

WHITE TRUFFLE

W TR-ACTIVE

MULTIPLE ANTI-AGING EFFECTS THROUGH EPIGENETIC MODULATION



COSMOS
APPROVED

PRODUCT DESCRIPTION

White truffle is one of the most exclusive food on the market, it is not only delicious but also extremely rare because it only grows in some specific areas and only in Italy.

Truffles have been known since the beginning of time and were greatly appreciated by the Romans, who believed this precious fungus was generated by lightning thrown by Jupiter near an oak. White truffles have also always been considered an aphrodisiac food and apparently Casanova was using them to seduce women. This feature seems to be triggered by the chemicals creating the truffle aroma, given that in nature truffles attract mammals consuming the fruiting bodies and contribute to spore dispersal due to pheromone-like molecules.

W Tr-Active was tested to evaluate the gene expression modulation of over 42,000 genes on two different cell lines. W Tr-Active was able to successfully modulate several groups of genes (MMPs, extracellular matrix proteins, aquaporins, and damaged protein degradation processes and vitagenes) involved in preventing skin from aging and promoting skin health by delivering a broad spectrum action.

The *in vivo* test proved that W Tr-Active was able to act as a powerful multiple anti-aging active ingredient able to reduce wrinkles and eye bags, increase skin tone and thickness (filler effect) and significantly improve skin moisture.

BENEFITS

- **Positive epigenetic modulation of anti-aging, repairing and protective genes** (*in vitro* tests)
- **Increases skin elasticity** (+35.0% *in vivo* test)
- **delivers a filler effect** (+0.39 mm *in vivo* test)
- **Reduces wrinkles** (-12.8% *in vivo* test)
- **Reduces eye bags** (-14.0% *in vivo* test)
- **Promotes skin hydration** (+13.0% in 24 hours, +45.0% in 15 days *in vivo* test)

TECHNICAL INFORMATION

INCI: glycerin, *Tuber magnatum* extract, sodium benzoate, potassium sorbate.

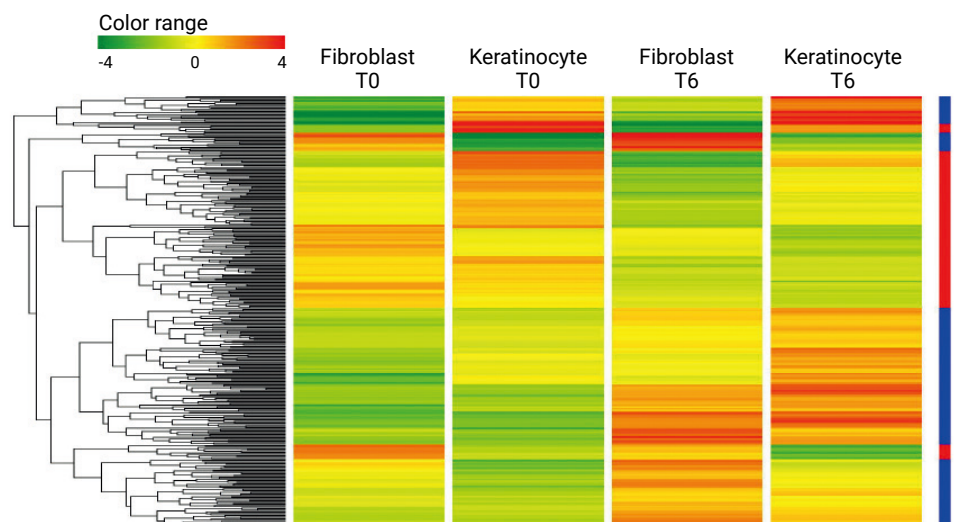
PLANT USED: white truffle (*Tuber magnatum* Pico) from the Alba area, Italy.

TECHNOLOGY: Bioliquefaction Technology.

SUGGESTED CONCENTRATION OF USE: 1% w/w.

ORGANIC STATUS: COSMOS approved.

CHINA STATUS: the product is China listed.



Graphic representation of the epigenetic investigation on keratinocytes and fibroblast treated with W Tr-Active 1% w/w