

THREE PROTECTION STRATEGIES

Ingredients | Petra Schlegel talks about Greentech's three most innovative actives and strategies to target exposome-related skin damages: Urbalys, Soliberine and ExpoZen.



Photos: Greentech, AdobeStock (sensitive skin), PixaBy (friends and women)



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cific skin problems caused by the exposome:

Urban pollution

The repeated and regular exposure of the skin to city dust can profoundly affect the physiology of the skin and lead to irreversible consequences. **Urbalys*** activates the endogenous defence mechanisms and detoxification pathways.

We have investigated the potential of an extract from *Schisandra chinensis* (S.C.), which is particularly rich in lignans, in order to strengthen the defence mechanisms of the skin in response to environmental stress.

The anti-pollution ingredient **Urbalys** protects against all forms of urban pollution. It activates endogenous skin defence and cellular detoxification systems, fights free radicals, prevents inflammation, strengthens cutaneous barrier and maintains dermis integrity.

Clinical tests with only 1% dosage and evaluation before and after 28 days show that inflammation was reduced and an even, rosy skin tone was achieved.

Sun and blue light

365 days a year, the skin has to adapt to changing environments and lifestyles. In addition, exposure to blue light caused by elec-

tronic devices can accelerate the natural ageing process.

Soliberine provides many benefits, absorbing most types of rays, regardless of the source, and inhibiting excessive ROS production that generates oxidative stress. It stimulates cellular detoxification, reduces free radicals and inflammatory mediators.

This ingredient combats sunlight pollution and protects the skin from light-induced damages such as that arising from UVA, UVB, infrared and blue light.

New studies also prove the reduction of the expression of lipofuscin on dermal fibroblasts when exposed to blue light. Lipofuscin is referred to as the ageing pigment. The phytoactive ingredient is therefore expected to decrease age spots.

Sensitive Skin

After 7 years of research on the red algae *Halimena durvillei*, our company, together with our subsidiary **Greensea** has launched **ExpoZen**, a soothing active for sensitive skin that also reduces crowfeet visibly. This phytoactive ingredient is produced with the help of the new production process depolymerisation. It combats the effects of the exposome that are responsible for premature ageing and high skin sensitivity. It delivers its soothing properties by in-

Internal and external aggressors, such as sun exposure, pollution, diet and stress are referred to as the **exposome**

RESEARCH on the exposome is vital for developing **innovative active ingredients**

Soliberine protects the skin from **light-induced damages**

Today we know that approximately 80% of the signs of skin ageing are caused by environmental factors. Day after day, the skin is ageing due to internal and external aggressors, such as sun exposure, pollution, diet and stress. All these factors together are called the exposome. This rather new field of research is vital for developing innovative active ingredients for the future. Our company has developed 3 different actives which target spe-

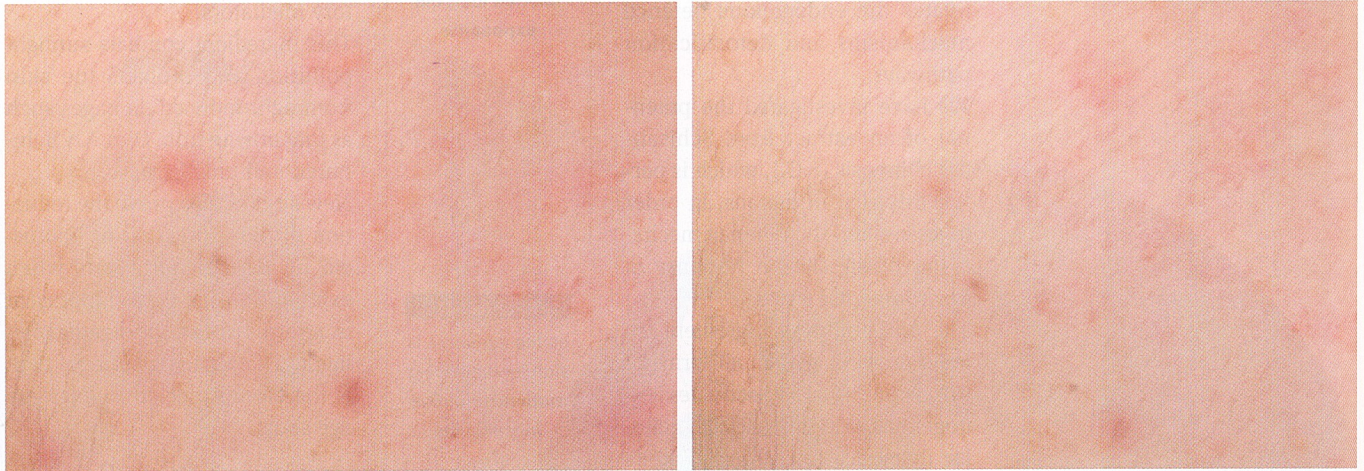


In vivo, ExpoZen prevents the premature ageing effect induced by the exposome (before: left, after: right)

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"TODAY WE KNOW THAT APPROXIMATELY 80% OF THE SIGNS OF SKIN AGEING ARE CAUSED BY ENVIRONMENTAL FACTORS"

Petra Schlegel, Business Development Manager, Greentech



With only 1% of Urbalys inflammation was visibly reduced after 28 days, (before: left, after: right)

hibiting the substance P receptors. It also acts on TRPV1, which provides a sensation of heat and pain (nociception).

In vivo, this active ingredient preserves the youth capital and has an anti-wrinkle effect on crow's feet. It thus prevents the premature ageing effect induced by the exposome.

The results are:

- immediate soothing and calming
- reduction of erythrosis
- limiting of heating and flushing sensations
- decrease of wrinkles and prevention from premature ageing

New results show that it also rebalances the microbial diversity

Urbalys protects against all types of **urban pollution**

ExpoZen soothes sensitive and visibly **reduces crow's feet**

necessary for a healthy skin and fights against the bacterial species involved in redness.

This completely new approach in the arsenal of anti-pollution cosmetic ingredients widens the skin protection spectrum to protect from the complete exposome.

Trendy formulations

The following formulations address current consumer needs:

- the **Anti Pollution Night Serum** with **Urbalys** with its high anti-oxidative potential helps the skin to recover from daily aggressions
- the **Light Day Cream** with **ExpoZen** protects very sensitive skin
- a **Day Cream for City Girls** contains **Urbalys** and **Soliberine** and Omega 3 fatty acids

Three new skin defence strategies

In the past year, consumers all over the world have become in-

creasingly aware of the direct effects of atmospheric pollution on their skin.

New skin defence strategies to protect from the damaging effects of

- atmospheric pollution caused by Particulate Matter (PM) as well as
- light pollution such as visible light (including blue light), near infrared (IR-A) and UV radiation and
- the whole exposome are required.

Our company's individual solutions address these problems in order to keep a flawless and youthful skin. □

* Urbalys won the Silver BSB Innovation Award

The formulations mentioned as well as additional information on the products mentioned can be found on the Internet - see Internet panel www.greentechgmbh.de www.greentech.fr

More information at

www.cossmma.com

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