



WHEAT BRAN

CRUOX®

ARABINOXYLANS TO PLUMP UP WRINKLES FROM THE INSIDE



COSMOS CERTIFIED

PRODUCT DESCRIPTION

The settling in of wrinkles and expression lines is due to loss of skin firmness and elasticity generally caused by aging or photo-aging in healthy people. In mature skin there is a loss of efficiency of the fibroblast metabolism which produces micro-fibrils at a lower rate.

CRUOX® is bio-liquefied wheat bran that acts on wrinkles. Due to its complex and highly bio-available chemistry it reactivates the micro-fibril synthesis that internally plumps up wrinkles. The biocatalysts used cut polymeric structures at a molecular level, releasing a high content of arabinoxylans and biophenols, mostly ferulic acid, in the water phase, that are generally not bioavailable.

CRUOX® is able to increase skin elasticity working on the lower layers of the skin, thanks to the activation of fibril synthesis. This has also a positive effect on skin appearance causing wrinkles to be significantly reduced.

BENEFITS

- **Effectively increases biological elasticity in skin** (+9% *in vivo* test)
- **Drastically increases viscoelasticity in skin** (+33% *in vivo* test)
- **Reduces wrinkles** (-21% *in vivo* test)

TECHNICAL INFORMATION

INCI: hydrolyzed wheat bran, citric acid, sodium benzoate, potassium sorbate.

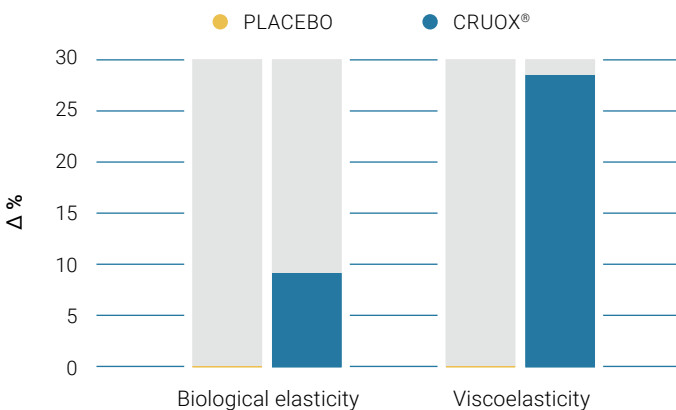
PLANT USED: organic wheat bran from the Po river valley.

TECHNOLOGY: Bioliquefaction Technology.

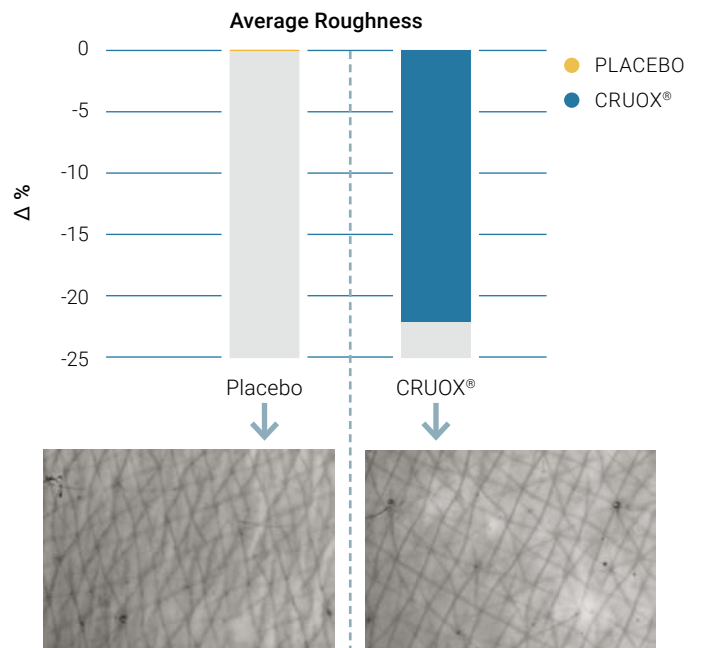
SUGGESTED CONCENTRATION OF USE: 3-5% w/w.

ORGANIC STATUS: COSMOS certified.

CHINA STATUS: also available in China compliant version.



Skin Elasticity increased due to the treatment with Cruox® 5% w/w



Wrinkle reduction due to the treatment with Cruox® 5% w/w