

**Press Release**Steinhausen, August, 4<sup>th</sup> 2016**Lipoid Kosmetik – New Product launches**

**Innovative cosmetic ingredients of exceptional quality are the key to success for creating personal care products. With a clear insight into our consumers' needs, Lipoid Kosmetik showcased new products at this year's in-cosmetics in Bangkok (our booth No° C70).**

**HerbaProtect NOX – Advanced Suncare Active**

HerbaProtect NOX is a novel COSMOS approved sun care active that protects the skin from peroxy-nitrite-induced UV damage as well as Infrared-A induced skin aging. The glycerol based, unpreserved and self-preserving active consists of active components derived from kakadu plum, pomegranate flower and perilla leaves.

HerbaProtect NOX reduces the UV-mediated enzymatic stress response and the formation of intracellular nitrogen and oxygen species leading to DNA damage in form of dark CPD (cyclobutane pyrimidine dimer). A key role in this process plays the powerful oxidant peroxy-nitrite, forming highly reactive intermediates which can further promote skin damage. HerbaProtect NOX neutralizes peroxy-nitrite, inhibits enzymes involved in the formation of peroxy-nitrite and reduces the formation of endogenous ROS species on a cellular level. Thus leading to the prevention of dark CPD formation, extracellular cell matrix degradations and other signs of photoaging.

Due to its strong antioxidant properties HerbaProtect NOX increases the antioxidant capacity of human skin for several hours, making it a perfect IR-A protection addition to sun care formulations.

**Sunflower PI Herbasome® - Liposomal Anti-Aging Concentrate**

Sunflower PI Herbasome® is a novel anti-aging concentrate of liposomal PI (phosphatidylinositol) from sunflower lecithin. Its active ingredients stimulate skin rejuvenation and regeneration on a cellular level by synergistically influencing the expression of key enzymes involved in the intrinsic (chronological) and extrinsic (photoaging) process of skin aging. Sunflower PI Herbasome can easily be incorporated in all kinds of cosmetic formulations, especially those to prevent and reduce the visible signs of aging.

We look forward to meeting you in the interactive Formulation Lab at in-cosmetics Asia on Tuesday, Nov 8, 2016, 14:30 – 15:30.

**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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