



UV-BODYGUARD FOR EPIDERMAL STEM CELLS

Active ingredients | With a 4-step approach, the active ingredient Soliberine from Greentech protects against ageing and photo-ageing effects and protects the dermis components from UV-induced oxidative stress.

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UV radiation is responsible for approximately 80% of skin ageing. UVB rays penetrate into the epidermis, inducing collagen and elastin breakages.

UVA rays penetrate even deeper into the skin than UVB rays. They are primarily responsible for premature ageing, as they cause dermal collagen and elastin to degrade. In addition they activate metalloproteinases which damage the skin's structural support.

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New generation of UV-protecting active made from the flowers of the Butterflybush



Maintaining the activity of epidermal stem cells is a key factor in ensuring the vitality and regenerative capacity of the skin. **Soliberine** is a new generation of a UV-protecting active ingredient from **Greentech**. The active ingredient which is made from the flowers of the Butterflybush (*Buddleja officinalis*), provides a 4-level approach when protecting epidermal stem cells from the ageing effects of UV radiation:

- 1) **Absorption of ultraviolet light:** Compared with the chemical filter **Nuviguard B4** (used as a reference) Soliberine absorbs UV better than the benchmark reference.
- 2) **Limitation of trans-UCA conversion to cis-UCA by UV exposure:** Urocanic acid is located in the stratum corneum. When exposed to UVB irradiation, trans-urocanic acid is converted into cis-urocanic acid. This is where the new technology of the new active ingredient protects trans-urocanic acid from transforming into cis-urocanic acid and, therefore, limits harmful effects such as apoptosis, immunosuppression and ROS formation.
- 3) **Reduced lipid peroxidation:** Lipid peroxidation is the process in

The **new ingredient** made from the **flowers of the Butterflybush** provides a 4-step approach against ageing and photo-ageing effects. It maintains the activity of epidermal stem cells and limits the oxidative stress induced by UV exposure

which free radicals “steal” electrons from the lipids in cell membranes, which ultimately results in cell damage. In vitro the new ingredient reduces UV light induced lipid peroxidation by 54 % when used at 0.3 % only.

4) **Protection of epidermal stem cells responsible for maintaining and repairing the epidermis:** In the epidermis, epidermal stem cells are present and have quite a unique function: by continuously forming new keratinocytes, they

protective effect was shown. The new ingredient protects and maintains the activity of epidermal stem cells and limits the oxidative stress induced by UV exposure.

With the help of this 4-step approach the new active ingredient made from the flowers of the Butterflybush protects against ageing and photo-ageing effects and protects the dermis components from UV-induced oxidative stress.

“UV RADIATION IS RESPONSIBLE FOR ALMOST 80% OF SKIN AGEING”

renew the epidermis and repair damaged tissue. As the skin ages, this process is slowed down – both number and activity of the stem cells are diminished. An unhealthy lifestyle and UV exposure pay their toll and result in a thinner epidermis with a micro relief that has deeper wrinkles and is less hydrated. Therefore, the protection of these stem cells is extremely important when maintaining and repairing the epidermis. In an in vitro test, a highly

The product will be officially launched at In-Cosmetics in Paris 2016. Further tests, such as IRA protection, are being carried out at the moment with the results being released at the show.

Additional information can be found on the Internet – see Internet panel

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