

## INGREDIENT RECOMMENDATIONS FOR COSMETIC CLAIMS

from Actives International, Contipro, LCS Biotech & Variati

CLAIM	RECOMMENDATIONS	COSMETIC BENEFIT
<b>MOISTURIZATION</b> <b>HYDRATION</b>	<ul style="list-style-type: none"> <li>◆ Avogelia® DS</li> <li>◆ Avogelia® NF</li> <li>◆ CrossLinked<sup>HA</sup></li> <li>◆ EcoCera Plus</li> <li>◆ EcoCeramide ENP</li> <li>◆ EcoCeramide™ LCS</li> <li>◆ Hyaluronic Acid</li> <li>◆ HydroVeg R, VV</li> <li>◆ HySilk</li> <li>◆ Seracina P</li> </ul>	<ul style="list-style-type: none"> <li>◆ Very mild, plant-derived, moisturizing cleansing system</li> <li>◆ Blend of plant and plant-derived oils, emulsifiers, proteins</li> <li>◆ Superior skin hydration from polymeric HA gel</li> <li>◆ Optimized ratio of HP EcoCeramide NP and EcoCeramide ENP</li> <li>◆ Boosts skin barrier activity of traditional ceramides</li> <li>◆ Biomimetic ceramide NP replenishes skin lipids</li> <li>◆ Excellent moisture-binding capacity, to hydrate skin</li> <li>◆ Vegetable-sourced blends designed to mimic the NMF</li> <li>◆ Supports lipid bilayer by promoting ceramide release</li> <li>◆ Film-forming, moisturizing, upcycled silk protein</li> </ul>
<b>BARRIER HEALTH</b> <b>AND PROTECTION</b>	<ul style="list-style-type: none"> <li>◆ Cellcon</li> <li>◆ EcoCera Plus</li> <li>◆ EcoCeramide ENP</li> <li>◆ HP EcoCeramide™ LCS</li> <li>◆ ProCeramide™</li> <li>◆ Schizophyllan</li> <li>◆ ViaPure Boswellia/Green</li> <li>◆ ViaPure Coleus</li> </ul>	<ul style="list-style-type: none"> <li>◆ Stimulates production of desmoglein-1 protein</li> <li>◆ Optimized ratio of HP EcoCeramide NP and EcoCeramide ENP</li> <li>◆ Boosts skin barrier activity of traditional ceramides</li> <li>◆ Biomimetic ceramide NP replenishes skin lipids</li> <li>◆ Upregulates key steps in <i>de novo</i> synthesis of ceramides</li> <li>◆ Increases viability of keratinocytes; Restores NMF</li> <li>◆ Inhibits cathepsin D to support thicker stratum corneum</li> <li>◆ Enhances keratinocyte differentiation</li> </ul>
<b>SENSITIVE SKIN</b> <b>ANTI-INFLAMMATORY</b>	<ul style="list-style-type: none"> <li>◆ Avenosol</li> <li>◆ Carboxymethylglucan</li> <li>◆ HySilk</li> <li>◆ ViaDerm®ActivC</li> <li>◆ ViaPure® Licorice</li> <li>◆ ViaPure® Hops</li> <li>◆ ViaPure® Boswellia/Green</li> <li>◆ ViaPure® Poria</li> </ul>	<ul style="list-style-type: none"> <li>◆ Soothing benefits from oat proteins &amp; polysaccharides</li> <li>◆ Reduces activity of pro-inflammatory cytokines</li> <li>◆ Reduces activity of pro-inflammatory mediators</li> <li>◆ Stabilized Vitamin C inhibits pro-inflammatory mediators</li> <li>◆ Reduces inflammation, edema and erythema</li> <li>◆ Reduces activity of pro-inflammatory PLA2 &amp; COX2</li> <li>◆ Inhibits release of pro-inflammatory Leukotriene B4</li> <li>◆ Reduces inflammation and edema</li> </ul>
<b>MATURE SKIN</b> <b>FIRMNESS</b> <b>WRINKLE PREVENTION</b>	<ul style="list-style-type: none"> <li>◆ Clodessine</li> <li>◆ Elasef</li> <li>◆ HyActive</li> <li>◆ HyRetin</li> <li>◆ OligoHyaferre</li> <li>◆ ViaPure®Boswellia/Green</li> <li>◆ ViaPure® Citrus</li> </ul>	<ul style="list-style-type: none"> <li>◆ Reduces wrinkle depth and increases elasticity</li> <li>◆ Visible reduction in fine lines and wrinkles</li> <li>◆ Stimulates HA synthesis; Reduces MMP activity</li> <li>◆ Stimulates synthesis of collagen &amp; fibronectin; hydrating</li> <li>◆ Stimulates HA synthesis; suppresses MMPs; boosts elasticity</li> <li>◆ Potently inhibits elastase to improve skin firmness</li> <li>◆ Prevents breakdown of glycosaminoglycans in skin</li> </ul>
<b>SKIN TONE</b>	<ul style="list-style-type: none"> <li>◆ HyWhite</li> <li>◆ TanActine</li> <li>◆ ViaDerm®ActivC</li> <li>◆ ViaDerm® TXA</li> <li>◆ ViaFerm®WhiteShiitakeSP</li> <li>◆ ViaPure® Andrographis</li> <li>◆ ViaPure® Licorice White</li> </ul>	<ul style="list-style-type: none"> <li>◆ Lightens dark spots and improves uniformity of skin color</li> <li>◆ Stimulates α-MSH</li> <li>◆ Stabilized form of vitamin known to inhibit tyrosinase</li> <li>◆ Next-gen dark spot corrector inhibits plasminogen activity</li> <li>◆ Lightens dark spots &amp; brightens skintone; enhances glow</li> <li>◆ Lightens skintone; Synergistic with ViaPure Licorice White</li> <li>◆ Inhibits tyrosinase, ET- 1 &amp; PLA2; Lightens skintone</li> </ul>

## PRODUCT RECOMMENDATIONS FOR COSMETIC CLAIMS

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CLAIM	RECOMMENDATIONS	COSMETIC BENEFIT
<b>Photo-protection</b>	<ul style="list-style-type: none"> <li>◆ Schizophyllan</li> <li>◆ TanActine</li> <li>◆ ViaPure® Citrus</li> <li>◆ ViaPure® Coleus</li> </ul>	<ul style="list-style-type: none"> <li>◆ Suppresses MMP activity before/after UV exposure</li> <li>◆ Suppresses TT-dimer formation</li> <li>◆ Induces &amp; stabilizes p53 enzyme ("Guardian gene")</li> <li>◆ Prevents &amp; repairs UV-induced DNA damage</li> </ul>
<b>Antioxidant Oxidative Damage Pollution</b>	<ul style="list-style-type: none"> <li>◆ Carboxymethylglucan</li> <li>◆ PolluProtect</li> <li>◆ ViaDerm® ActivC</li> <li>◆ ViaPure® Andrographis</li> </ul>	<ul style="list-style-type: none"> <li>◆ Supports glutathione; inhibits lipid peroxidation</li> <li>◆ Film-forming effect decreases ROS production</li> <li>◆ Stabilized vitamin C inhibits pro-inflammatory mediators</li> <li>◆ Reduces isoprostane to prevent oxidative damage</li> </ul>
<b>Acne/Problem Skin</b>	<ul style="list-style-type: none"> <li>◆ Carboxymethylglucan</li> <li>◆ Evosina® 100/GP Green</li> <li>◆ HySilk</li> <li>◆ Vari®Stan PE</li> <li>◆ ViaDerm® TXA</li> <li>◆ ViaPure® Sabal</li> <li>◆ Zinnerine</li> </ul>	<ul style="list-style-type: none"> <li>◆ Reduces the appearance of pores</li> <li>◆ Lichen extracts with activity against Gram+ &amp; fungal organisms</li> <li>◆ Reduces sebum and skin oiliness</li> <li>◆ Natural antibacterial; active against <i>P. acnes</i> &amp; <i>S.epidermis</i></li> <li>◆ Significantly reduced red spots associated with problem skin</li> <li>◆ Limits production of DHT; Reduces sebum</li> <li>◆ Retinol-like benefits with less irritation</li> </ul>
<b>Eye Products</b>	<ul style="list-style-type: none"> <li>◆ Elasseff</li> <li>◆ ViaPure® Andrographis</li> <li>◆ ViaPure® Hops</li> <li>◆ ViaPure® Licorice</li> <li>◆ ViaPure® Poria</li> </ul>	<ul style="list-style-type: none"> <li>◆ Visibly reduces fine lines and wrinkles</li> <li>◆ Vasoconstrictor to help reduce under eye darkness</li> <li>◆ Anti-angiogenic to help reduce under eye darkness</li> <li>◆ Anti-edemic to help reduce under eye puffiness</li> <li>◆ Anti-edemic to help reduce under eye puffiness</li> </ul>
<b>Hair Care</b>	<ul style="list-style-type: none"> <li>◆ BioStat</li> <li>◆ Evosina 100/GP Green</li> <li>◆ Granosol® 100</li> <li>◆ HA-Oil</li> <li>◆ Vari®Ker 100/WL<sup>np</sup></li> <li>◆ Vari®Ker Green</li> <li>◆ ViaPure® Sabal</li> </ul>	<ul style="list-style-type: none"> <li>◆ Activity against <i>Phitrosporum Ovale</i> which can cause dandruff</li> <li>◆ Reduces desquamation; relieves scalp redness and itching</li> <li>◆ Wheat protein lysate counters irritating shampoo ingredients</li> <li>◆ Provides HA benefits in oil-based systems</li> <li>◆ Keratin lysate useful for restructuring &amp; reinforcing hair fibers</li> <li>◆ Hydrolyzed vegetable proteins mimic hydrolyzed keratin</li> <li>◆ Inhibits the enzyme that converts testosterone to DHT</li> </ul>
<b>Sensory</b>	<ul style="list-style-type: none"> <li>◆ Protean S</li> <li>◆ Red Tourmaline</li> </ul>	<ul style="list-style-type: none"> <li>◆ Recycled silk protein powder provides smooth feel</li> <li>◆ Piezo-electric property of natural mineral gently warms skin</li> </ul>
<b>Scaly Skin / Exfoliation</b>	<ul style="list-style-type: none"> <li>◆ ViaFerm® Apple</li> <li>◆ ViaPure® Rice</li> </ul>	<ul style="list-style-type: none"> <li>◆ Decreases roughness, scaliness, flakiness and dryness</li> <li>◆ Decreases scaliness; Increases cell turnover</li> </ul>
<b>Body Care</b>	<ul style="list-style-type: none"> <li>◆ BioStat</li> <li>◆ Evosina® 100/GP Green</li> <li>◆ Vari®Stan PE</li> <li>◆ ViaFerm Apple</li> <li>◆ ViaPure® Coleus</li> </ul>	<ul style="list-style-type: none"> <li>◆ Active against Gram+ and fungal organisms</li> <li>◆ Exhibits activity against Gram+ and fungal organisms</li> <li>◆ Antibacterial, odor control and immediate soothing benefits</li> <li>◆ Reduces scaliness, roughness and dryness</li> <li>◆ Increases lipolysis in human adipocytes</li> </ul>
<b>Delivery System</b>	<ul style="list-style-type: none"> <li>◆ CrossLinked<sup>HA</sup></li> </ul>	<ul style="list-style-type: none"> <li>◆ Crosslinked HA gel delivers water-soluble actives and moisture</li> </ul>