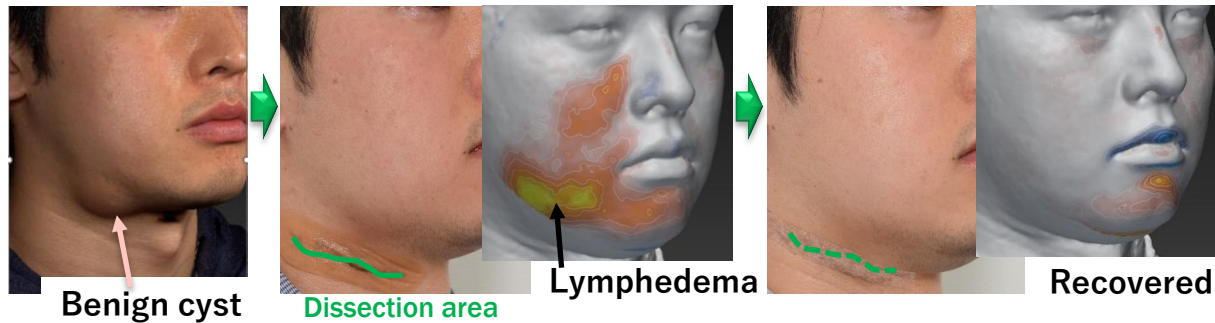
Vincenzo R., et al. J. Ultrasound, 2022. ,Sharmin M., et al. Sci. Rep.2023

A case of hemi-facial lymphedema

10



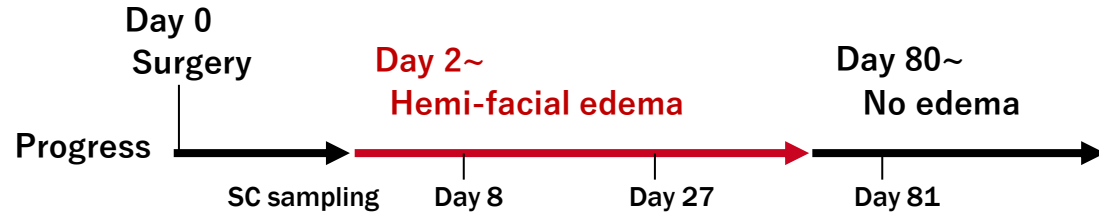
GR-3D measurement of Hemi-facial lymphedema



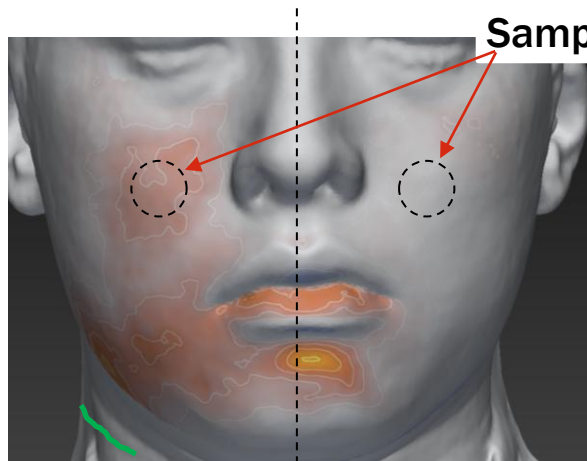
Only F_i decreased in recovery process of the edema

F_i = Edema (Excessive interstitial fluid)

SC proteomics of Hemi-facial lymphedema



Stratum corneum (SC) from the lymphedema and control sides



Sampling

SC proteomics

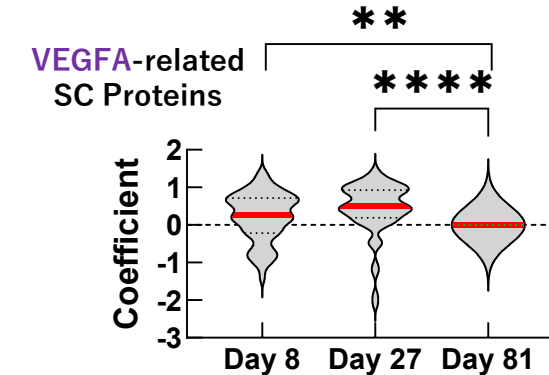
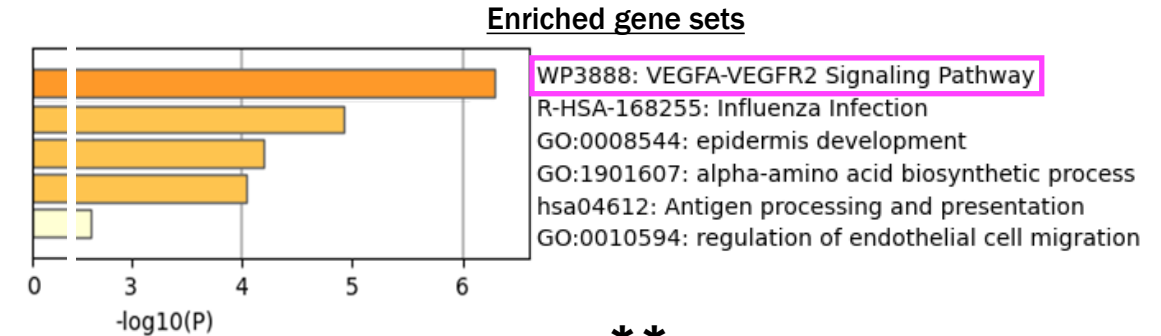
1698 proteins detected

↓ q-value < 0.05

48 proteins

GO analysis

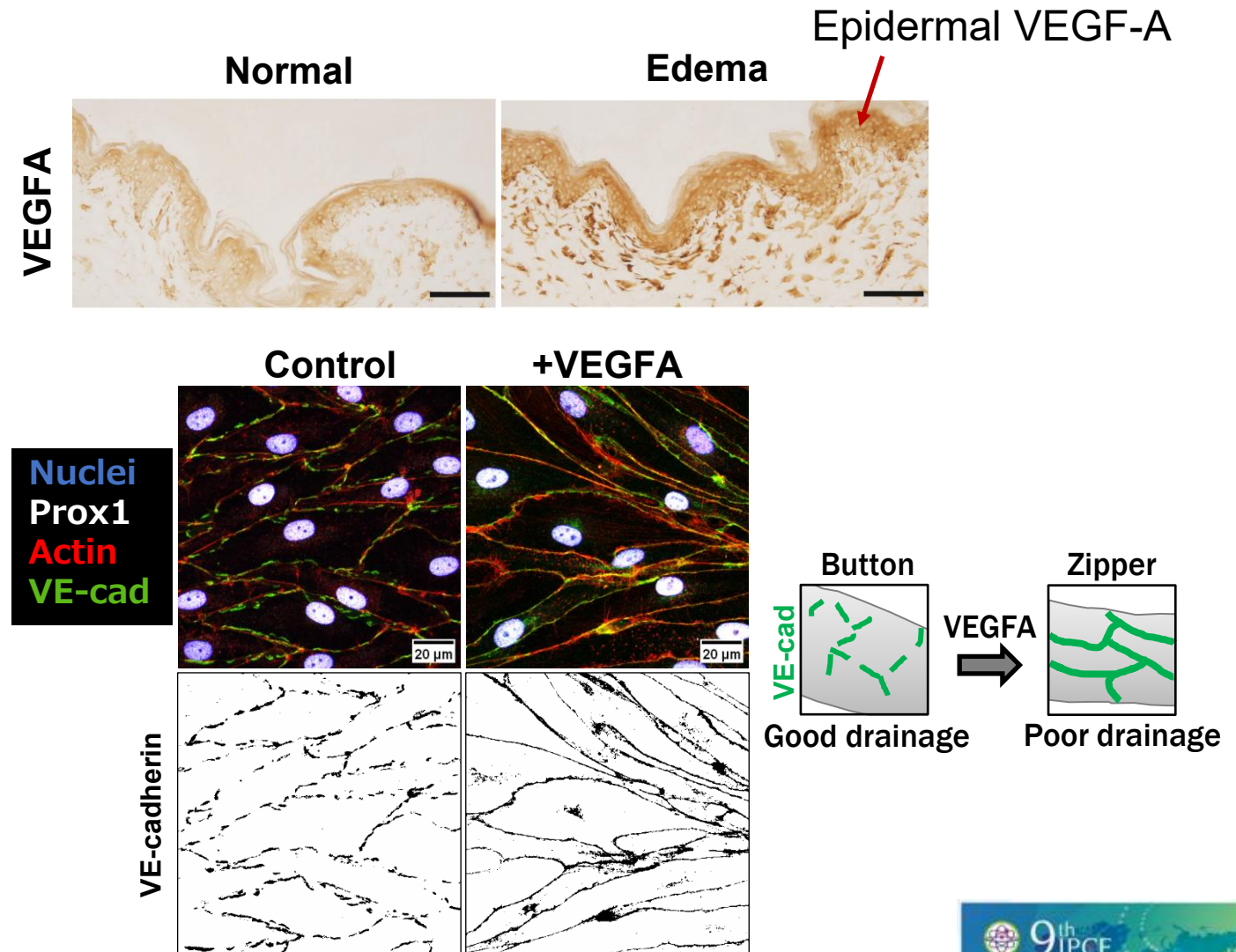
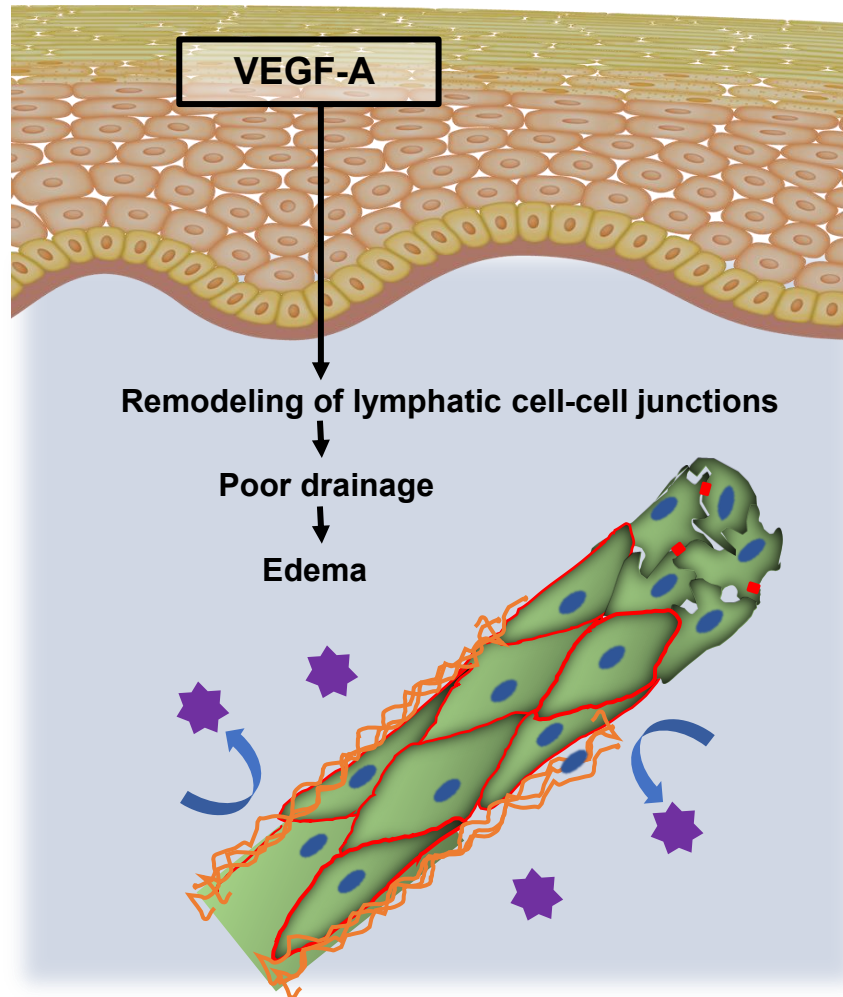
VEGFA: Inflammatory cytokine



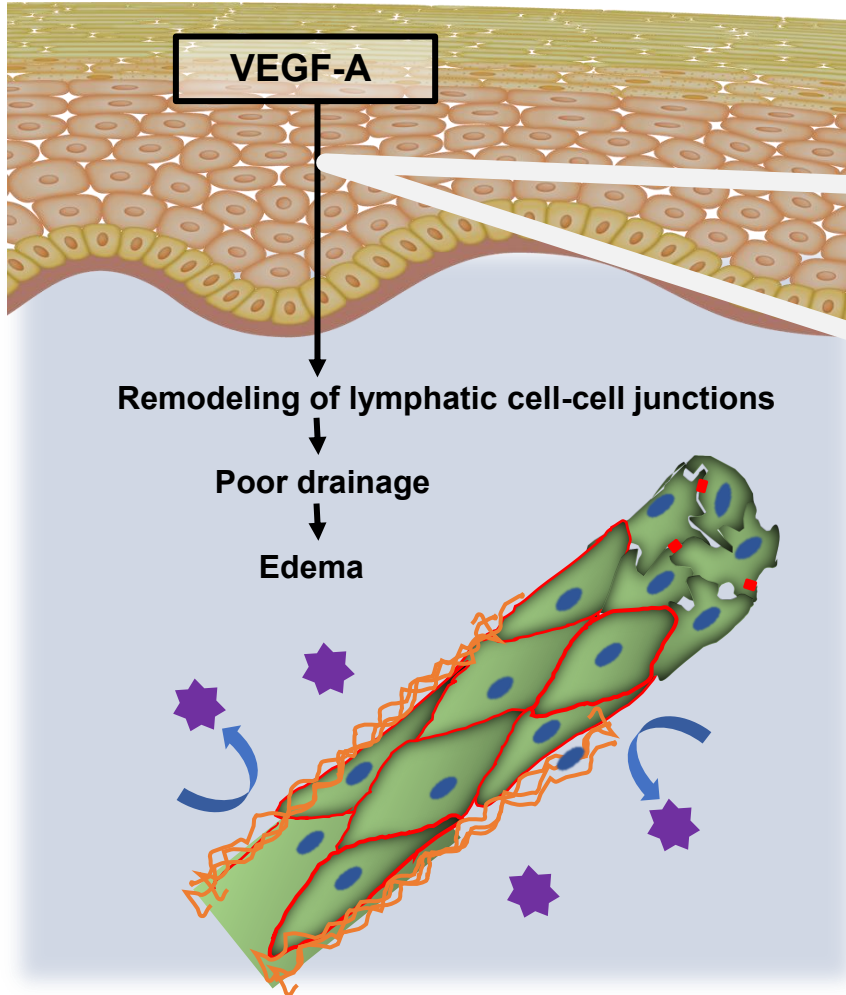
** : $p < 0.01$, **** : $p < 0.0001$, Kruskal-Wallis H test

Facial edema associated with VEGFA

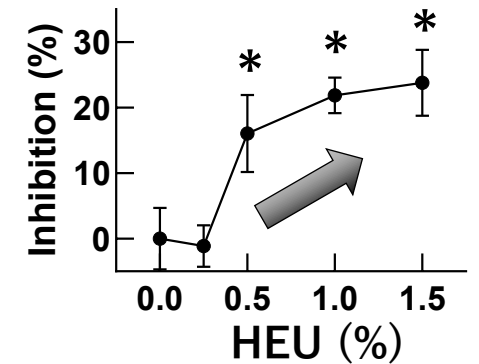
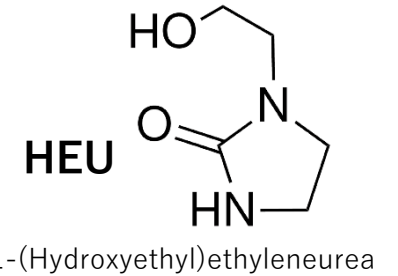
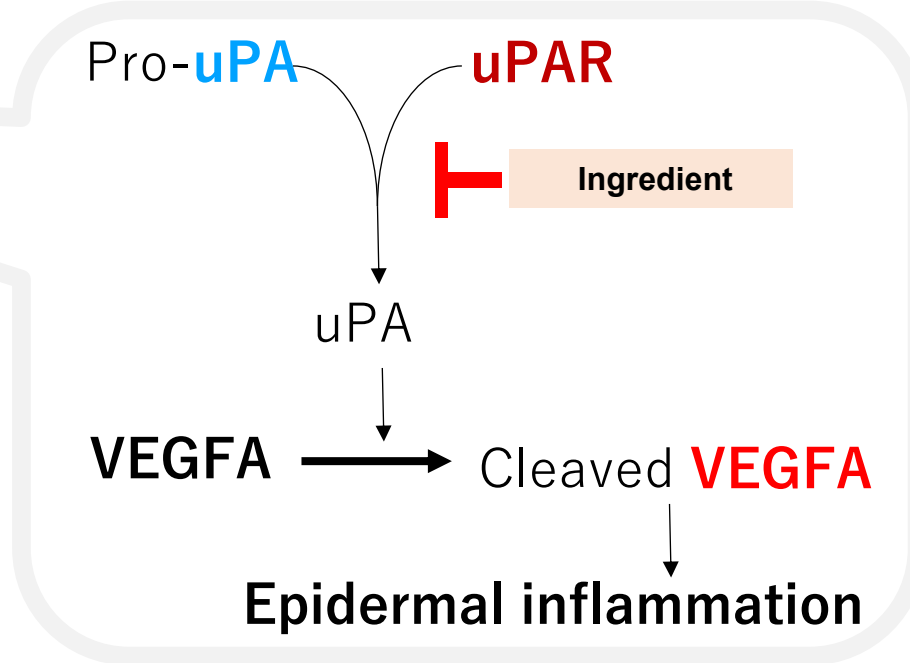
Molecular mechanism of Edema with VEGFA



Ingredient for anti-VEGFA inflammation



Mechanism of VEGFA activation

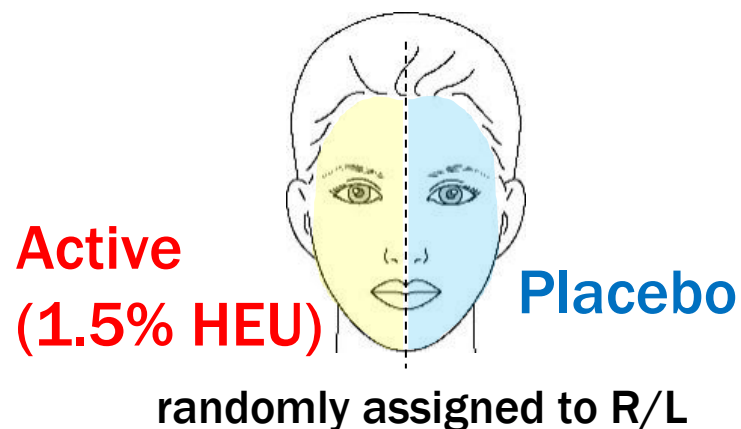


Specific inhibitor for uPA–uPAR binding

Clinical test with specific inhibitor HEI

Randomized, placebo-controlled trial w/o HEU

N=40, 30-60s females



Ingredients	Active	Placebo
HEU	1.5%	0%
Dipropylene Glycol	5%	
1,3-Butylene Glycol	5%	
Carbomer	0.13%	
Potassium hydroxide	0.04%	
EDTA	0.02%	
Chlorphenesin	0.2%	
Phenoxy Ethanol	0.5%	
Deionized Water	To 100%	

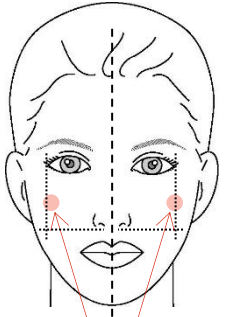
Placebo / Active same

6W application of Active/Placebo lotion

No adverse events observed

Clinical test with specific inhibitor HEI

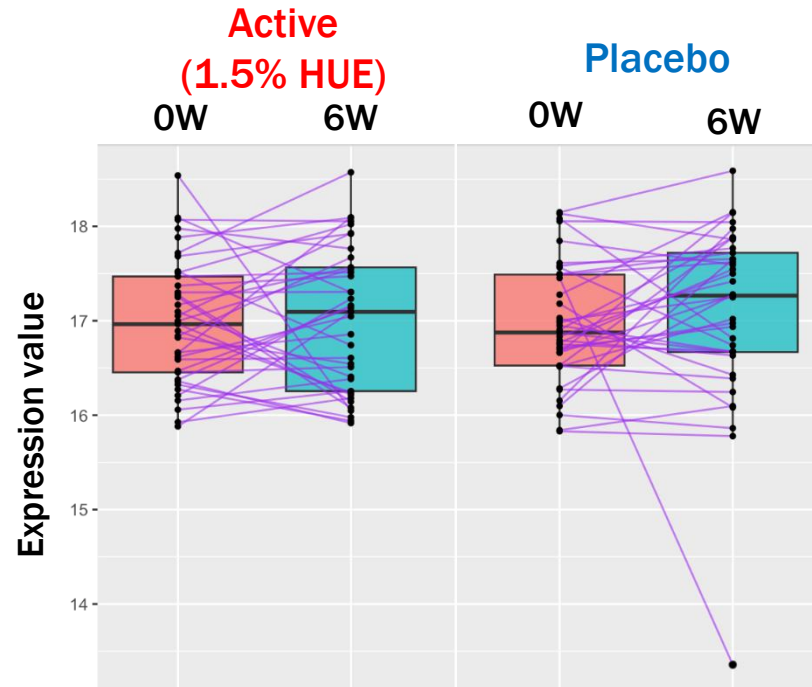
SC Proteomics



SC sampling

>2000 proteins
detected from SC samples

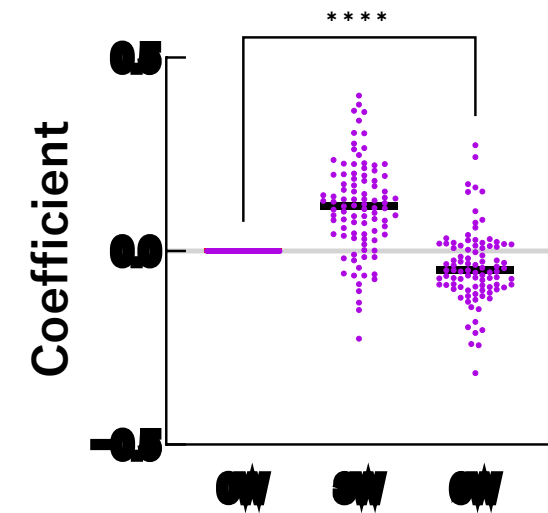
VEGFA-related
SC Proteins



linear mixed effect modeling

Protein	Coefficient (0w to 6w)	pval
ARPC5L	-0.071	0.59

VEGFA/VEGFR2 Signaling Proteins



Anti-inflammatory effect of HEU

Clinical test with specific inhibitor HEI

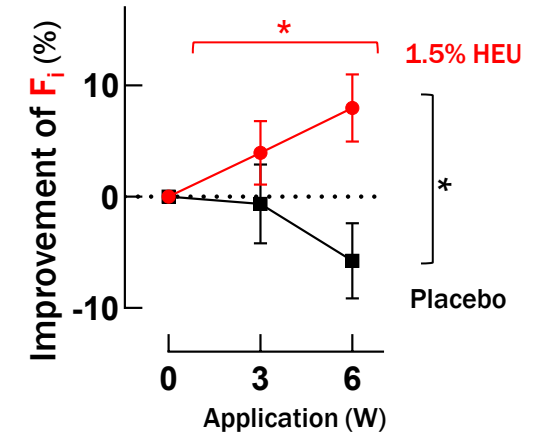
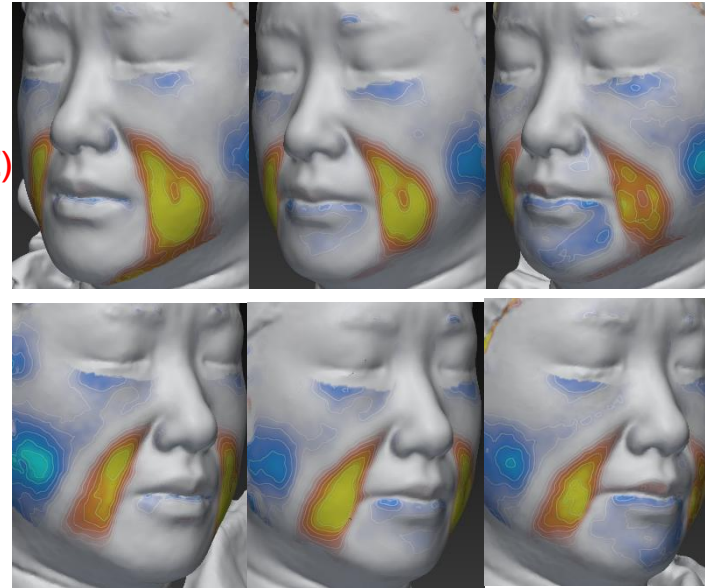
Randomized, placebo-controlled trial w/o HEU



Active
(1.5% HUE)

Volume
difference

Placebo



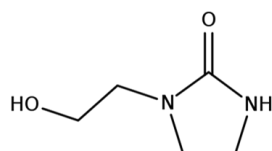
Anti-edema effect of HEU

Clinical test with specific inhibitor HEI

Representative case

54-year-old
woman

Active side



1.5% HEU

Placebo
side

Face photograph

0W, Upright

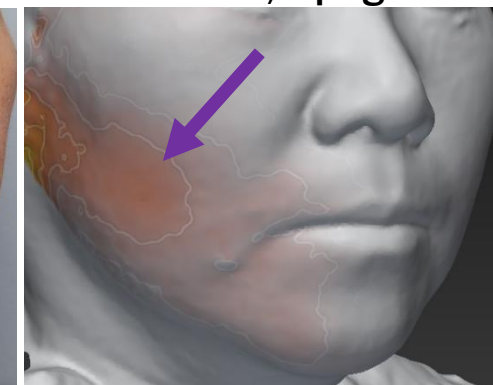


6W, Upright



Morphological change

0W-6W, Upright



Tightened



A skincare ingredient that enhances facial shape

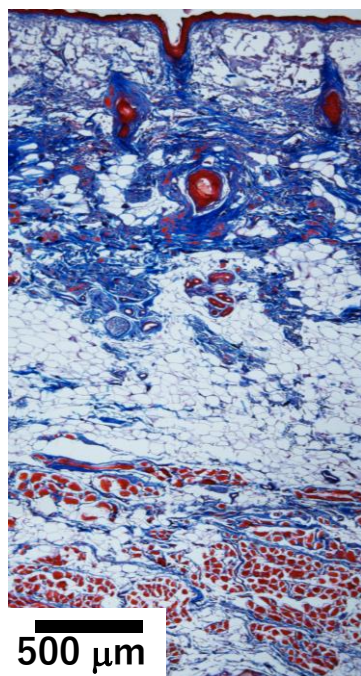
Advantage for face-shaping skincare



Facial shape



Causal relationship between epidermal inflammation and facial edema via dermal lymphatic function

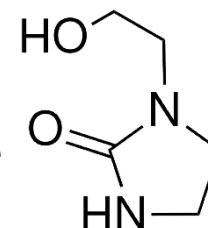


Epidermis

Dermis

Subcutaneous tissue

Novel face-tightening skincare ingredient



Challenge lied in how to approach this deep structure, as the innate skin barrier function.

Conclusion

Current dynamics

Unrelated “look-alike” [1]



Genetic factor

Anti-sagging

Aging factor
(Sagging)



From 39 to 54-year-old [2]

Age-independent

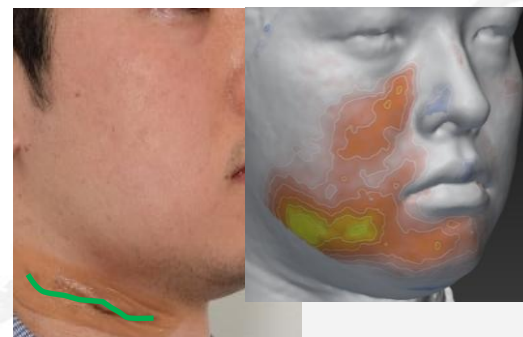
3rd factor

Genetic factor

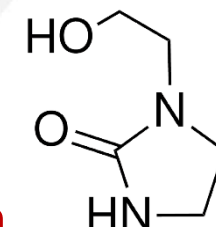
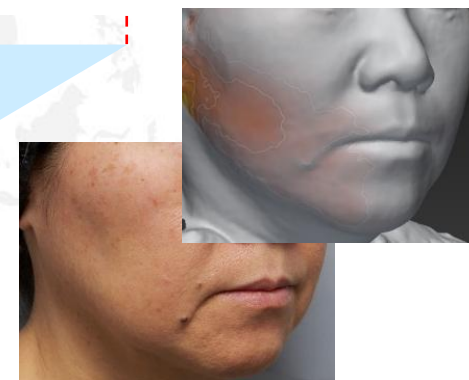
Aging factor
(Sagging)

New dynamics

Edema
(Excessive interstitial fluid)



Anti-edema
(Face-tightening)



Face-shaping category of skincare