

CHIAPROTECT

Skin care

The Ancient Wisdom of the Incas

INCI NAME:

Salvia Hispanica Seed Oil

DOSE OF USE:

1-4%

SOLUBILITY:

LIPOSOLUBLE

PRESERVATIVE:

PRESERVATIVE FREE

COSMETIC USE:

- › Calming and anti-redness effect
- › Helps to reduce inflammation
- › Provides exceptional hydration
- › Restores the skin barrier
- › Anti-age activity thanks to its anti-free radical capacity.

DESCRIPTION:

CHIAPROTECT is a cold pressured extra virgin botanical oil, extracted from the seeds of Salvia hispanica, historically called "Chian" or "Chia".

For centuries the ancient indigenous Inca and Mayan civilizations of South America knew about the incredible therapeutic benefits of Chia.

It was a sacred food for them, in fact, "Chia" is the Mayan word for "strength", Apache and Aztec warriors sustained themselves by carrying the seeds with them at their conquests adventures.

CHIAPROTECT is a superfood for the skin:

Loaded with very high levels of phyto-nutrients: PUFA's (60% Omega-3, and 20% Omega-6), vitamins and much higher antioxidant capacity than blueberry: It is a powerful source of antioxidants:

- ✓ Phytosterols, Flavonoids and Phenolic acids
- ✓ Tocopherols (vitamin E, especially γ -Tocopherol) and other Poly-phenolic antioxidants:
 - Myricetin, Caffeic acid, Kaempferol
 - Quercetin

CHIAPROTECT presented a:

→ -15,2 % decrease in TEWL.

→ +15,1% increase in skin elasticity.

→ Immediate **PROTECTIVE** effect: 18,9% decrease in skin itching and discomfort at t=8 min (28% percentage of difference for CHIAPROTECT)

→ Long term **PREVENTIVE** effect: 28% decrease in the discomfort reaction and 21,7% decrease in skin redness after 28 days use.

PROPERTIES:

Discomfort sensation can appear as a result of a lack of moisture or skin lipids, or after the application of some cosmetics.

It can be expressed in several signs such as stinging, burning, itching and tingling sensations, associated or not with erythema.

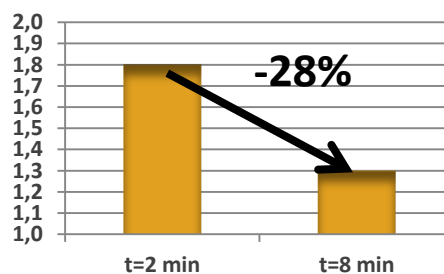
4 Weeks In-Vivo evaluation of 4% CHIAPROTECT serum. Efficacy at volunteers with sensitive skin:

The goal of this test was to induce a discomfort sensation by applying a 10% Capsaicin solution on the nasolabial fold.

Capsaicin is an active component of chili peppers. It is irritant and produces burning sensation on skin.

To evaluate the **immediate calming** and **anti-redness effect** (at t=2min and t=8min), the feeling was assessed applying capsaicin and after the application of CHIAPROTECT 4% and placebo.

CHIAPROTECT Immediate calming effect
(percentage of difference between t=2' and t=8')



N a t u r a l l y E f f e c t i v e