



MULLEIN

LUMINESCINE

A REVOLUTIONARY CONCEPT IN SKIN RADIANCE

SKIN

HAIR

COSMOS
APPROVED

COSMOS
ORGANIC

PRODUCT DESCRIPTION

LUMINESCINE is the first natural active ingredient for cosmetics based on plant photoluminescence, the emission of visible light by a substance caused high (UV) energy light.

Flowers are the main tool for plant reproduction and they hide secret tricks to better compete for pollinating insects. Mullein (*Verbascum Thapsus*) flowers are able to harvest UV radiation and transform it into new visible light to appear brighter, becoming more visible in the meadow and therefore, having a greater chance to attract insects.

In creating LUMINESCINE we harvested this secret feature of flowers allowing to create highly innovative cosmetic products.

LUMINESCINE is able to protect from harmful high-energy UV radiation, transforming it into a source of light that radiates directly from the skin and hair making them looking more radiant, shinier, younger and healthier.

BENEFITS

- Produces light due to photoluminescence (*in vitro* tests)
- Increases skin radiance (+5.5 Δ L a.u. *in vivo* test)
- Improve hair brightness and shine (up to +10.3 Δ L a.u. *ex vivo* test)
- Protects from UV-blue light induced photo-oxidative stress (*in vitro* tests)
- Inhibits tyrosinase and melanin synthesis (*in vitro* tests)

TECHNICAL INFORMATION

INCI: glycerin, hydrolyzed *Verbascum thapsus* flower, citric acid, sodium benzoate, potassium sorbate.

PLANT USED: Mediterranean mullein (*Verbascum Thapsus*) flowers.

TECHNOLOGY: Bioliquefaction Technology.

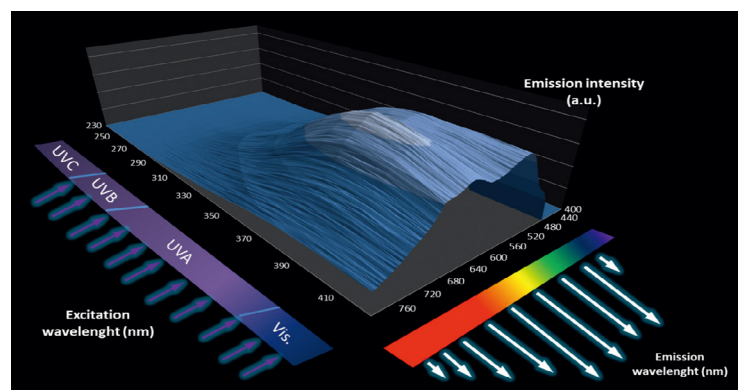
SUGGESTED CONCENTRATION OF USE: 3-5% w/w.

ORGANIC STATUS: COSMOS approved/ COSMOS organic.

CHINA STATUS: also available in China compliant version.



Forearm treated with a gel containing Luminescine 4%w/w (right) and a placebo formulation (left), effect in full sunlight



Excitation-emission spectra of Luminescine