



TOMATO

# HYDROPOM®

## A COSMETIC DIET TO PROTECT SKIN FROM UV AND POLLUTION

SKIN

### PRODUCT DESCRIPTION

Hydropom® is a water based lycopene-containing product specifically created for the cosmetic sector. To reach this goal Phenbiox developed the new exclusively patented A.M.C. (Aqueose Microdisperse Carotenoids) technology allowing for combining the bioliquefaction technologies to micro-dispersion of oil soluble molecules in water phase. Therefore, Hydropom® is a natural product, obtained using skins of tomatoes harvested in Italy, containing a completely water soluble lycopene.

Lycopene has been broadly studied for its protective effects due to its high anti radical potential, and a lycopene-rich diet is known to be able to protect skin from UV radiation. However, the main limitation of such a diet is the slow and non-homogenous delivery of skin protection. Hydropom® allows for quickly, effectively and homogenously delivery of the amount of lycopene needed to get efficient protection against UV radiation.

The protective effect of Hydropom® against environmental stress caused by anthropogenic pollution was assessed in different areas of our city, Bologna, Italy, in a very polluted crossroad and a park, with strictly monitored pollutions levels. Hydropom® is able to provide a very efficient protection against environmental pollution.

### BENEFITS

- Natural water soluble lycopene containing product
- Efficient delivery of UV protecting molecules on skin
- Anti-pollution effect (+40% *in vitro* tests)

### TECHNICAL INFORMATION

**INCI:** hydrolyzed tomato skin, citric acid, sodium benzoate, potassium sorbate.

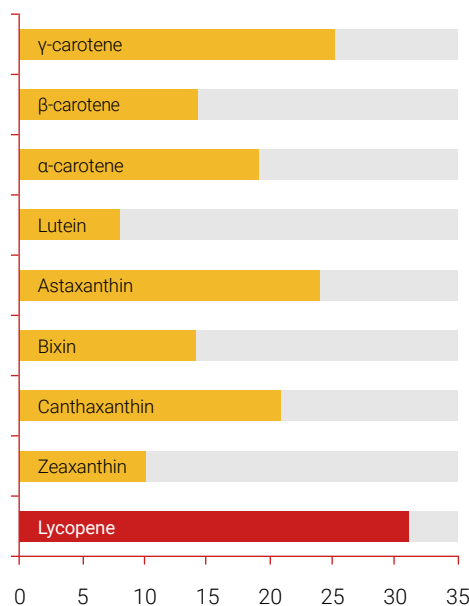
**PLANT USED:** tomato skins harvested in Italy.

**TECHNOLOGY:** Bioliquefaction Technology, Aqueose Microdisperse Carotenoids Technology.

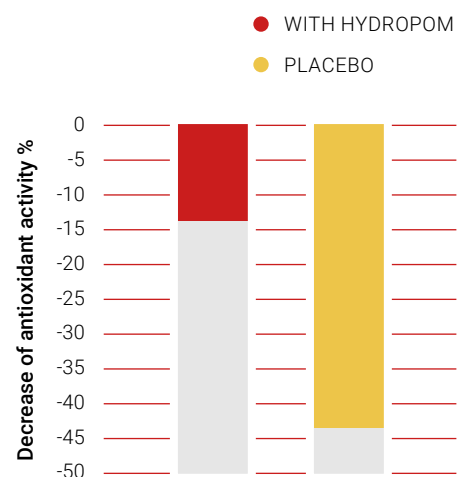
**SUGGESTED CONCENTRATION OF USE:** 3-5% w/w.

**ORGANIC STATUS:** generally accepted for organic certified formulations.

**CHINA STATUS:** also available in China compliant version.



Quenching constant values against singlet oxygen of some carotenoids



Protection of Vitamin E from pollution exposure due to the presence of Hydropom® 2% w/w