

Arabian Cotton™ Protection against Photo-ageing



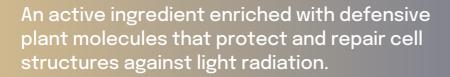














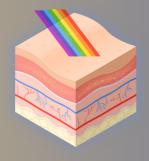
Gossypium herbaceum

Gossypium herbaceum, also known as cotton, is an extremophile plant, rich in phytocomplexes (polyphenolic chromophores) to tackle photoageing and provide a broad-spectrum protector.

Mechanism of action

Delivering powerful biological UV protection by working from within the skin, actively prevents premature ageing and tackles free radicals generated by UV radiation. This is achieved through:





Tackling inflammation caused by UV exposure

✓ Harnessing the skin's natural defence mechanisms

PHOTODAMAGED SKIN

PHOTOPROTECTED SKIN





Arabian Cotton™ proven efficacy

IN VITRO

REGENERATING ACTIVITY & INFLAMMATION MODULATOR

Arabian Cotton™ is a multi-active ingredient against photo-ageing:

ELASTIN P +64%

 $\begin{array}{c} \text{INFLAMMATION} \\ \text{MARKERS} & \cong -55\% \end{array}$

PHOTO-PROTECTION AGAINST BLUE LIGHT

REDUCTION OF ROS
PRODUCTION

-24%

ENHANCEMENT OF CELL VIABILITY

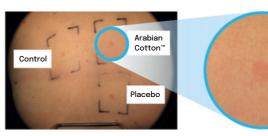
KERATINOCYTES VIABILITY INCREASE +36%

IN VIVO

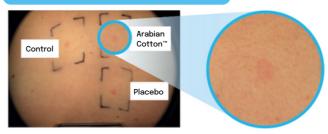
ERYTHEMA SOOTHING

Reducing erythema inflammation down to -52% after 2 hours of application of a sensitizer patch.

BEFORE



AFTER 2 HOURS WITH ARABIAN COTTON™





BROAD SPECTRUM ANTIOXIDANT & PHOTOPROTECTOR

ROS -35%

PROTECTION FROM 2 +107%

MULTIFUNCTIONAL INGREDIENT AGAINST PHOTO-AGEING



- ✓ PHOTOPROTECTION EFFECT
- ✓ ENHANCEMENT OF CELL VIABILITY
- ✓ ECM BOOSTING ACTIVITY
- ✓ MODULATION OF INFLAMMATORY RESPONSE
- ✓ BROAD SPECTRUM ANTIOXIDANT (UV/VIS/IR RADIATION)
- MULTIFUNCTIONAL INGREDIENT AGAINST PHOTO-AGEING

