

VITAMOLIVE

The natural skin protector



- Natural skin hydration • Powerfull antioxidant activity




Naturally Innovative

Vitamolive is composed of isoprenoids (mostly squalene and isomers) and natural tocopherols (predominantly alpha). It is obtained from a special fraction of olive oil unsaponifiable which is further purified.



For centuries, olive oil has been an endless source of fascination. Olive oil is a staple of the Mediterranean diet, it is believed to contribute to the region's lower incidence of coronary heart disease and certain cancers due to its relatively high antioxidant content.

Many plants of the Mediterranean basin (vine, olive) have developed an array of antioxidant defenses to protect themselves from environmental stress.

Moisturizing properties

A major component of sebum secretion, squalene helps to prevent skin dryness.

Vitamolive is a fully natural ingredient especially designed for moisturizing and protective care. Thanks to its unique composition similar to the natural sebum secretion, Vitamolive is an effective non tacky moisturizer that softens the skin. It penetrates quickly and does not leave a greasy after-feel on the skin.

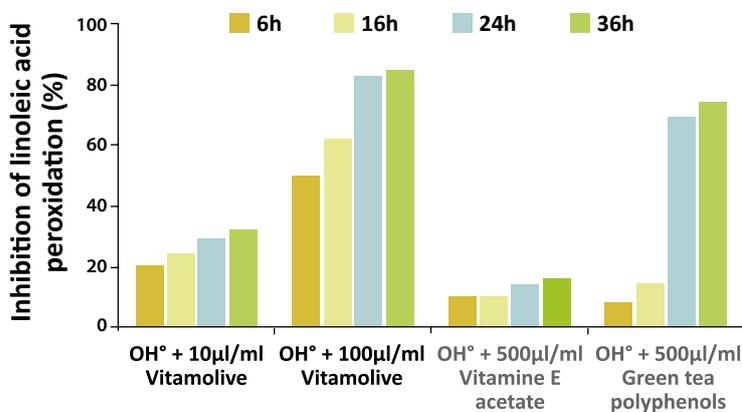
Prevention of lipidic peroxidation

Squalene was demonstrated to play a crucial role in delivering vitamin E to the upper layers of facial skin in response to oxidative stress.

Furthermore, it was proved that squalene is a superior quencher of singlet oxygen (as efficient as BHT) and does not propagate skin lipid peroxidation. This leads to conclude that on the skin, squalene will serve as a self-sacrificing substrate in preserving membrane fatty acids from peroxidation.

Vitamolive inhibiting activity was compared to vitamin E acetate and Green tea extract (60% polyphenols).

Hydroxyl radical OH° was produced through Fenton reaction for the peroxidation of linoleic acid. LOOH (linoleic acid hydroperoxide) levels were measured by HPLC.



Vitamolive prevents 85% of linoleic acid peroxidation, with a stronger effect than green tea polyphenols and tocopheryl acetate.

VITAMOLIVE

INCI name: Olea Europaea (Olive) Oil Unsaponifiables (and) Tocopherol.

Preservative: None.

Dosage: 1% to 10%.

Cosmetic applications: Moisturizing products, anti-aging cream, bodycare, sun protection, make-up.

