



GRAPE BALM

# VITISBALM

## SLOWLY FERMENTED GRAPE BALM FOR TOTAL ANTI AGING FACIAL CARE



### DESCRIPTION OF THE PRODUCT

Grape balm is an ancient tradition of small villages in the area of Modena, Italy. At the birth of a daughter, a "battery" of new casks, crafted with different woods, is prepared and the slow fermentation of grape juice is initiated and reinvigorated year after year. After twenty years of aging this "battery" and its balm, would represent an important part of the bride's dowry. Grape juice, with the passing of seasons and years, becomes enriched thanks to the slow fermentation and extraction of essences from the various woods in which it rests and is concentrated through slow evaporation. The resulting product was considered a real balm to be used in celebration after a feast, aid digestion and reinvigorate the body. It is extremely rare and precious, to be exchanged or given away to forge new ties and strengthen existing ones.

VitisBalm is an active ingredient based on Modena grape balm aged for decades which, thanks to Bioliquefaction Technology, releases all effective components of the fermented phytocomplex, rich in phenolics, tannins, flavonoids, amino acids, organic acids and polysaccharides. VitisBalm acts as a powerful active for facial care able to promote skin hydration, elasticity and thickness, to reduce dark circles and eye bags and fight wrinkles.

Total anti aging facial care action with VitisBalm 3% w/w after 30 days of treatment

### BENEFITS

- Promotes skin hydration (+12.2% *in vivo* test)
- Increases deep moisturization (+8.3% *in vivo* test)
- Increases skin elasticity (+19% *in vivo* test)
- Reduces skin scaliness (-20% *in vivo* test)
- Reduces wrinkles (-7.6% *in vivo* test)
- Delivers a filler effect (+9% *in vivo* test)
- Reduces eye bags (-15% *in vivo* test)
- Reduces dark circles (Melanin Index -5.7%, Hemoglobin Index -8.1% *in vivo* test)

### TECHNICAL INFORMATION

**INCI:** glycerin, vitis vinifera juice, acetum, citric acid.

**PLANT USED:** Grape balm from Modena.

**TECHNOLOGY:** Bioliquefaction Technology.

**RECOMMENDED CONCENTRATION:** 3% w/w.

**ORGANIC STATUS:** COSMOS approved.

**CHINA STATUS:** China listed.

