

# Anti Itch Oil



A body oil containing tea tree oil, evening primrose, lavender, amongst others that provides quick relief from dry and itchy skin as well as keeps the skin hydrated.

## MAIN INGREDIENTS AND THEIR ROLES:

*Simmondsia chinensis* - Help relieve dryness, flaking and itching.

*Linum usitatissimum* - Helps minimize skin irritation, redness, inflammation and keeps the skin hydrated.

*Hempseed oil* - Strengthens the skin, prevents inflammation and promotes healing.

*Oenothera speciosa* - Relieves itching, inflammation and skin redness.

*Lavandula officinalis* - Possesses anti-inflammatory property.

## KEY INGREDIENTS

*Olive oil, Jojoba oil, Sunflower oil, Coconut oil, Flaxseed oil, Hempseed oil, Vitamin E oil, lavender oil, Tea tree oil, Evening primrose oil and polyanthus wax fragrance.*

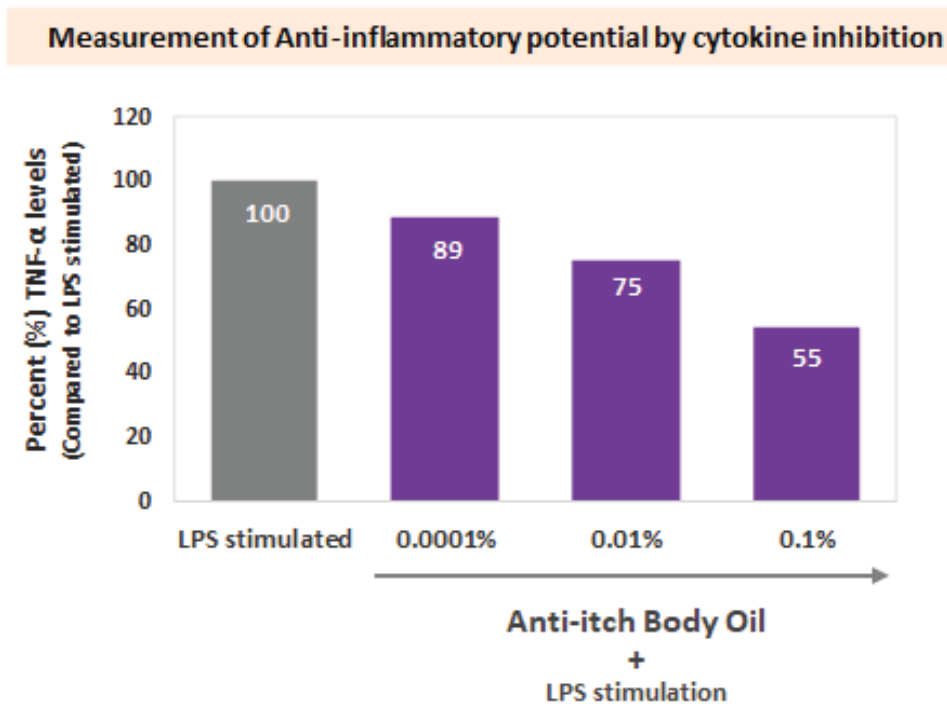
**DIRECTIONS OF USE** - Apply directly on the affected area. Massage gently and thoroughly.

## EFFICACY DATA - IN-VITRO

Mostly, an inflammation of the skin causes the itching. Levels of cytokines, such as TNF- $\alpha$  are excessively increased upon inflammation. Cytokines act as messenger molecules and irritate the nerves in the skin that results in itching. Inhibition of stimulation induced cytokine levels reflects the anti-inflammatory and hence anti-itch potential.

### Efficacy Claims

- Anti-inflammatory action
- Anti-itch
- Soothes rashes



Results obtained in vitro. Data demonstrates % TNF- $\alpha$  levels compared to LPS stimulated group normalised to 100%.

### Results

🌿 Anti-itch Body Oil inhibits LPS-stimulated levels of TNF- $\alpha$  in immune cells (macrophages, RAW264.7) by a maximum of 45% as compared to LPS-stimulated group.

These results substantiate the anti-itch properties of Anti-itch Body Oil.