

COBIOPURE

The green treasure of the Guarani legacy
for holistic skin & hair care

INCI NAME:

Propanediol, Aqua, Moringa Oleifera Leaf Extract.

DOSE OF USE:

1 % - 5 %

SOLUBILITY:

Hydrosoluble

PRESERVATIVE:

Preservative free.

COSMETIC USE:

- › UV protection for skin and hair
- › Anti-pollution protection
- › Anti-inflammatory
- › Antioxidant
- › Skin revitalization

DESCRIPTION:

COBIOPURE consists on **Moringa Oleifera Leaf Extract** grown in Paraguay in accordance with the Guarani tradition, from Biodynamic Agriculture and **Demeter Standard**.

Demeter International is the largest organization for biodynamic agriculture certification, a holistic approach to agriculture.

The requirements of the Demeter Standard are much higher than what is required for organic products, and have very special requirements that strengthen the vital processes of the soil and foods.

The Moringa tree has been used around the world for its many **amazing medicinal benefits**.

Moringa is a superfood with multiple medicinal uses, also called **green treasure**, due to the **richness of its composition**. Moringa leaves are reported to be rich in phenolic compounds and antioxidants.

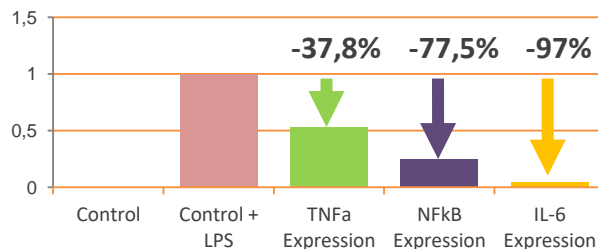
Phenolic antioxidants present in **COBIOPURE** inhibits free radicals preventing cellular damage. **COBIOPURE** reduces the inflammation, shielding the skin & hair against photodamage being a powerful anti-pollution protection ingredient.

PROPERTIES:

1) Anti-inflammatory activity: 0.001% Moringa Extract in human keratinocytes significantly reduced **IL-6 (97%), NFkB (77,5%)** and **TNFα (37,8%) gene expression** showing a **powerful anti-inflammatory effect**.

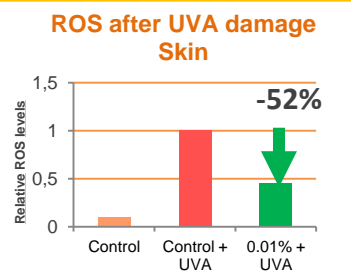
The inflammatory response was induced by treatment with **LPS (Bacterial Lipopolysaccharide)**:

0,001% Moringa Extract + LPS



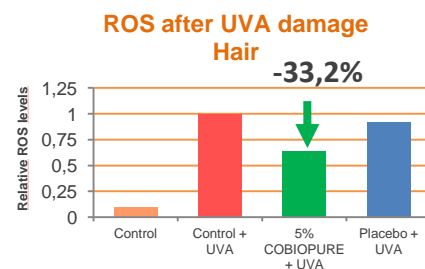
* 0,01% Moringa Extract = 1% COBIOPURE

2) Skin anti-oxidant capacity In-vitro in keratinocytes: 0.01% Moringa Extract on after treatment and irradiation with UVA, significantly reduced **ROS levels (-51,9%)** showing a **powerful anti-oxidant and protective activity**:



* 0,01% Moringa Extract = 1% COBIOPURE

3) Anti-oxidant capacity Ex-vivo on hair strands: when previously applied, COBIOPURE at 5% in a gel formulation, after treatment and irradiation with UVA, significantly reduced **ROS levels (-33,2%)** showing a **powerful anti-oxidant and protective activity**:



N a t u r a l l y E f f e c t i v e