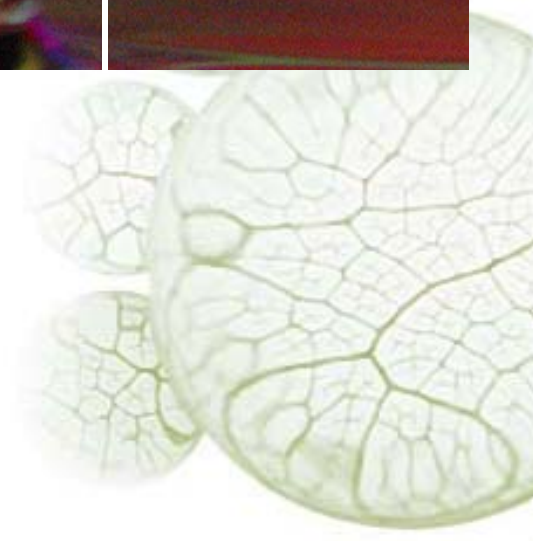
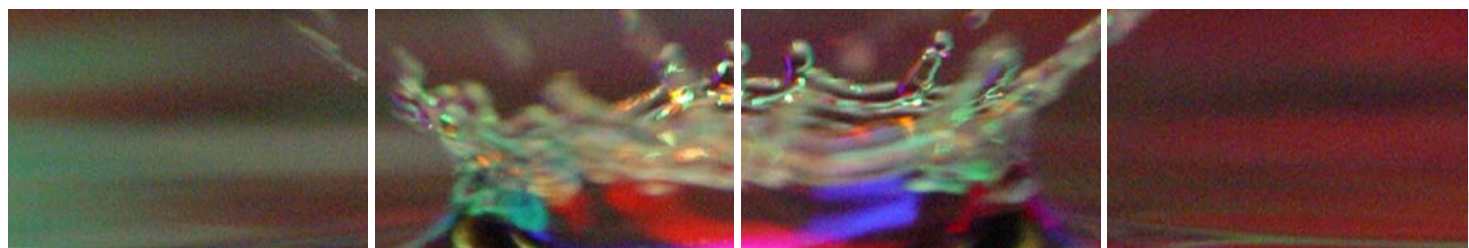




CellActive[®] - V.I.P.

Anti-stress Skin Care



RAHN | Cosmetics

Your partner for excellence

CellActive® - V.I.P.

CellActive®- V.I.P. protects the skin against stress. It even combats stress markers on molecular level. The enzyme cocktail obtained from pineapple, together with extract of rosemary and Essential Cell Boost-Factor, reduce the visible signs of skin stress. Skin fatigue, slackness and loss of skin vitality are detectably diminished. CellActive®- V.I.P. defends skin against the general effects of everyday stress.



Confirmed efficacy

(A) Reduction of stress markers on the molecular level- *in vitro* study in 3D skin models

(B) Visible alleviation of stress symptoms, such as skin fatigue, slackening, with enhancement of skin vitality- *in vivo* study in 30 female subjects

Active principle

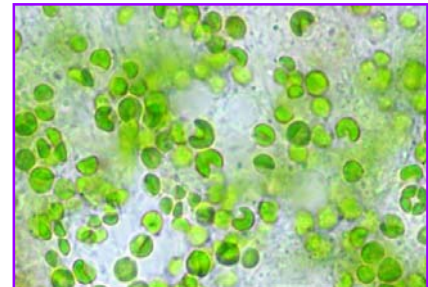
CellActive®- V.I.P. combats stress and soothes stressed skin.



The **enzyme cocktail from pineapple** regenerates and rejuvenates skin cells by means of enzymatic peeling. In addition, stressed cells are supplied with co-enzymes, carbohydrates, vitamins, trace elements and minerals



Extract of rosemary protects the skin. It promotes the natural stress defence mechanisms, neutralises free radicals, improves blood perfusion and has antibacterial and anti-inflammatory effects

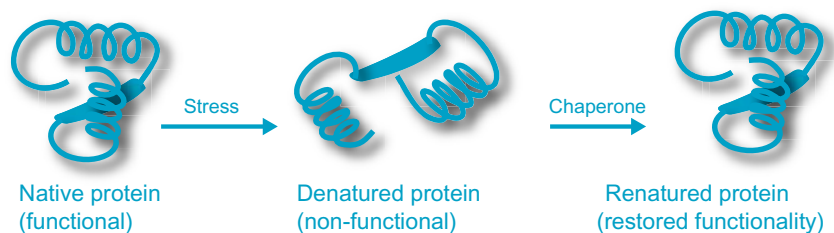


Essential Cell Boost-Factor promotes the production of cell adhesion proteins and enhances the mechanical stability of the skin

What happens on exposure to stress?

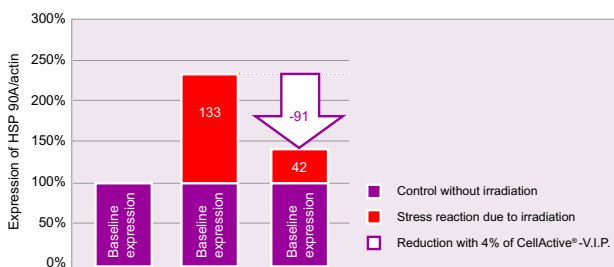
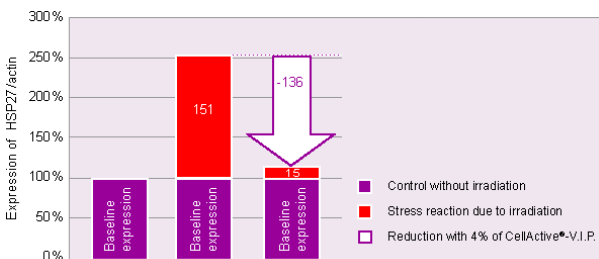
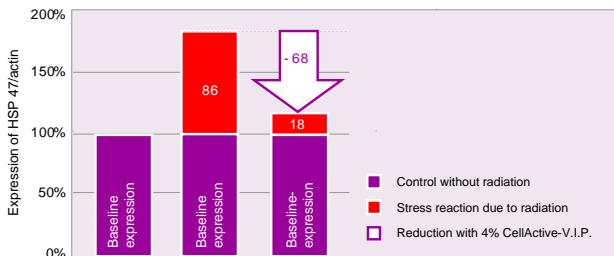
On exposure to stress stimuli, cellular proteins are denatured (i.e. they "unfold") and lose their spatial structure. They will then tend to agglutinate and form aggregates. Important cellular functions are no longer possible. The cell is at risk of dying.

Chaperones- the cellular first aid programme In response to stress (e.g. heat stress) a cell will produce so-called chaperones. These recognise denatured proteins and refold them so that they regain their original structure. This repair mechanism ensures the survival of the cell.



Studies of efficacy

Reduction of stress markers (*in vitro*) Effects on the expression of stress proteins HSP 27, HSP 47 and HSP 90



Test parameter: Expression of molecular stress molecules HSP 27, HSP 47, HSP 90 in cells

Method: Reconstituted human epidermis incubated with 4% CellActive®- V.I.P. or placebo; exposure to external UV stress (200 mJ/ cm²); quantitative assay by means of PCR (polymerase chain reaction)

Result: Marked anti-stress effect of CellActive®- V.I.P. Cells better protected against stress, so that fewer stress proteins are produced

Concentrations

0.5 - 4%

INCI

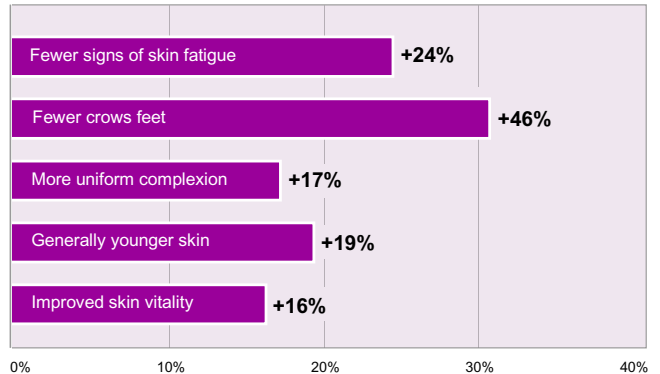
EU: Aqua, Glycerin, Ananas Sativus Fruit Extract, Rosmarinus Officinalis Leaf Extract, Chlorella Vulgaris/Lupinus Albus Protein Ferment

USA: Water, Glycerin, Ananas Sativus (Pineapple) Fruit Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Chlorella Vulgaris/Lupinus Albus Protein Ferment

Japan: Water, Glycerin, Ananas Sativus (Pineapple) Fruit Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Chlorella Vulgaris/Lupinus Albus Protein Ferment

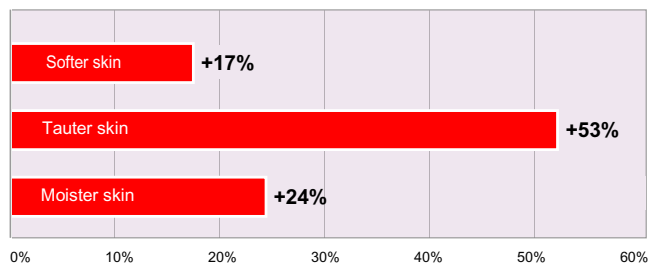
Improved appearance of skin

User survey after 28 days use. Positive evaluation in comparison with placebo



Improved skin feel

User survey after 28 days use. Positive evaluation in comparison with placebo



Test parameters: Facial skin stress symptoms

Method: Application of 4% CellActive®- V.I.P. (vs. placebo) to facial skin, for 28 days, 30 test subjects, age 45 years; evaluation: questionnaire, subjective assessment by users, statistical evaluation

Result: Reduction of facial skin stress symptoms after use of CellActive®- V.I.P.

Applications

For intensive anti-stress care of facial skin; anti-stress eye serum, anti-stress day creams, anti-stress night creams, regeneration products. Can be used in O/W and W/O emulsions and in gels

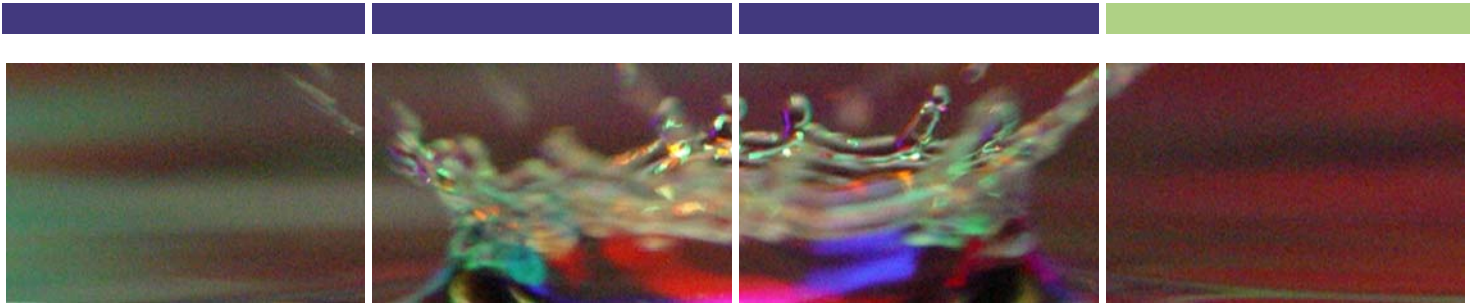
Additional information

Preservative: 1% phenoxyethanol

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

Toxicology: Non-toxic for humans and environment

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



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