Active ingredients are ingredients that help directly in achieving performance objectives e.g. anti-aging, anti-inflammatory, anti-dandruff etc.

Here's what active ingredients the Innovation Zone will be showcasing:

**BERKEMYOL® GREEN TEA**
Company Name: Berkem
Stand Number: D24
Email: helene.foliquet@berkem.com
Website: www.berkem.com

Category: Active Ingredient, Haircare, Skincare
Product Type: Anti-Ageing / Anti-Wrinkle, Antioxidants / Radical Scavengers, Botanicals / Essential Oils / Plant Extracts, Natural Actives

Berkemyol® green tea is an active ingredient derived from green tea leaves, rich in stabilized polyphenols (>95%). This active has a set of properties available to fight effectively against effects of pollutants and to combat cutaneous aging. It helps to re-oxygenate the skin and fights against pollution, reinforces the suppleness of the skin, prevents from photo-aging fighting against oxidative stress, and protects cutaneous aging from lipidic oxidation.

**HyWhite**
Company Name: Contipro a. s.
Stand Number: B21
Email: sales@contipro.com
Website: www.contipro.com

Category: Active Ingredient, Skincare
Product Type: Anti-Ageing / Anti-Wrinkle

HyWhite is the first whitening hyaluronic acid. This low molecular weight HA modified by a-linolenic acid is able to create micelles which penetrate deep into the skin and skin cells where it efficiently inhibits the process of melanogenesis. Thanks to this it brings visible skin lightening, reduction of pigmented spots and it is also improving skin colour uniformity. HyWhite is in-vivo tested in both Asian and Caucasian type of skin and comes from the top European source. This active anti-ageing ingredient is without preservatives and pesticides and it is also non-GMO.

**COLLOIDAL PLATINUM**
Company Name: LABORATORIOS ARGENOL, S.L.
Stand Number: D37
Email: p-roda@laboratorios-argenol.com
Website: www.laboratorios-argenol.com
Colloidal Platinum is documented as one of the major rejuvenators of life force, working deeply with the DNA of the cell to create an internal environment necessary for the body to help reverse degenerative conditions. Colloidal Platinum may help boost the immune system. Platinum is reported to promote healthy tissue regeneration. It is believed to increase the electrical transmission across the synapses within the brain to improve memory, increase mental alertness and promote general tissue regeneration of the neurological tissues. Applications: Skincare and haircare.

**ACTIFCOL™ advanced botanical ingredient**

Company Name: Lipotec
Stand Number: D25
Email: salesoffice@lipotec.com
Website: www.lipotec.com

Category: Active Ingredient, Skincare
Product type: Anti-Ageing / Anti-Wrinkle, Natural Actives

Ensuring correct functionality of collagen, by taking care of all stages of its life cycle, is considered essential to maintain a well-preserved and youthful skin. With this in mind, Lipotec has developed ACTIFCOL™ advanced botanical ingredient - a shiitake mushroom-based extract which shows in vitro activity in increasing type I collagen and PLOD1 levels, as well as in reducing carbamylation process, responsible for the deterioration of such protein. At the end of the clinical study the firmness of décolleté improved by 14.4%. Moreover, a reduction of neck folds and visible tighter appearance of skin complexion were demonstrated by macro photographs.

**SIRTALICE™**

Company Name: LipoTrue
Stand Number: D28
Email: info@lipotrue.com
Website: www.lipotrue.com

Category: Active Ingredient, Skincare
Product Type: Anti-Inflammatory / Anti-Irritants / Soothing Agents, Anti-Ageing / Anti-Wrinkle, Biological / Marine Extracts / Biofermentation, Conditioners (Skin/Hair), Firming, Toning Agents

Driven from the deep cold ocean near the Réunion Island, Sirtalice™ has emerged from 3,400 m depth and 1.5°C as a freezing blast from the deep sea for tired and urban skin. Sirtalice™ is an active marine biotechnological ingredient that can help you to recharge skin energy and, hence, induce skin protein synthesis improving strength and contraction. Sirtalice™ offers a revolutionary instant lifting and V-reshape in 30 minutes. Its long-lasting efficacy provides a more luminous and firmer skin. This is an on-the-go freezing blast to help you to breathe out your true beauty.
InfraGuard
Company Name: Mibelle Biochemistry
Stand Number: D59
Email: info@mibellebiochemistry.com
Website: www.mibellebiochemistry.com

Category: Active Ingredient, Skincare
Product type: Anti-Ageing / Anti-Wrinkle, Antioxidants / Radical Scavengers,

InfraGuard is a novel active ingredient that provides triple protection against infrared, blue light and pollution. A combination of highly antioxidant tara tannins with organic sunflower sprouts makes InfraGuard efficient in preventing photoaging. In vitro studies showed that InfraGuard blocks free radical formation upon infrared as well as blue light irradiation and protects skin cells from oxidative damage caused by particulate matter. In a clinical study during summer, InfraGuard in an SPF30 formulation significantly improved skin firmness and density, while the SPF30 cream alone slightly worsened these parameters. Therefore, InfraGuard offers efficient protection from both urban and digital pollution.

Natura-Tec Marine CellShield AP
Company Name: NATURA-TEC
Stand Number: E61
Email: pascale.goyat@natura-tec.com
Website: www.natura-tec.com

Category: Active Ingredient, Haircare, Skincare
Product Type: Natural Actives

Natura-Tec Marine CellShield AP, Anti-pollution active. This is a new sustainable and fully renewable marine derivative for the cosmetic industry from one of the leading microalgae producers worldwide. NATURA-TEC MARINE CELLSHIELD AP is an amazingly effective anti-pollution active ingredient with rapid and significant protective effect against outdoor and indoor pollution. NATURA-TEC MARINE CELLSHIELD AP strongly decreases oxidation and inflammation responses in the skin, improves the skin protective barrier and boosts skin hydration contributing to an improvement of skin health conditions and cell viability.

- B.E.S.T. - Beautiful Earth Sustainable Technology protocol
- Environmentally compliant minimal carbon footprint production
- Perfect skin shield
NaturePep® Sacha Inchi
Company Name: TRI-K Industries, Inc.
Stand Number: B62
Email: info@tri-k.com
Website: www.tri-k.com

Category: Active Ingredient, Skincare
Product Type: Anti-Ageing / Anti-Wrinkle, Botanicals / Essential Oils / Plant Extracts, Conditioners (Skin/Hair), Firming, Toning Agents, Natural Actives

"The beauty industry will see a shift in trends in 2017. Facial contouring with cosmetics is fading as consumers tire of the time consuming regime necessary to attain the desired look. Instead, focus will move to achieving flawless skin by using high quality skin care products. Therefore, TRI-K has developed NaturePep® Sacha Inchi, an innovative plant based natural peptide that is:

- Clinically proven to restructure skin by increasing density and reducing sagginess for firmer skin and sculpted cheeks
- Reduces deep wrinkles, roughness and fine lines for smoother, younger looking skin
- An exotic natural peptide created with patent pending technology"

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