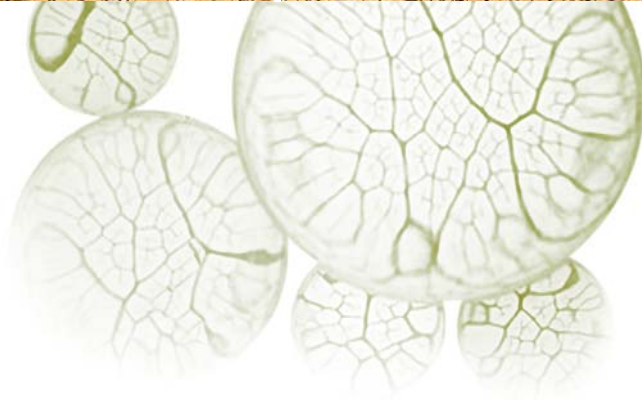




CLEOMILK[®]

Phyto-milk for Moisture and Care



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CLEOMILK[®]

CLEOMILK[®] is a plant-based phyto-milk like concentrated skin care lotion modelled on Cleopatra's skin care. The formulation, consisting of Black Caraway Oil and Sesame Oil, reduces moisture loss from the skin and has a re-lipidation effect. In combination with Aloe Vera juice, this reinforces the skin's natural water storage. CLEOMILK[®] is free from preservatives and conforms to most natural cosmetic guidelines. Its major constituents are derived from controlled organic cultivation.

Confirmed efficacy

- Protects against dehydration and lowers TEWL – *in vivo* test
- Reduces skin de-lipidation when washing and promotes re-lipidation – *in vivo* test
- Accelerates the regeneration of the skin barrier – *in vivo* test



Active principle



Black Caraway Oil, the oil of the Pharaohs has a revitalising, anti-inflammatory and immunoregulating effect



Sesame Oil – one of the oldest oil plants in the world. Cares for the skin, smoothing and promotes re-lipidation



Aloe Vera – Moisturising plant juice, regenerating, nourishing, harmonising and soothing

Mode of action

(1) Protective film against evaporation

Leave-on: long-chain, water-retentive Aloe polysaccharides form a protective film on the skin

Rinse-off: lipid layer reduces the TEWL

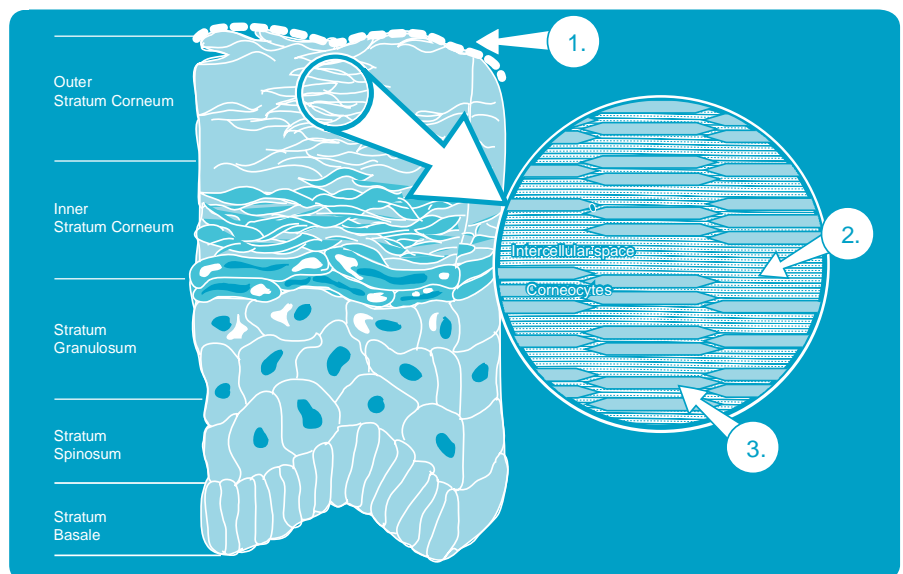
(2) Supports the lamellar lipid matrix

Black Caraway Oil and Sesame Oil with unsaturated fatty acids

(3) Reinforces the NMF

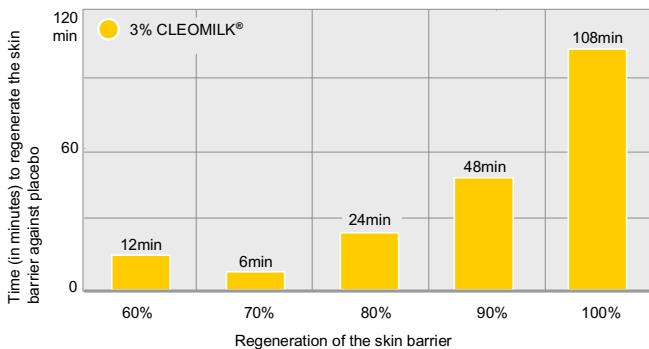
Hygroscopic Aloe molecules:

- amino acids
- carbohydrates
- minerals



Studies of efficacy

Skin moisture – *in vivo* study with *rinse-off* product CLEOMILK® in shower gel



Test parameters: Transepidermal water loss (TEWL) of the Stratum Corneum, inside of the arms

Method: Treatment with 3% CLEOMILK® or placebo; 10 test subjects, age: between 24 - 47; measuring device: evaporimeter

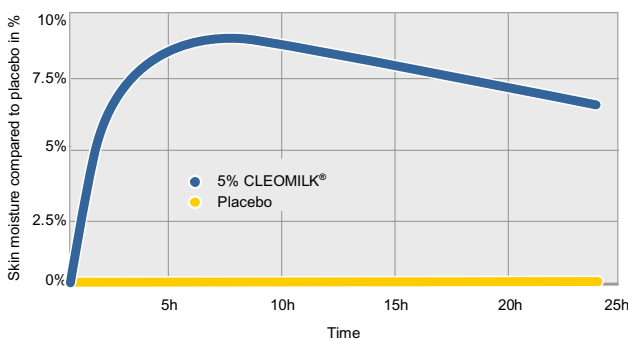
Result: Effectiveness in *rinse-off* products confirmed; accelerates regeneration of the skin barrier; reduction of the TEWL promotes skin moisturisation

Skin moisture – *in vivo* study with *leave-on* product CLEOMILK® in cream gel

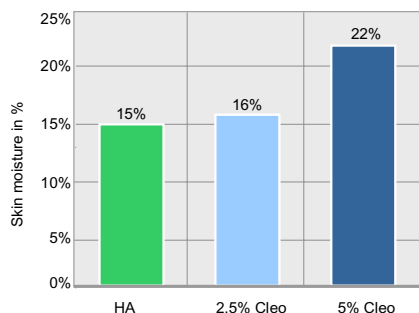
Test parameters: Hydration of the Stratum Corneum

Method: 20 test subjects, age: 36; measuring device: Corneometer®

a) Treatment with 5% CLEOMILK® compared to placebo (0% CLEOMILK®)

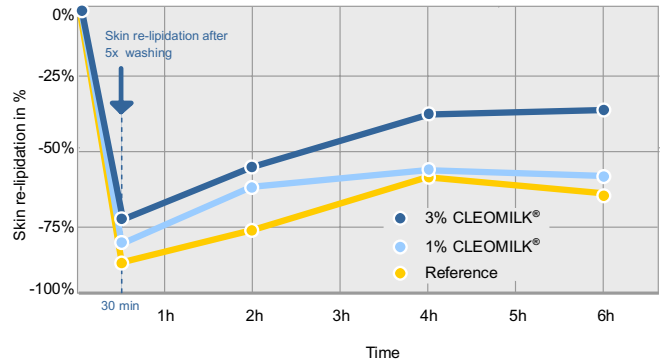


b) Treatment with 0.1% Hyaluronic Acid; 2.5% and 5% CLEOMILK® compared to untreated skin



Result: Moisturising effect up to 8.5% compared to placebo and +7% compared to Hyaluronic Acid

Re-lipidation – *in vivo* study with *rinse-off* product CLEOMILK® in shower gel



Test parameters: Lipid content of the Stratum Corneum, face

Method: Treatment with 3%, 1% CLEOMILK® and reference (1% PEG-7 Glyceryl Cocoate); 10 test subjects, age: 24 - 47; measuring device: sebumeter

Result: Effectiveness in *rinse-off* products confirmed; (a) counteracts skin de-lipidation and (b) accelerates the re-lipidation of the skin

Concentration

1-5%

Application

Washing gels, shower gels, washing lotions, washing creams, bath products, liquid soaps, which are intended for use on the face and body. Suitable for O/W emulsions.

INCI

EU: Sesamum Indicum Seed Oil, Aqua, Glycerin, Sucrose Stearate, Glyceryl Caprylate, Nigella Sativa Seed Oil, Aloe Barbadensis Leaf Juice Powder, Xanthan Gum

USA: Sesamum Indicum (Sesame) Seed Oil, Water, Glycerin, Sucrose Stearate, Glyceryl Caprylate, Nigella Sativa Seed Oil, Aloe Barbadensis Leaf Juice Powder, Xanthan Gum

Japan: Sesamum Indicum (Sesame) Seed Oil, Water, Glycerin, Sucrose Stearate, Glyceryl Caprylate, Nigella Sativa Seed Oil, Aloe Barbadensis Leaf Juice Powder, Xanthan Gum

Additional information

Natural Cosmetics: Ecocert conform

Preservatives: Free of preservatives

Animal experiments: Not tested on animals. Contains no substances of animal origin

Toxicology: Non-toxic for humans and the environment

Safety: GMO-free, BSE-free, CMR-free; contains no pesticides, mineral oil or heavy metals



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