

MULLEIN

# LUMINESCINE

## A REVOLUTIONARY CONCEPT IN SKIN RADIANCE



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### PRODUCT DESCRIPTION

LUMINESCINE is the first natural active ingredient for cosmetics based on plant photoluminescence, the emission of visible light by a substance caused by high (UV) energy light.

Flowers are the main tool for plant reproduction and they hide secret tricks to better compete for pollinating insects. Mullein (*Verbascum Thapsus*) flowers are able to harvest UV radiation and transform it into new visible light to appear brighter, becoming more visible in the meadow and therefore, having a greater chance to attract insects.

In creating LUMINESCINE we harvested this secret feature of flowers allowing to create highly innovative cosmetic products.

LUMINESCINE is able to protect from harmful high-energy UV radiation, transforming it into a source of light that radiates directly from the skin and hair making them looking more radiant, shinier, younger and healthier.

### BENEFITS

- **Produces light due to photoluminescence** (*in vitro* tests)
- **Increases skin radiance** (+5.5  $\Delta$  L a.u. *in vivo* test)
- **Improve hair brightness and shine** (up to +10.3  $\Delta$  L a.u. *ex vivo* test)
- **Protects from UV-blue light induced photo-oxidative stress** (*in vitro* tests)
- **Inhibits tyrosinase and melanin synthesis** (*in vitro* tests)

### TECHNICAL INFORMATION

**INCI:** glycerin, hydrolyzed *Verbascum thapsus* flower, citric acid, sodium benzoate, potassium sorbate.

**PLANT USED:** Mediterranean mullein (*Verbascum Thapsus*) flowers.

**TECHNOLOGY:** Bioliquefaction Technology.

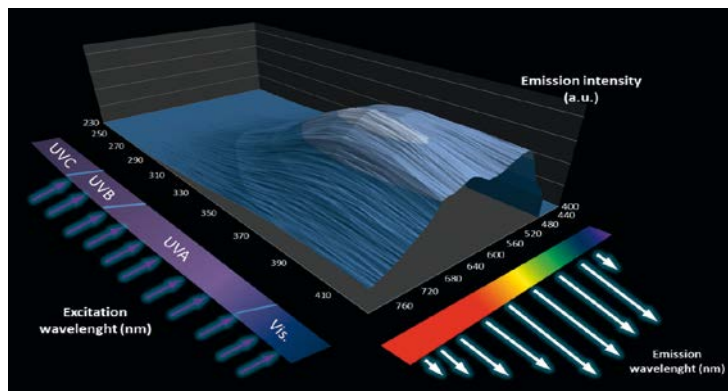
**SUGGESTED CONCENTRATION OF USE:** 3-5% w/w.

**ORGANIC STATUS:** COSMOS approved/ COSMOS certified.

**CHINA STATUS:** also available in China compliant version.



Forearm treated on the right with a gel containing Luminescine 4% w/w, effect in full sunlight



Excitation-emission spectra of Luminescine