

Stem Cell Anti-Aging Serum

First aid for problem / aging skin! Skin is irritated by many factors : intrinsic / extrinsic factors. Effect from the environmental influences surrounding it : changes in temperature, over exposure to sun which will cause your skin turn to premature skin / sensitive skin / problem skin.

Characteristic of problem/aging skin

Sebum Level Regulation / Oily Skin Regulation	<ul style="list-style-type: none"> • Oily/shiny skin/tendency to acne prone skin • Excessive sebum production / Sebum oxidation – Blackheads/whiteheads/comedogenics
Proliferation of bacteria (Eg: Propionibacterium acnes)	<ul style="list-style-type: none"> • Development of inflammatory ("red") pimples • Undesirable odors due to bacteria
Dehydrated Skin	<ul style="list-style-type: none"> • Flaky skin / rough, dry & dull skin / desquamation / wrinkles appear / skin aging / sagging skin • Dry skin with atopic tendency
External/Environmental Agresions (Pollution/UV..)	<ul style="list-style-type: none"> • Increase production of free radicals • Accelerated aging/oxidative stress occurs & the skin's self-defense system is overloaded – skin burnout
Damaged Skin Barrier	<ul style="list-style-type: none"> • Weakening of skin biological defences/deterioration of the skin barrier function • Skin sensibility increase/aging skin/dehydrated skin
Sensitive Skin	<ul style="list-style-type: none"> • Skin discomfort – fragile/itching/tingling/redness/irritated/stressed skin barrier • Skin barrier dysfunction
Inflammation/Irritation	<ul style="list-style-type: none"> • Erythema, redness, stinging and burning effect • Excessive inflammation – causing formation of papules, pustule and eventually scarring & aging

Everyone gets old and yearn to be look younger. It is very often we encountered the skin ageing /problem skin as we age. This is a natural phenomenon and this is something we can't stop from happening. However, with this dual action serum, it helps to prevent and treat your skin. It is light, non-greasy and readily absorbed. It contains active ingredients that is kind to our skin, instantly nourishes and restores the skin's comfort. It helps to improve the sign of ageing, leaving your skin silky smooth. Established wrinkles and fine lines are instantly and visibly reduced up to **74%** within **1 hour** and at the same time it enriched with silanol derived active ingredient to protect & repair your skin barrier all day long. Your skin becomes toned, firmer and face glows with a natural beauty.

Our formulation contains:

- NO preservative added**
- NO mineral oil**
- NO lanolin**
- NO comedogenic ingredients**
- NO animal derived ingredients**
- NO colorant**
- NO petrolchemicals**

Direction Of Use : After cleansing and toning, dab a small amount onto face and apply gently and evenly to the entire desired areas. For external use only.

The active ingredient used :

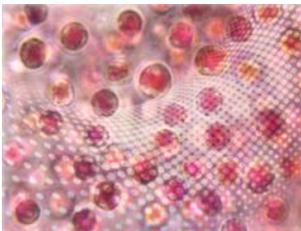
1. **INCI Name: Hydroxypropyl Methylcellulose/Pullulan/Porphyridium Cruentum Extract**
→ Intense, immediately & noticeable tightening effect
2. **INCI Name : Octyldodecanol (and) Echium Plantagineum Seed Oil (and) Helianthus Annuus Seed Oil Unsaponifiables (and) Cardiospermum Halicacabum Flower/Leaf/Vine Extract**
→ Skin normaliser
3. **INCI Name : Glycerin / Ribes Nigrum (Black Currant) Leaf Extract (and) Rubus Idaeus (Raspberry) Leaf Extract**
→ Sebum oxidation prevention
4. **INCI Name : Methylsilanol Mannuronate**
→ Skin repairing / protecting property
5. **INCI Name : Symphytum Officinale Root Cell Extract /Isomalt /Lecithin**
→ Speed up your skin renewal through stem cell activation

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Active Ingredient 1:**INCI Name: Hydroxypropyl Methylcellulose/Pullulan/Porphyridium Cruentum Extract**

It is an innovative, instant tightening and lifting active ingredient that is based upon a revolutionary transfer of technology. Based on the development of edible film used in the food industry, a polymer matrix has been created that is ideally adapted to the requirement of a skin tightening active ingredient.

It contains a lyophilisate made from the Microalga *Porphyridium cruentum* with macromolecular Phycocolloids embedded in a film matrix made from natural polymers.

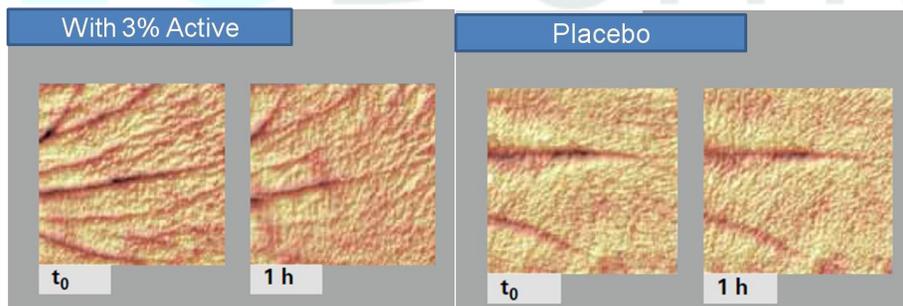


Porphyridium Cruentum is crimson red algae, Rhodophytes phylum. It is a natural occurrence in the salty environment of the Red Sea. It has a unique protection mechanism against moisture loss, salt stress and UV radiation; continuous production of mucous made from phycocolloids that surround the cell like a gel capsule. The macromolecular phycocolloid produce the mucous and support the tightening effect.

Hydroxypropyl Methyl Cellulose is an idea mix of Cellulose derivatives for the best tightening performance.

Pullulan is maltotriose biopolymer. Pullulan protects A. Pullulan from drying out. Optimised mix from cellulose derivatives and pullulan for instant and strong physical tightening effects.

- ✓ The physical tightening effect is intense, immediately noticeable and last for few hour.
- ✓ Various types of wrinkles are visibly and measurably minimised.
- ✓ It smoothes the area around eyes by up to 74% within one hour.



Wrinkle reduction in the area of eye before and 1hr after a single application of a gel

Active Ingredient 2:

INCI Name : Octyldodecanol (and) Echium Plantagineum Seed Oil (and) Helianthus Annuus Seed Oil Unsaponifiables (and) Cardiospermum Halicacabum Flower/Leaf/Vine Extract

Your skin is your body's first line of defense against the elements. There is lot of external factors causing sensitive skin such as dryness, climate, UV radiations etc and lead to itching, scratching and skin inflammation. This balanced complex of active substances is not only help to protect our skin barrier but also it has anti-inflammatory effect. It improves the skin's moisture and has a positive and regenerative effect.



Cardiospermum Halicacabum

Cardiospermum is a climbing plant which originally stems from the tropics. In pharmacy it is well known to be effective against itching and allergic skin rashes. It harmonises and protects irritated skin.



Echium Oil – Cold Pressed Power Oil

The Oil is extracted from the seeds by cold pressing. Echium oil is very rich in stearidonic acid, an essential Omega-3 fatty acid which is not only known for its anti-inflammatory properties, but also protects and strengthens the skin barrier.



Unsaponifiable elements of the sunflower

The unsaponifiable elements of the sunflower oil provide valuable nutritional elements such as phytosterols, tocopherols and squalene. This composition has a particularly soothing effect on the skin and importance in the regeneration and care of the skin.

Active Ingredient 3 :

**INCI Name : Glycerin / Ribes Nigrum (Black Currant) Leaf Extract (and) Rubus
Idaeus (Raspberry) Leaf Extract**



The “**SUPER-LEAVES**”

➔ Organic vegetal juice from leaves of blackcurrant(Ribes Nigrum)& raspberry(Rubus Idaeus) bushes

1 Target : Sebum

2 Objectives : Preventing skin imperfections + enhancing skin comfort

3 Actions : Sebum anti-oxidation + squalene protection + inflammation modulation

What is sebum?

Sebum is secreted by the sebaceous glands located at the roots of each hair and contains a variety of different lipids, including fatty acids, esterified wax and squalene.

Sebum plays an important role in keeping your skin healthy and it helps protect your skin. The nature of the skin: dry, normal and combination, and oily skin determined by the amount of sebum in the skin. Our skin has a love-hate relationship with sebum. If your skin has too much sebum, you'll probably be battling acne/oily and shiny skin; and if it has too little sebum, you could end up with dry, cracked skin. This “**SUPER-LEAVES**” active ingredient helps regulate sebum production and protects the squalene against sebum oxidation.

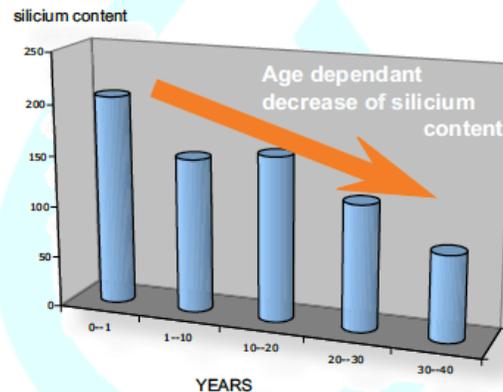
Active Ingredients 4:

INCI Name : Methylsilanol Mannuronate

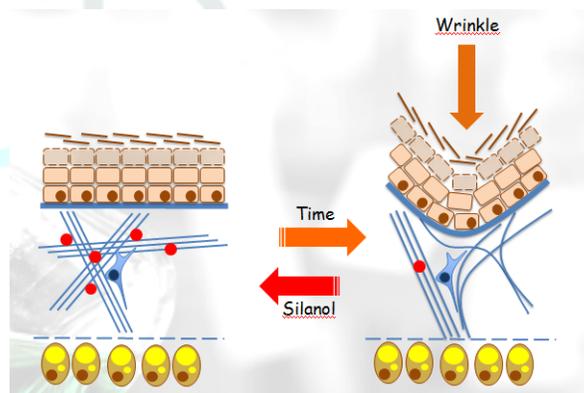
Methylsilanol Mannuronate is a semi-natural SILANOL, represents a bio available source of organic silicium, rich in hydroxyle functions. Silicium is a natural component of the skin and other connective tissue (bone, blood vessels..) Organic Silicium interacts with structure proteins (collagen, elastin, proteoglycans..) and insures dermis integrity and architecture. It is a multi-functional active ingredient – anti-glycation, anti-inflammatory, free radicals protection, and it prevent against skin's premature aging. Silicium improves cell's protection against damage induced by toxic species by increasing membrane resistance.

As the skin ages, skin content naturally

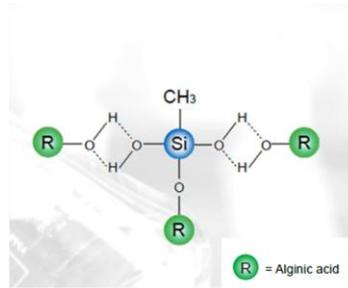
organic silicium decreases.



The skin elasticity decrease and lose it firmness slowly. It helps to stimulate collagen production and the organic Silicium restructuring activity helps maintaining skin's mechanical's properties such as elasticity, firmness, but also preserves cell's optical metabolic efficiency. It improved the skin integrity and decreases appearance of wrinkle.



With active ingredient is in the form of : Silanol Technology



Stabilized in its monomeric active form, silanols replenish the natural pool of organic silicium



Increase the integrity of the skin architecture

It helps to :

- ✓ Stimulate collagen production
- ✓ Preserves skin's mechanical's properties : elasticity, firmness
- ✓ Improve skin integrity/structure
- ✓ Decrease appearance of wrinkles
- ✓ Delays the first signs of skin premature aging (wrinkles, uneven skin tone..)
- ✓ Reinforces skin resistance against the signs of premature aging
- ✓ Provides intense and long lasting hydration

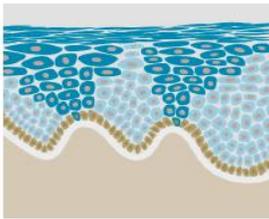
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Active Ingredient 5:**INCI Name : Symphytum Officinale Root Cell Extract /Isomalt /Lecithin**

- ➔ Speed up your skin renewal through stem cell activation
- ➔ Plant stem cells to protect skin stem cells

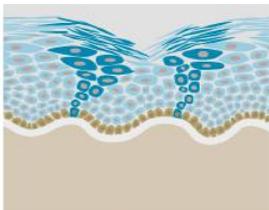


It is obtained from Comfrey *Symphytum Officinale* L. Comfrey used since ancient times. It is one of the oldest known medicinal plants. It speeds up the healing of injuries thanks to its capacity to stimulate cell proliferation and thus promote tissue formation.

Target skin layer : Epidermis layer**Young Skin**

Epidermal stem cells replace aged and damaged skin cells

- ➔ Efficient barrier function
- ➔ Smooth skin

**Aged Skin**

The regenerative capacity of stem/progenitor cells is reduced

- ➔ Epidermal turnover rate decreases
- ➔ Thinner epidermis
- ➔ Dry, rough and dull skin

Symphytum Stem Cell Extract helps :

- 1. Activation of the regenerative capacity of epidermal stem cells**
: Restore the proliferation capacity of epidermal stem cells in a pro-aging medium
- 2. Reduction of the age-related thinning epidermis**
: Formed a thicker and more differentiated epidermis with higher hyaluronic acid content
- 3. Increase in epidermal turnover**
: Reduction of skin renewal time
- 4. Smoothing effect**
: Significant increase in skin smoothness

PRESERVATIVE FREE SYSTEM

INCI Name : Methylpropanediol (and) Caprylyl Glycol (and) Phenyl Propanol

Why we need preservative in our formulations :

- ❖ Extend product lifespan
- ❖ Prevent Microbial Growth
- ❖ Preserve the quality of the product

Conventional Preservative System :

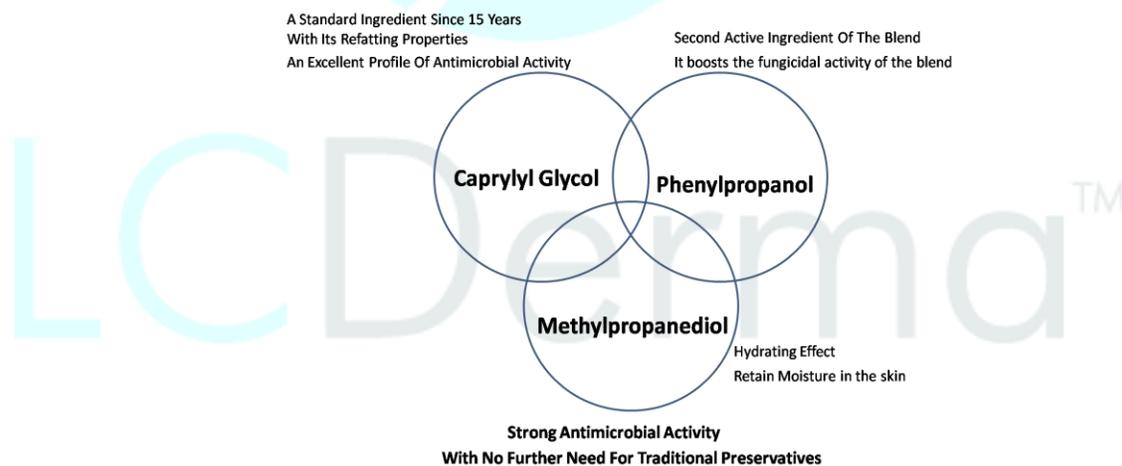
**Parabens,Phenoxyethanol,Methylchloroisothiazolinone/Mehtylisothiazolinone/
Formaldehyde based preservative eg. DMDM Hyantoin, Quaternium-15**

Preservatives in skincare product used in minuscule quantities to extend the life of a product; but some consumers are sensitive to them that a very small amount ends up causing some very big skin problems, especially with repeated applications.

They may have skin reactions and allergies to preservative, causing skin irritations, allergic skin reaction and skin sensitization.

Here, we introduce a series of skincare product which is formulated with *preservative free system*.

What is the preservative system we used ?



- ✓ Reliable Paraben Free Preservation
- ✓ An alternative to conventional preservative system
- ✓ Effectively protect the product against microbiological spoilage
- ✓ Provide reliable efficacy with a low level of surface active : reduce irritations/stinging potential
- ✓ While preserve the product, it increase the moisture level in the skin.