

Press Release

Steinhausen, December 19th 2017

Lipoid Kosmetik – Presents Two New Activity-Proven Herbasol® Pro Extracts

Lipoid Kosmetik is pleased to announce that two new activity-proven Herbasol® Pro extracts are now available:

- **Kale – The key for skin well-being**

Kale organic Herbasol® Extract Glycerine SB is an activity-proven Herbasol® Pro extract that is based on the beneficial and nutritious properties of organic Kale leaves. Phytochemical analysis and *in vitro* testing demonstrate that this extract is rich in phytonutrients, protects through immediate antioxidative activity, improves the natural stress resistance of the skin, and confers consequently an even, healthy and radiant skin appearance. Kale organic Herbasol® Extract Glycerine SB is the solution for products that target a nourished, healthy-looking and radiant skin, as well as for well-being and lifestyle beauty applications.

- **Matico – Regeneration power from nature**

Matico Herbasol® Extract Glycerine SB is an activity-proven Herbasol® Pro extract that exhibits high antioxidative and anti-inflammatory properties, and contributes to natural cell migration, proliferation and recovery. These beneficial effects on wound healing and skin repair processes make Matico Herbasol® Extract Glycerine SB a perfect ingredient for cosmetic applications that target the calming and re-establishment of the natural skin barrier, and the regeneration of micro-lesions and challenged skin, such as men's grooming for shaved skin.

About Lipoid Kosmetik AG

Lipoid Kosmetik is a leading manufacturer of high-quality botanical extracts, actives and natural phospholipid products for the cosmetic and personal care industry. As a pioneer in these 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 market innovative, functional and natural cosmetic products meeting the highest standards. We make beauty natural.

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