



# Luminia Granatum™

The smart brightener



## Effective brightening strategy to deal with pigmentation imperfections

- Natural lightening effect
- Texture & tone evener
- Radiance and glow enhancer
- Protective antioxidant effect

### Mechanism of action

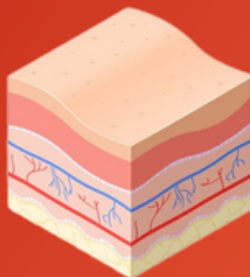
Luminia Granatum™ brings a superfruit power to fight against pigmentation imperfections in a synergistic way.

OVERPIGMENTED SKIN

BRIGHTENED SKIN



↑ Melanin synthesis  
↑ α-MSH  
↑ MITF synthesis



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↓ α-MSH  
↓ MITF synthesis



*Punica Granatum, 'Pomegranate'*

Rich in polyphenols with strong antioxidant power, making it a super-fruit with proven pharmacological antioxidant and anti-inflammatory properties.

- ✓ Improves brightness
- ✓ Reduces dark spots
- ✓ Evens skin tone and texture
- ✓ Protects against oxidative stress after sun exposure

REQUEST A SAMPLE



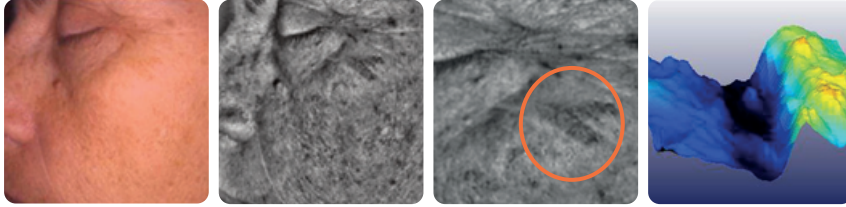
# Luminia Granatum™ proven efficacy

## IN VIVO

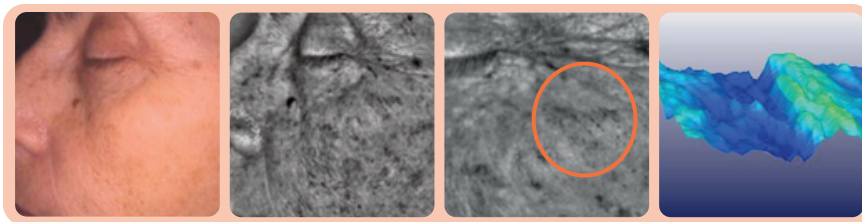
### THE SMART BRIGHTENING STRATEGY

Luminia Granatum™ is enriched in characteristic hydroxybenzoic acids and are standardized in gallotannins (gallic acid) and ellagitannins (ellagic acid), the major antioxidants in pomegranate.

BEFORE



AFTER 12 WEEKS WITH LUMINIA GRANATUM™



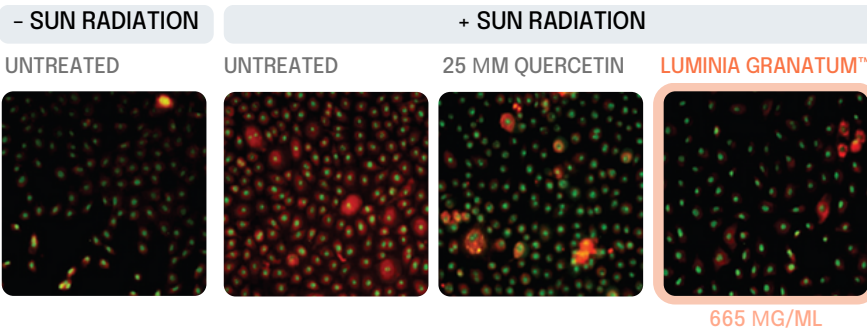
MELANIN SYNTHESIS DOWN TO **-74%**

BRIGHTENING EFFECT UP TO **+54%**

The active demonstrated:  
CAPTURES FREE RADICALS  
BRIGHTENS HIPERPIGMENTATION  
REDUCES WRINKLES  
REDUCES DARK SPOTS  
MULTI-FUNCTIONAL ACTIVITY

## IN VITRO

### PROTECTIVE ANTIOXIDANT EFFECT



OXIDATIVE STRESS DOWN TO **-38%**

Green fluorescence: nuclear and mitochondrial DNA oxidation.

Red fluorescence: cytoplasmic oxidation.

### MELANOGENESIS & MELANIN INHIBITION

Luminia Granatum™ inhibits cell intercommunication between Keratinocytes and Melanocytes, leading to reduced melanin synthesis:

Melanogenesis, that is the process of the synthesis of melanin pigment, is induced by different factors, such as:

- Sun radiation
- Addition of  $\alpha$ -MSH (melanin receptor)

Luminia Granatum™ effectively inhibits the effect of these melanin-inducing factors, showing a significant reduction of melanin production and lower melanogenesis activation.

$\alpha$ -MSH ADDITION

MELANIN SYNTHESIS DOWN TO **-46%**

SUN RADIATION INDUCTION

MELANOGENESIS ACTIVATION DOWN TO **-43%**

### INCI (Active)

Punica Granatum Seed Extract. Preservative free.

### DOSAGE

0.3- 1%

### FORMULATION

Dispersible in water and ethanol  
Incorporation during the cooling phase (<40°C)  
For more details, please refer to our formulation guides.

