

Soliance - BlurHD

Holistic anti-aging, the beauty secret
of gardenia



Givaudan

engage your senses



BlurHD

Holistic anti-aging, the beauty secret of gardenia

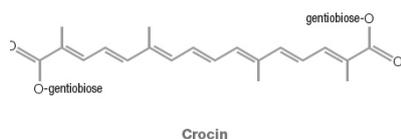


BlurHD is extracted from the fruit of a captivating beauty flower, gardenia. It is a natural source of a sugar derivative active called crocin. Besides being a powerful antioxidant, crocin delivers an anti-ageing activity combining anti-wrinkle effect and skin smoothing. With BlurHD, the beauty secret of gardenia is yours.

Composition

BlurHD is composed of 0.1% of crocin.

This natural carotenoid chemical compound is a diester formed by dicarboxylic acid crocetin and two saccharides gentiobiose.



BlurHD acts on 3 different aging pathways:

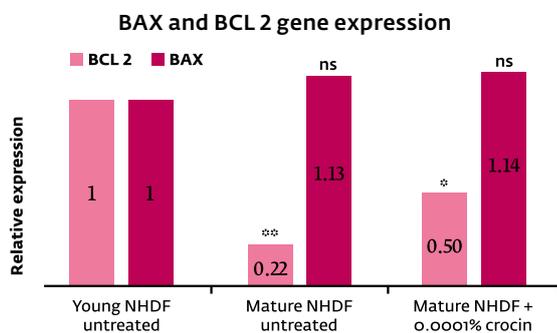
- it is a natural antioxidant which limits the production of reactive oxygen species (ROS),
- it increases the viability of cells as it acts on the BAX / BCL2 ratio to limit the apoptosis,
- it increases the ceramide level to reinforce the skin barrier.

These actions permit to boost the anti-aging processes: wrinkles are less deep and the final visual appearance of the skin is improved.

Efficacy on apoptotic mechanism (In vitro test)

The study was realized on fibroblasts treated or not during 24h with crocin. A qRT PCR was performed to measure the genes expression of:

- BAX: a pro-apoptotic gene which induces caspase pathway that leads to cell death
- BCL2: an anti-apoptotic gene which protects the cell by inhibiting BAX protein and avoiding cell death.

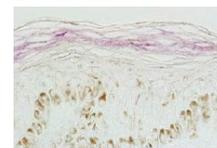


BlurHD stimulates BCL2 expression avoiding the caspase pathway, and so reducing the cell aging mechanism.

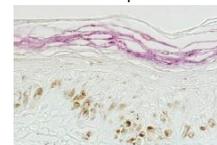
Improvement of ceramides synthesis (Ex vivo test)

Delipidated explants (52 years old) were treated with 4% of BlurHD on Do, D1, D4, D5, D6 and D7. The level of ceramides was evaluated by specific immunostaining.

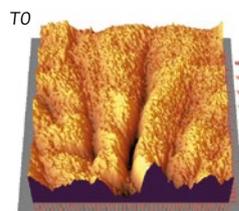
D8 - Control



D8 - BlurHD 4%



Microscopical observations on delipidated explants (Olympus BX43 microscope)



Efficacy on the crow's foot wrinkles (In vivo tests)

Test 1

During 28 days, 20 women (45 years old and more) applied BlurHD daily on crow's feet area. The cutaneous topography was studied by FOITS (Fast Optical In vivo Topometry of human Skin).

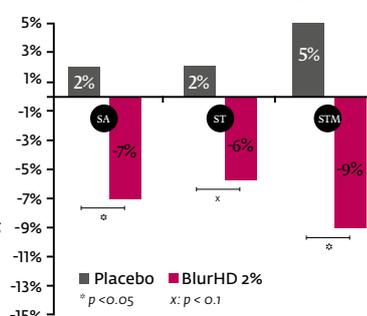
BlurHD significantly reduces crow's feet wrinkles and smoothes the cutaneous relief after 28 days.

Test 2

The smoothing and tensor / anti-wrinkle efficacy of BlurHD at 2% was measured on 40 panelists for 56 days (application twice daily). The variations of the cutaneous relief parameters were evaluated on crow's feet.

- **Average roughness (SA)**
A decrease in SA characterizes a smoothing effect.
- **Amplitude (ST)**
A decrease in ST characterizes a tensor/anti-wrinkle effect.
- **Average relief (STM)**
A decrease in STM characterizes a tensor/anti-wrinkle effect.

Average variation of cutaneous relief after 56 days



BlurHD at 2% significantly reduces crow's feet wrinkles after 56 days.

INCI name: Dipropylene glycol (and) Gardenia Florida Fruit extract.

Preservative: None.

Dosage: 2% to 4% | **Form:** liquid | Hydrosoluble

Cosmetic applications: Anti-aging cream, eye contour care, reparation care.