

Press ReleaseSteinhausen, April 18th, 2016**Colla-Gain® – Regenerative multifunctional Anti-Aging Active****New data confirms anti aging claims and points out regenerative effects.**

Colla-Gain is a two-component based active ingredient derived from the flower of the pomegranate with sodium ascorbyl phosphate. Both pomegranate flower extract and sodium ascorbyl phosphate are known for their antioxidant activity. Colla-Gain promotes collagen synthesis, but also decreases the breakdown of collagen by inhibiting MMP-1 production at both the mRNA and protein levels. It protects NHDF fibroblasts against UV-A exposure and promotes skin cell regeneration. Furthermore, a skin whitening activity was observed. Recent gene involvement screening results of Colla-Gain show the regulation of skin ageing genes and confirm existing knowledge (*in vitro* data).

- Stimulation of rejuvenation effects
- Reduction of ageing effects
- Tissue regenerating effects
- Stimulation of collagen synthesis
- Reduction of collagen breakdown
- Whitening effects

About Lipoid Kosmetik AG

Lipoid Kosmetik is a leading manufacturer of high-quality botanical extracts and natural phospholipid products for the cosmetic and personal care industry. As a pioneer in both fields, Lipoid Kosmetik has gained an outstanding reputation in the global cosmetic industry over the last 40 years. This long-standing expertise, in combination with the exceptional quality of our portfolio, enables our customers to develop and market innovative, functional and natural cosmetic products meeting the highest standards. We make beauty natural.

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Colla-Gain®

