

Official In-Cosmetics 2016 Show Preview

from bitop

booth F40

New product release

28Extremoin®: new active ingredient to fight and prevent pollution induced skin aging and damage

28Extremoin®

STRONG ANTI-POLLUTION



28Extremoin® is a multifunctional full spectrum „urban protection“ active ingredient, especially developed to deal with the challenging environmental conditions for our skin in modern life.

It protects skin cells from damage by all sorts of particulate matter (PM10, PM2.5, PM1) and ultrafine particles (UP; nanosize) as well as heavy metals and PAHs. Furthermore 28Extremoin® also offers protection against airborne allergens like pollen.

It not only prevents pollution induced damage but also repairs and strengthens environmentally stressed skin. The skin is protected and signs of premature ageing are improved by 28Extremoin®.

28Extremoin® is a composition of two pure and natural stress protection active ingredients: Ectoin® and Hydroxyectoin.

Ectoin® and Hydroxyectoin are extensively researched natural amino acid derivates and very well known for their exceptional cell protection benefits. 28Extremoin® INCI: Ectoin, Hydroxyectoin

28Extremoin® – STOP OF POLLUTION INDUCED POMC EXPRESSION

used pollution particles to induce gene expression in keratinocytes	POMC up-regulation in keratinocytes
Printex90 (ultrafine particles): 0.014µm particle diameter (nanosize)	100% (!) reduction
Huber990 (fine particles): 0.26µm particle diameter	100% (!) reduction
SRM1650 (engine exhaust soot): contains PAHs & heavy metals, particle sizes PM2.5, PM10, PM1	99% (!) reduction
SRM2975 (diesel soot): contains PAHs & heavy metals, particle sizes PM2.5, PM10, PM1	100% (!) reduction

Table : Reduction of pollution induced POMC expression in human keratinocytes by 28Extremoin®.

Please join us at in-cosmetics 2016 stand F40 for the exclusive presentation of our latest 28Extremoin® in-vivo study results.