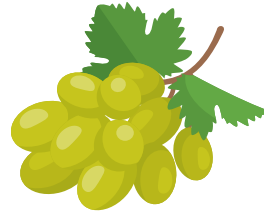




APPLE



LEMON



GRAPE



WHEAT BRAN

# REGENINE

A MIX OF ITALIAN FRUITS FOR SKIN RENEWAL AND HAIR BEAUTY



## PRODUCT DESCRIPTION

REGENINE was created by selecting several plants (grape, apple, lemon and wheat bran) produced in specific areas in Italy where their cultivation is a long-standing tradition, able to provide high quality products.

REGENINE can be used to gently but efficiently renew skin both from the outside, due to the natural AHA content, and from the inside, being able to nourish and protect the lower layers of the skin. This product can be used in professional rinse-off formulations as well as in leave-on products due to its high tolerability.

REGENINE is also ideal for several hair care applications due to the rich phytocomplex able to improve hair brightness thanks to its anti-limescale and anti-sea salt effect. It also protects dyed hair, sealing hair cuticles to prevent colour fading from dye washing out.

## BENEFITS

- **Effective skin renewal** (+83% *in vivo* test)
- **Milder and safer than benchmark AHA** (*in vitro* tests)
- **Improve hair brightness due to an anti-limescale and anti-sea salt effect** (*ex vivo* test)
- **Protect dyed hair colour from fading due to washing out** (*ex vivo* test)

## TECHNICAL INFORMATION

**INCI:** tartaric acid, *Pyrus malus* fruit extract, *Citrus medica limonum* extract, citric acid, hydrolyzed grape skin, hydrolyzed wheat bran, sodium benzoate, potassium sorbate.

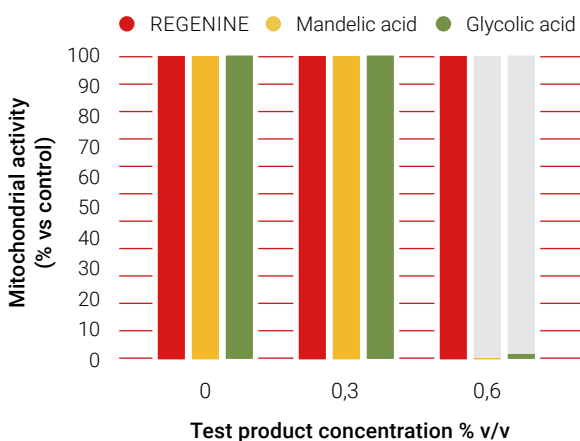
**PLANT USED:** red organic grape skin from the Emilia-Romagna region, lemons from Sicily, apples from Trentino-Alto Adige, organic wheat bran from the Po river valley.

**TECHNOLOGY:** Bioliquefaction Technology.

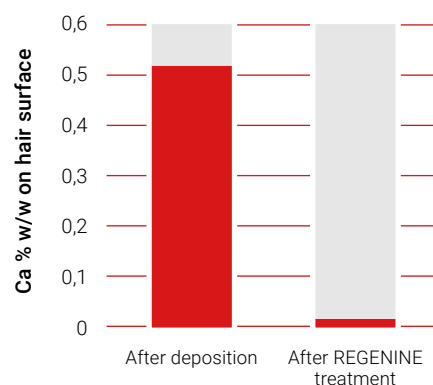
**SUGGESTED CONCENTRATION OF USE:** 1-10% w/w skin care, 1% w/w hair care.

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

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



Tolerability of Regenine compared to benchmarks (on keratinocytes)



SEM x-ray elemental analysis: content of calcium on hair surface after limescale deposition and limescale deposition + REGENINE 1% w/w treatment