



Provital
Do Care

Pomarage™

A tribute to nature's
life cycles

- A well-aging active resulting from the recovering of by-products from apple processing in local industry.
- One step further on the journey to circular beauty.
- A natural solution for healthy, re-densified skin.

CareActives

Well-aging

Creating gems from waste

Prevention sits right at the top of the waste management hierarchy; that is, preventing environmental impact before it is generated. The **circular economy** stands in contrast with the linear “use and dispose” model. In this context, the cosmetics sector can play a central role in catalysing this bioeconomy, as it's able to make use of **waste and give it a much higher added value (“upcycling”)**.

At Provital, we not only apply the concepts of the circular economy to our processes, but also look at the option of using these resources to manufacture our active ingredients, transforming this idea into a concept of “circular beauty”, and working steadily towards a zero-waste cosmetics industry, **an industry that is truly in tune with nature's rhythms.**

Sustainable Development Goals (SDGs)



An upcycling project resulting from an agro-cosmetics symbiosis with Mooma®

To embark upon a truly **circular beauty project, collaboration is crucial.** Pomarage™ was born as the result of this intention of collaboration between different points in the value chain, as a result of an **industrial symbiosis project between Mooma® and Provital** to make use of and revalue waste.



Respecting nature's life cycles for a conscious cosmetics industry

Pomarage™, the emerald in the apple

Pomarage™ is the cosmetic result of recovering by-products from apple processing in local industry.

Apples are known around the world to be synonymous with health. There is also a real need for them to be upcycled, with Spain alone producing more than half a million tonnes of apples each year, 25-30% of which becomes waste material. Some types of waste contain a high concentration of polyphenols, the active molecule with recognised and confirmed skin anti-aging properties.



From farm to fork

Mooma® is a **family-run, local artisan supplier** in Girona (Spain), based just a few miles from Provital. With over 50 years' experience in the fruit-growing sector, they are the third generation of a family dedicated to apple growing in the Empordà region.

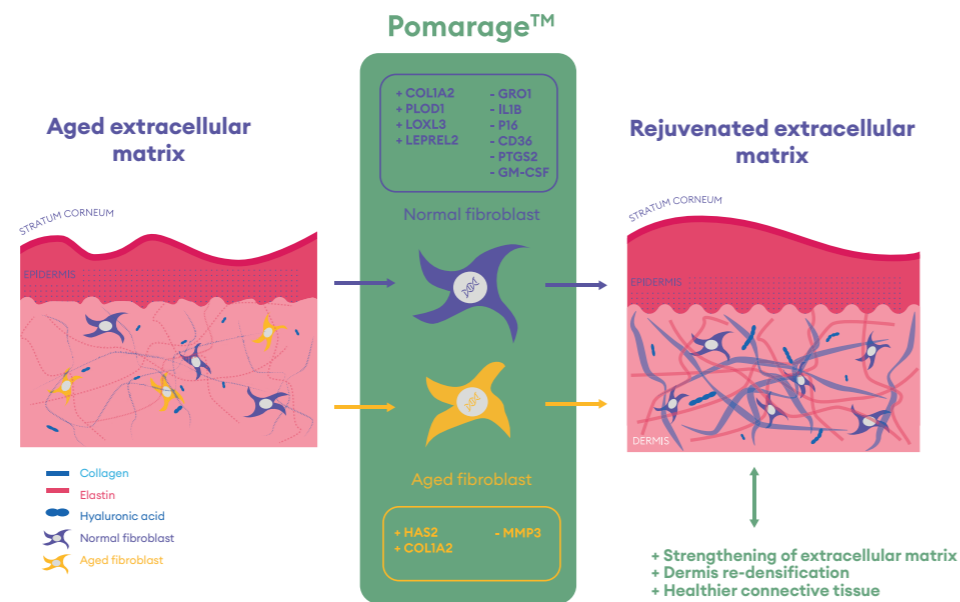
The apple processing required to make cider also produces one main **by-product: apple pomace**, an agricultural waste product containing a mixture of flesh, skin and seeds. Since it is a product **rich in polyphenols**, Provital decided to reuse it as the raw material in Pomarage™, thereby obtaining **a well-aging active ingredient that:**



- involves 0-km local sourcing
- is developed in line with the circular economy concept
- has a lower environmental impact (carbon footprint)
- generates less waste
- has a positive economic impact for the farming sector, thanks to the processing and recycling of agri-food waste.

From soil to skin

Pomarage™ contributes to restoring the healthy appearance of the skin thanks to its action on reducing inflammatory processes, markers associated with cellular senescence and through its multiple actions on the different steps of biosynthesis and maturation of **collagen**. **Pomarage™ also acts on the different structures in the extracellular matrix (EMC) of the dermis, improving its elasticity and density.**



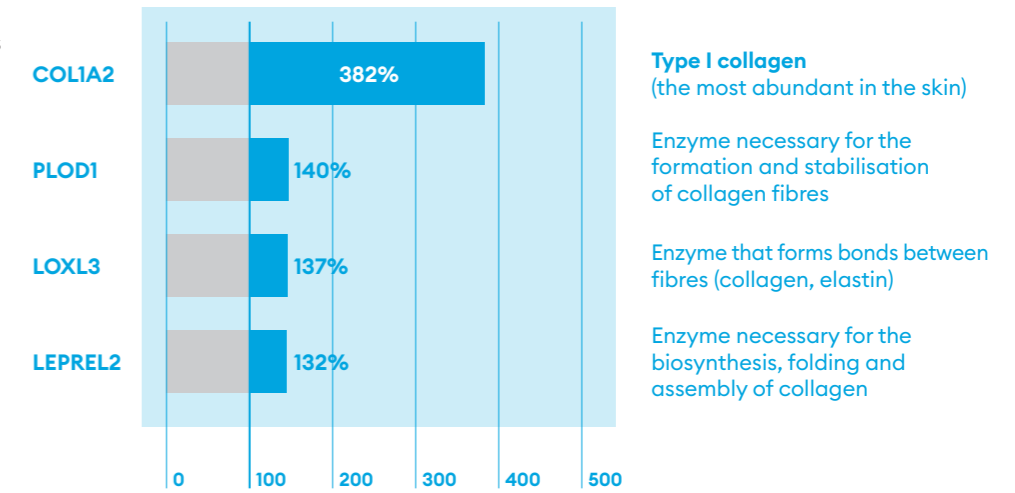
In vitro efficacy I

Gene expression evaluation In normal human dermal fibroblasts (NHDF)

The effects of Pomarage™ on normal fibroblasts were studied by treating these cells with a 0.125% dose of the active ingredient for 24 hours. The results were expressed as a percentage of change relative to the unstimulated control, considered as 100%.

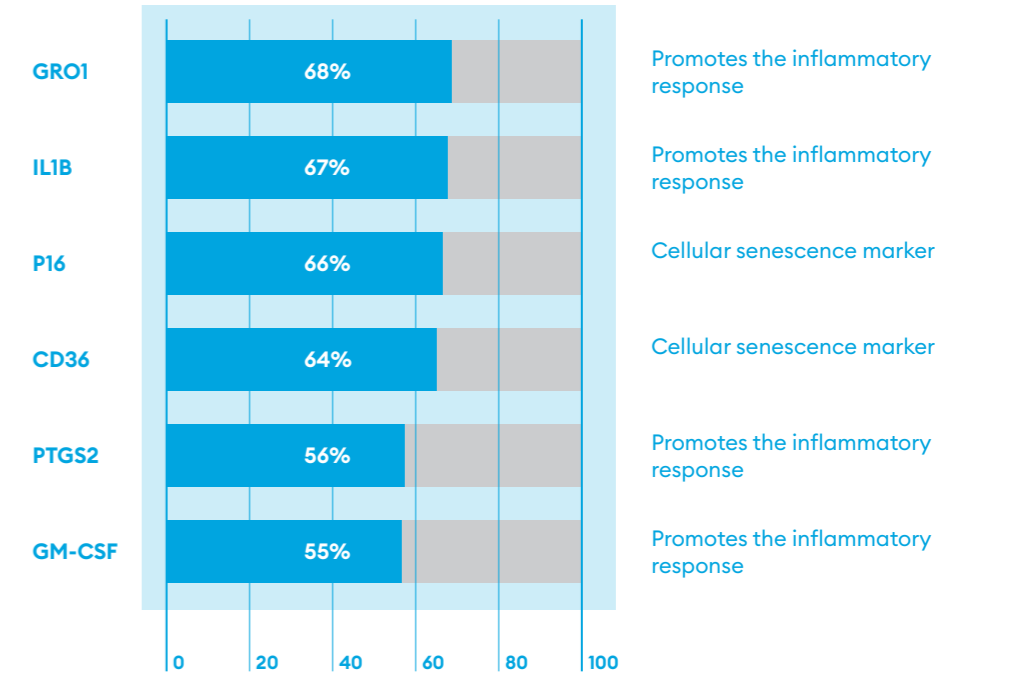
Strengthening of extracellular matrix (ECM)

Thanks to its action on collagen biosynthesis and organisation:



Healthier connective tissue

Thanks to its contribution to the reduction of inflammatory processes and cellular senescence:



Pomarage™, a step towards better health for our planet and our skin.

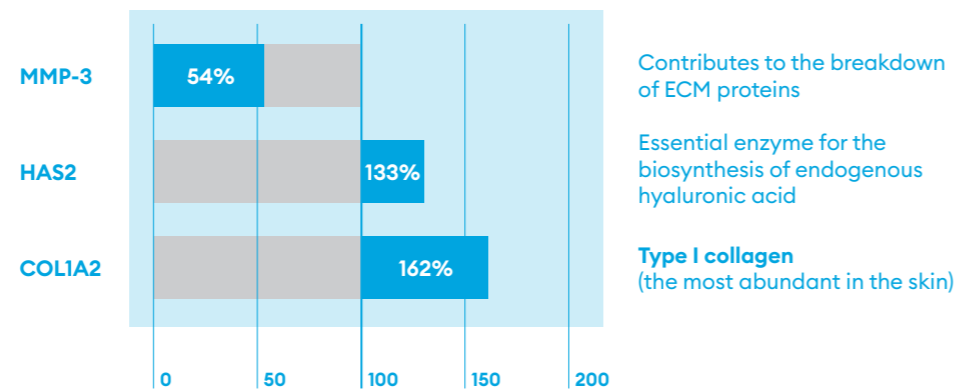
In vitro efficacy II

Gene expression evaluation In aged human dermal fibroblasts (aged-HDF)

The effects of Pomarage™ on aged fibroblasts were studied by treating these cells with a 0.015% dose of the active ingredient for 24 hours. The relative quantification of gene expression was performed using real-time quantitative PCR (RT-qPCR), and the results were expressed as a percentage of change relative to the unstimulated control, considered as 100%.

Dermis re-densification

Thanks to the resulting increase in the biosynthesis of endogenous hyaluronic acid, collagen and other aging-related proteins from the ECM



Pomarage™, a homage to nature, a step forward in the preservation of its resources, a tribute to nature's life cycles.

Marketing tools

Increasingly demanding beauty consumers value the knowledge offered by the brand and are seeking a way of making purposeful purchases.

At Provital, we wholeheartedly believe that the best creations always come from collaboration, honesty, and transparency. For this reason, we are working on possible ways of supporting consumers on their journey towards conscious cosmetics in order to achieve, among other things, CIRCULAR BEAUTY:



1. Join the growing “back to basics” movement

In the context of well-being priorities in our “new normal”, consumers are turning to simplicity and perceived value, seeking true relevance that instils the notion of optimal quality, as well as social and environmental purpose. Pomarage™ has tools to create a simple but effective message due to its well-known origin –the apple–, the purpose it fulfils –circular beauty– and its clear efficacy on health and good skin condition.



2. Boost product-price hybridisation to join the strengthened *masstige* segment

With a significant polarisation between the impact on the premium and mass markets, the *masstige* segment is gaining even more traction. However, a simplified beauty focus offers more options for multi-functionality and convergence with adjacent categories. Pomarage™ is the ideal tool for bringing together treatment-make-up categories, since this is a segment characterised by claims and easily recognisable ingredients, which attract both more premature well-aging consumers and those less prepared to invest in their skincare.



3. Promote inclusion in the brand’s messaging

Both male and female consumers are seeking hybrid make-up/skincare products, products that offer solutions to customise a uniform skin tone and that adopt the dynamic uniqueness of multicultural skin. Pomarage™ offers the perfect ethical and sustainable message to attract the more inclusive consumer.



4. Get involved in new and disruptive market niches: Seasonal Cosmetics

Leverage the story behind the collection of apple pomace –in autumn– to give a touch of exclusivity and sustainability to your new limited edition product line with Pomarage™. Autumn is also the restorative period, both for nature and for the skin.

Listen to this  at Provitaltalks!



Specifications

POMARAGE™ 72920 Properties Active ingredient for well-aging that is the result of recovering by-products from apple processing in local industry.

Active molecules Standardised in total polyphenols.

Appearance Transparent.

Solubility Soluble in aqueous solutions.

Recommended dose 1-3%

INCI Propanediol (and) Water (and) Pyrus Malus (Apple) Fruit Extract

Certification



Compliance



100% Natural Origin
(ISO16128)

Preservative-Free

Formulation

UP'PLE INFUSED ESSENCE
INCI/ PCPC % (W/W)

A Aqua (Water) 79.77
Aloe Barbadensis Leaf Juice, Sodium Benzoate, Potassium Sorbate 10.00
Propanediol, Aqua, Pyrus Malus Fruit Extract 2.00
Acrylates/C10-30 Alkyl Acrylate Crosspolymer 0.08

B Propanediol, Phenethyl Alcohol, Phenylpropanol 3.00
Xanthan Gum 0.40
Glutamic acid, N,N-diacetic acid, tetrasodium salt 0.20

C Aqua, Sodium Hydroxide 0.05

D Caprylic/Capric/Succinic Triglyceride 3.993
Curcuma Longa Root 0.0007
D&C Green 6 0.0063
Parfum (Fragrance) 0.50

