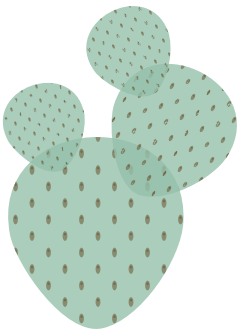
phenbiox



PRICKLY PEAR PADS



PERSIMMON

VEGHYAL

BEYOND HYALURONIC ACID

SKIN HAIR COSMOS APPROVED

PRODUCT DESCRIPTION

VEGHYAL is an innovative cosmetic ingredient developed through hyper-fermentation of *Opuntia ficus-indica and Diospyros kaki*, polysaccharide-rich plants known for their hydrating properties.

In vitro studies show that VEGHYAL stimulates keratinocyte proliferation and cell migration, supporting skin renewal. *In vivo* studies, conducted using a half-face protocol against commercial hyaluronic acid, demonstrate that VEGHYAL significantly improves skin hydration, elasticity, and smoothness, proving more effective than hyaluronic acid.Tests on two groups applying the product in the morning or evening showed that VEGHYAL maximizes its efficacy in synergy with the skin's circadian rhythms, with superior performance when applied at night.

Its activity extends to hair care, where *in vivo* shampoo tests show a rapid increase in dry scalp hydration (up to +55% after one hour), along with improved hair hydration and reduced fragility.

BENEFITS

- **More effective than hyaluronic acid** (*in vivo* test)
- **Supports cell renewal and skin regeneration processes** (*in vitro* test)
- **Maximizes efficacy in synergy with the skin's circadian rhythms** (*in vivo* test)
- **Up to 2x efficacy when applied in the evening** (*in vivo* test)
- **Improves short-term, long-term and deep moisturization** (*in vivo* test)
- **Increases skin elasticity** (*in vivo* test)
- **Improves skin design (Scaliness, Roughness, Smoothness)** (*in vivo* test)
- **Hydrates the dry scalp and improves hair hydration, reducing fragility** (*in vivo* test)

TECHNICAL INFORMATION

INCI: glycerin, aqua, opuntia ficus-indica stem extract, diospyros kaki fruit extract, lactobacillus ferment lysate, citric acid

PLANT USED: prickly pear pads (*Opuntia ficus-indica*) harvested in Sicily, persimmons from Emilia-Romagna.

TECHNOLOGY: Hyperfermentation Technology.

SUGGESTED CONCENTRATION OF USE: 3% w/w skin care, 1% w/w hair care.

ORGANIC STATUS: COSMOS approved.

CHINA STATUS: the product is China listed.

Improves dry scalp hydration up to +55% within one hour and improves hair hydration, reducing fragility in 14 days

Skin hydration
+11.9% in 24 hours
+8.3% in 7 days
+15.6% in 14 days
+14.3% in 28 days

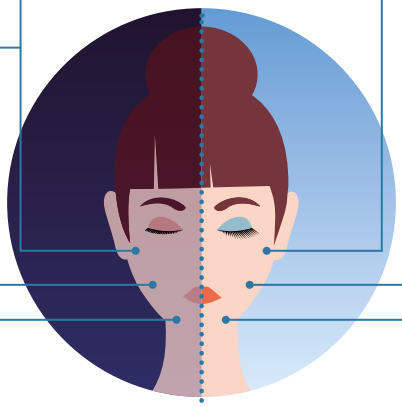
Skin elasticity
+27.1% in 14 days
+31.7% in 28 days

Roughness
-9.1% in 28 days

Smoothness
+10.9% in 14 days
+8.6% in 28 days

Deep hydration
+31.2% in 24 hours
+27.3% in 7 days
+27.1% in 14 days
+31.7% in 28 days

Scaliness
-16.3% in 7 days
-22.4% in 14 days
-18.4% in 28 days



Skin hydration
+6.0% in 24 hours
+5.8% in 14 days
+6.3% in 28 days

Deep hydration
+28.4% in 24 hours
+15.5% in 7 days
+18.8% in 14 days
+17.3% in 28 days

Scaliness
-18.5% in 14 days
-15.4% in 28 days

Benefits provided by treatments with VEGHYAL:
Skin care 3% w/w leave on applications,
Hair care 1% w/w used in a shampoo formulation