

Paradigm Science Inc Features Many New Products at NYSCC Suppliers' Day 2016

Annandale, NJ, April 25, 2016 – Paradigm Science, Inc is pleased to introduce a few of our newest offerings:

Venus Bark Extract™ and **Venus Bark Picea Extract™**. Manufactured in the USA, Venus Bark Extract is a unique plant-derived compound of triterpenes (including betulin, betulinic acid, and lupeol) extracted from the outer bark of the white birch of North America. Venus Bark Picea Extract is a powerful antioxidant rich in lignans extracted from knots of the Norway spruce (*Picea abies*) combined with triterpenes of the white birch bark (*Betula alba*). White birch is a medicinal plant that has a rich history of use for treating a variety of skin ailments. Proven benefits of the triterpenes in this composition of birch bark extract include reducing skin aging, scavenging free radicals, anti-oxidant, anti-inflammatory, wound healing and skin lightening. Proven benefits of the lignin extract of *Picea abies* in Venus Bark Picea Extract include anti-oxidant, anti-microbial and anti-fungal activity.

Paradigm also presents **Bonigel®** by Ganeden the first science-backed **probiotic-derived** personal care ingredient that has been shown to clinically improve the appearance of seven common signs of aging.

Also featuring **Overnight Enhance [MJ+C]**, the new plant cell active complex by Naolys to boost night time skin recovery. Made with Four O'Clock cells and caffeine inside, this complex will clinically improve complexion's radiance by activating its night time metabolism,

Headquartered in Annandale, NJ, USA, Paradigm Science Inc is a manufacturer and supplier of unique natural ingredients for the Personal Care and Cosmetic Industry since 2003. Paradigm offers a wide range of products which have been carefully selected based on performance, environmental sustainability, and value in an effort to provide chemists and formulators with inventive technical ingredients that will make them the most competitive in their respective marketplace.

For more information about Paradigm Science Inc, please visit <http://paradigmscience.com>.

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