

# Anti Aging Face Serum



A herbal anti-aging serum consisting of herbs such as hempseed oil, ginseng, amongst others protect the skin against free-radical damage, balances oil content of the skin and reduces wrinkles and fine lines. It is a perfect solution to keep the skin hydrated and glowing.

## MAIN INGREDIENTS AND THEIR ROLES:

*Caesalpinia spinosa gum* - Acts as an emollient that firms and softens the skin.

*Hempseed oil* - Firms and tightens the skin's appearance and provides powerful antioxidant activity to help promote beautiful skin.

*Panax ginseng* - Boosts the collagen production, firms, tightens, plumps, and tones the skin.

*Ameliox* - Helps in hydrating skin and sustaining skin's elasticity and softness.

## KEY INGREDIENTS

*Wheatgerm oil, Coconut oil, Olive oil, Ginseng water extract, Caesalpinia spinosa gum, Silymarin, Tocopherol, Propylene glycol, Xanthan Gum, Disodium Ethylenediamine tetraacetic acid, Phenethyl alcohol, Caprylyl glycol, Potassium sorbate, Phenoxyethanol, menthol, Demineralized water, Rose fragrance and Lavender fragrance*

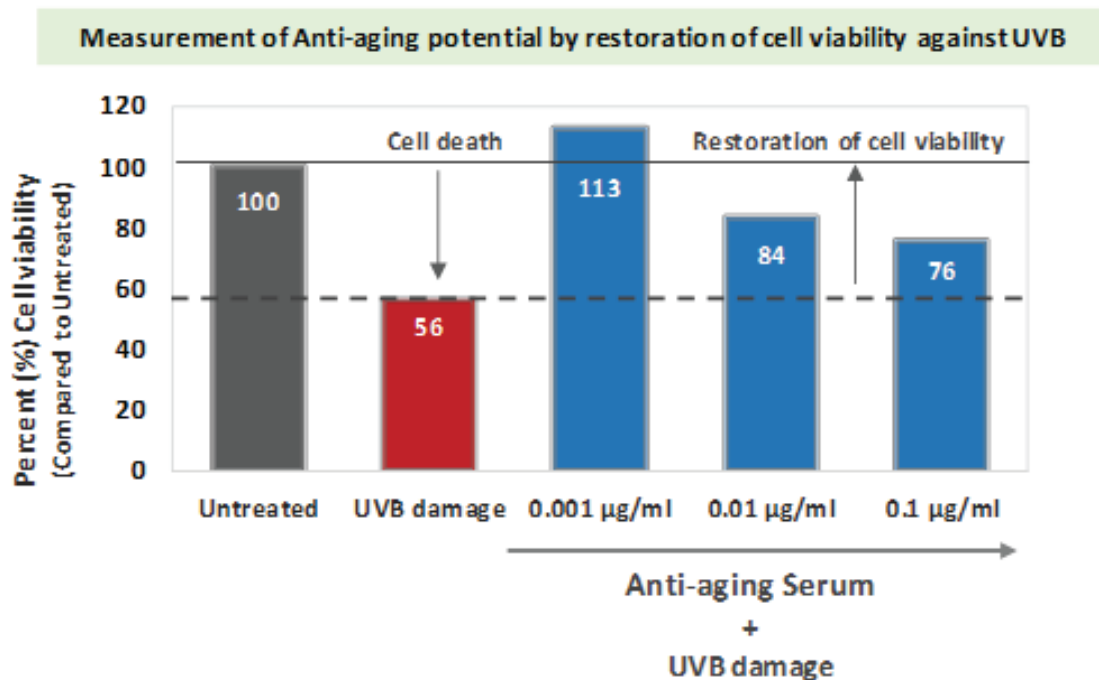
**DIRECTIONS OF USE** - Dispense a small amount of product in hand. Massage it over face and neck.

## 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 Serum helps in restoration of cell health in Human Skin Fibroblasts (HFF-1) by a maximum of 57% as compared to UVB-damaged group.

These results substantiate the anti-aging properties of Anti-aging Serum.