



**innovacos**  
ACTIVE

Nature in  
your hands





	<b>Biooptimized™ Guava</b>	<b>ReGENESEEA™ LS</b>	<b>Plant C•Stem™ Vigna radiata</b>	<b>GinsenoLite™ -G</b>	<b>Activoil™ Spotless ZRO</b>	<b>Activoil™ Echnidium ZRO</b>	<b>Activoil™ Kerox-Pro</b>
<b>INCI</b>	Propanediol, Psidium Guajava Leaf Extract, Saccharomyces Lysate Extract	Glycerin, Water, Laminaria Saccharina Extract	Glycerin, Water, Phaseolus Radiatus Meristem Cell Culture Extract	Glycerin, Water, Panax Ginseng Root Extract	Ribes Nigrum (Black Currant) Seed Oil, Octyldodecanol, Octyldodecyl Oleate, Octyldodecyl Stearoyl Stearate, Paeonia Suffruticosa Root extract, Rosmarinus Officinalis (Rosemary) Leaf Extract	Echium Plantagineum Seed Oil, Octyldodecanol, Octyldodecyl Oleate, Octyldodecyl Stearoyl Stearate, Cnidium Monnierii Fruit Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract	Raphanus Sativus (Radish) Seed Extract, Octyldodecyl Oleate, Octyldodecanol, Magnolia Officinalis Bark Extract, Rosmarinus officinalis (Rosemary) Leaf Extract
<b>TARGET</b>	Skin Senescence	Reverse effect of aging	Rescue from sun damage	Skin whitening, Skin depigmentation	Age spots Skin lightening	Defence from chemical stress	Hair Care
<b>MARKETING CLAIMS</b>	<ul style="list-style-type: none"> <li>• Skin Aging Detox System™</li> <li>• The Skin Youth Element™</li> <li>• Slowdown the causes of skin aging, not just the effects</li> <li>• Inflamm-aging response</li> </ul>	<ul style="list-style-type: none"> <li>• Cell rejuvenation</li> <li>• Epidermal reactivation</li> <li>• Reset old skin cells</li> <li>• Chrono-aging response</li> <li>• Youth memory concept</li> </ul>	<ul style="list-style-type: none"> <li>• UV-damage repair</li> <li>• Fight actinic skin aging</li> <li>• Fight photo damage</li> <li>• Anti redness</li> <li>• Photo-aging response</li> </ul>	<ul style="list-style-type: none"> <li>• Reduction of physiological skin pigmentation</li> <li>• Rescue melanocytes from cytotoxicity</li> <li>• Safety profile</li> <li>• Digital aging response</li> </ul>	<ul style="list-style-type: none"> <li>• Attenuation of cutaneous dyschromia</li> <li>• Recovery of the youthful glow</li> </ul>	<ul style="list-style-type: none"> <li>• Deep-skin detox solution</li> <li>• Urban protection</li> <li>• Protection from micro pollutants</li> <li>• Purifying skin care</li> </ul>	<ul style="list-style-type: none"> <li>• Hair weathering protection</li> <li>• Hair shield, photo-protection</li> <li>• Prevention of color fading</li> <li>• Permanent dye repair</li> <li>• Brushing Defense</li> </ul>
<b>APPLICATION</b>	<ul style="list-style-type: none"> <li>• Anti aging</li> <li>• Anti wrinkle</li> <li>• Functional make-up</li> </ul>	<ul style="list-style-type: none"> <li>• Anti-aging</li> <li>• Anti wrinkle</li> <li>• Functional make-up</li> </ul>	<ul style="list-style-type: none"> <li>• Skin Care</li> <li>• Sun Care</li> <li>• After Sun treatments</li> <li>• Functional make-up</li> </ul>	<ul style="list-style-type: none"> <li>• Skin care</li> <li>• Skin whitening</li> <li>• Depigmenting products for sensitive areas</li> <li>• Functional make-up</li> </ul>	<ul style="list-style-type: none"> <li>• Anti-aging products</li> <li>• Skin lightening products</li> <li>• Treatment for dyschromia</li> <li>• Prevention of sunspots</li> <li>• Functional make-up</li> </ul>	<ul style="list-style-type: none"> <li>• Sanitizing products</li> <li>• Cleansing products</li> <li>• Skin detox products</li> <li>• Sensitive skin products</li> <li>• Functional make-up</li> </ul>	<ul style="list-style-type: none"> <li>• Restructuring Conditioner</li> <li>• Replenishing Hair mask</li> <li>• Detoxifying shampoo</li> <li>• Color fading prevention treatment</li> <li>• Protective hair oil</li> <li>• Make up (eyebrow, eyelashes)</li> </ul>
<b>FUNCTION</b>	<ul style="list-style-type: none"> <li>• Delaying of Senescence process</li> <li>• Prevention of signs of aging</li> <li>• Prevention of the synthesis of pro-inflammatory factors that cause premature skin aging signs</li> <li>• Protection against inflamm-aging (chronic low-grade inflammation that develops with age)</li> <li>• Antioxidant defence</li> <li>• Anti-aging booster activity</li> </ul>	<ul style="list-style-type: none"> <li>• Reversal of skin aging signs by increasing the expression of factors involved in cell rejuvenation</li> <li>• Inversion of chrono-aging (degenerative process due to the decline of functions and abilities with age)</li> <li>• Promotion and acceleration of the epidermal renewal</li> <li>• Antioxidant defence</li> </ul>	<ul style="list-style-type: none"> <li>• Maintenance of maximal cellular viability upon UV exposure</li> <li>• Prevention of photo-aging (skin damage caused by chronic exposure to sunlight)</li> <li>• Reduction of UV-induced erythema</li> <li>• SPF booster activity</li> <li>• Protection against blue light and infrared</li> </ul>	<ul style="list-style-type: none"> <li>• Reduction in physiological skin pigmentation</li> <li>• Down-regulation of Tyrosinase activity</li> <li>• Inhibition of melanogenesis process</li> <li>• No signs of toxicity on melanocytes</li> <li>• Prevention against digital aging (oxidative stress and dull complexion caused by blue light)</li> </ul>	<ul style="list-style-type: none"> <li>• Improvement of skin luminescence and brightness</li> <li>• Reduction of age spot pigmentation</li> <li>• Prevention of UV-induced skin redness</li> <li>• Prevention of age spot insurgence</li> </ul>	<ul style="list-style-type: none"> <li>• Improve physiological skin defence against chemical stress</li> <li>• Prevention and repair of damage to the skin barrier</li> <li>• Acceleration of skin barrier recovery</li> <li>• Prevention of skin irritation</li> <li>• Relieve erythema</li> <li>• Decrease of skin sensitivity</li> <li>• Improvement of skin hydration level</li> </ul>	<ul style="list-style-type: none"> <li>• Reduction of radiation/UV-induced color fading</li> <li>• Increase in hair antioxidant property preventing pigment oxidation</li> <li>• Protection from radiation-induced damage to cuticle ultrastructure</li> <li>• Protection and repair from heat damage</li> </ul>
<b>EFFICACY</b>	<p><b>in vitro:</b> Decrease in the synthesis of SASP - <b>Senescence-associated secretory phenotype</b> (TNF-α, IL-6, IL-8, MMP-1,-3, Eotaxin, COX-2, iNOS) involved in skin aging</p> <p><b>in vivo:</b> Improvement in - skin firmness - skin elasticity - skin hydration</p> <p>Decrease in - wrinkle depth - physiological and UV-induced oxidative damage</p>	<p><b>in vitro:</b> Up-regulation of gene expression of factors involved in skin youth (collagen 3-4, αSM-actine, PAI-1, Catalase, Aquaporin-3)</p> <p><b>in vivo:</b> Increase in - skin barrier function (↓TEWL) - skin visco-elastic properties - skin hydration - skin smoothness</p> <p>Decrease in - wrinkle density - wrinkle volume</p>	<p><b>in vitro:</b> - Increase in cell viability upon UV exposure - Increase in the expression of ECM components - Decrease of pro-inflammatory factors release - Protection from oxidative damage caused by blue light and infrared</p> <p><b>in vivo:</b> - Reduction of UV-induced erythema - SPF Booster activity</p>	<p><b>in vitro:</b> - Inhibition of Tyrosinase activity - Inhibition of melanogenesis - No cytotoxicity for melanocytes - Protection from oxidative damage caused by blue light – Digital aging protection</p> <p><b>in vivo:</b> - Reduction of skin melanin pigmentation - No skin erythema</p>	<p><b>in vivo:</b> Increase in - skin luminosity - skin brightness</p> <p>Decrease in - age spot melanin intensity - age spot color - UV-induced erythema</p>	<p><b>in vivo:</b> Increase in - skin barrier function - skin moisturization</p> <p>Decrease in - TEWL - skin erythema</p> <p>upon chemical stress (surfactants, PM&lt;2.5 and ethanol)</p>	<p><b>ex vivo:</b> - Increase in hair antioxidant potential - Prevention of color fading - Protection against structural damage</p> <p>upon UV exposure - Protection from reduction of hair tensile strength - Protection and repair from reduction of hair shine</p> <p>upon heat damage (hairstyling)</p>
<b>PRODUCT CHARACTERISTICS AND TYPICAL USE LEVEL</b>	Cosmos approved Water soluble 0.5-3%	Cosmos approved Water soluble 1-3%	Cosmos approved Water soluble 0.2-2%	Cosmos approved Water soluble 0.2-2%	Cosmos approved Oil soluble 0.5-3%	Cosmos approved Oil soluble 0.5-3%	Cosmos approved Oil soluble 0.5-3%

