

# Anti Aging Face pack

An all-natural anti-aging face pack comprising of collagen clay, sea buckthorn oil, geranium oil, shilajit, amongst others. It assists in diminishing fine lines and wrinkles. It imparts luminous glow and boosts skin collagen levels. It also gives lifting effects to the skin.

## MAIN INGREDIENTS AND THEIR ROLES:

*Collagen clay* - Cleanses the skin, stimulates the production of collagen, and oxygenates the cells.

*Pelargonium graveolens* - Eliminates dead cells, tightens the skin, promotes the regeneration of new skin, and diminishes signs of aging.

*Hippophae rhamnoides* - Promote faster cellular regeneration, strengthens the skin and restores its elasticity.

*Asphaltum punjabinum* - Natural skin rejuvenator, exculpates harmful free radical, improves blood circulation and provides youthful glow to the skin.



## KEY INGREDIENTS

*Multhani mitti, Sodium alginate, Collagen clay, Cranberry extract, Light pink clay, Black currant extract, Shilajeet extract, Ascorbic acid, Seabuckthorn oil, Geranium oil, Disodium ethylenediamine tetra-acetic acid, Zinc oxide and Gojiberry fragrance.*

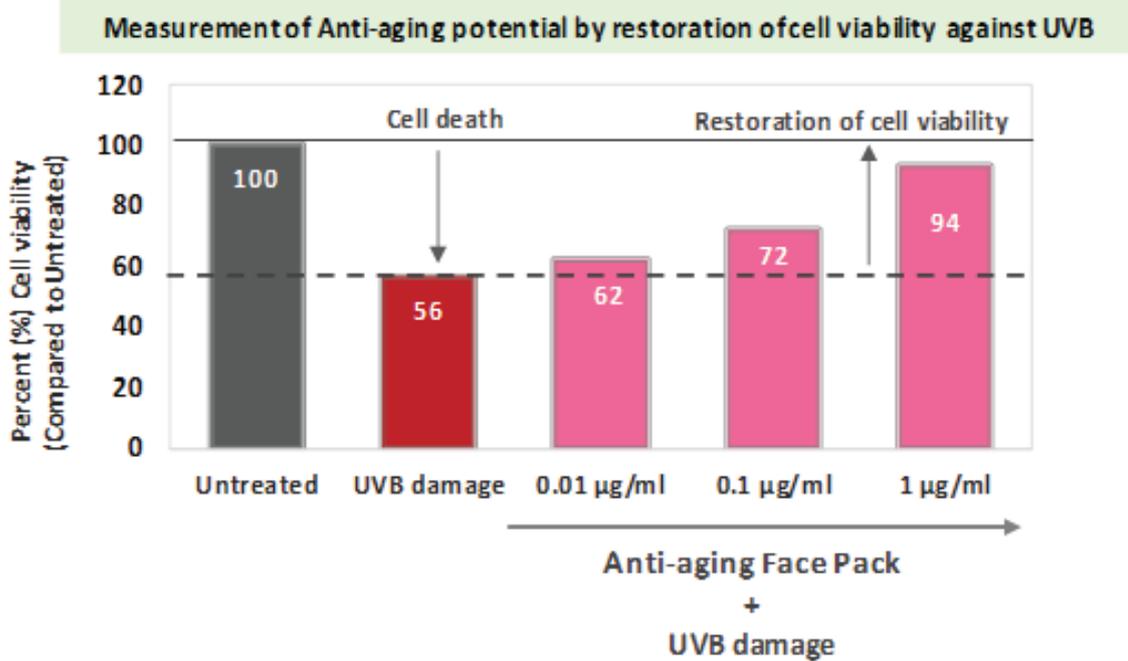
**DIRECTIONS OF USE** - Cleanse face with warm water. Apply the face pack gently on face and neck. Enjoy the mask for 20-30 mins. Remove the mask and gently massage the remaining essence on the skin for better absorption.

## EFFICACY DATA - IN-VITRO

Aging is caused by accumulation of damaging free radicals such as, Reactive Oxygen Species (ROS). UVB exposure results in excessive production of ROS and damage to the skin resulting in accelerated aging. Restoration of UVB induced skin damage reflects the anti-aging potential.

### Efficacy Claims -

- Anti-aging
- Protects against free radicals induced damage
- Reduces wrinkles



Results obtained in vitro. Data demonstrates % Cell viability compared to UVB-damaged group normalised to 100%.

### Results

- 🌿 Anti-aging Face Pack helps in restoration of cell health in Human Skin Fibroblasts (HFF-1) by a maximum of 38% as compared to UVB-damaged group.

These results substantiate the anti-aging properties of Anti-aging Face Pack.