



**ORGANIC
BIOACTIVES**
NEW ZEALAND

INNOVATING FROM TRADITION™

OceanDerMX®

RESTORE & PROTECT

NEW ZEALAND NATIVE RED
SEAWEED & MAMAKU - BLACK
FERN WITH NEW ZEALAND
GROWN CERTIFIED ORGANIC
GREEN TEA & BLACKCURRANTS

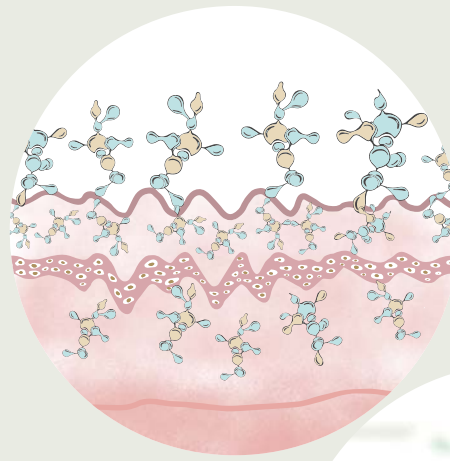
*Superior detoxifying and
antioxidant bioactives to restore
and protect skin and hair*



IPONZ PATENT
No. 777953

OVERVIEW

Combining Red seaweed and Mamaku - Black fern with superior antioxidants; New Zealand grown certified organic Blackcurrants and Green Tea. Offering outstanding detoxifying and antioxidant activity while maximising restoration and protection of the skin via bold yet different modes of action.



Sulphated glucosaminoglycans [sGAGs] play a major role in skin vitality and delivery of bioactives via their vibrant intra and extracellular communication

PROVEN BENEFITS

- Outstanding detoxifying and antioxidant activity
- Immediately shields against urban pollution and free radicals
- Promotes age defying activities
- Acts as an incredible moisture retainer

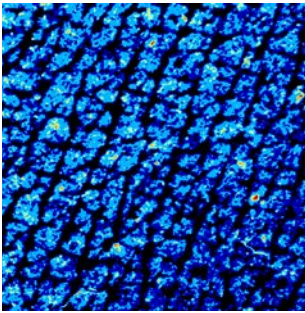
Sulphated GAGs in OceanDerMX® Restore & Protect stained with Alcian blue stain



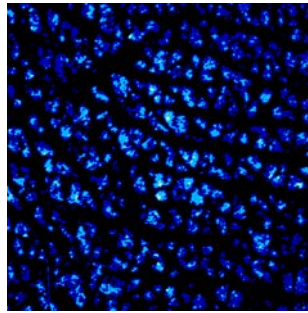
CLINICAL STUDIES

IN VIVO

RESTORING EFFECT ON THE SKIN

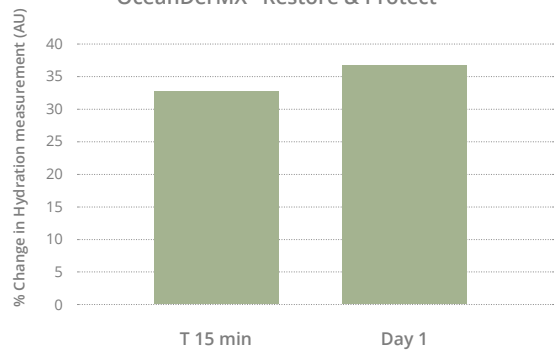


BEFORE [Day 0]



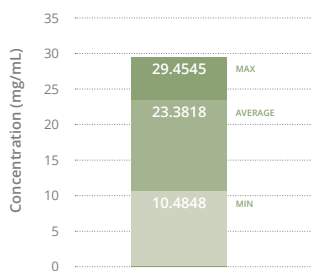
AFTER [Day 14]

HYDRATION % Increase in Hydration with 5% OceanDerMX® Restore & Protect



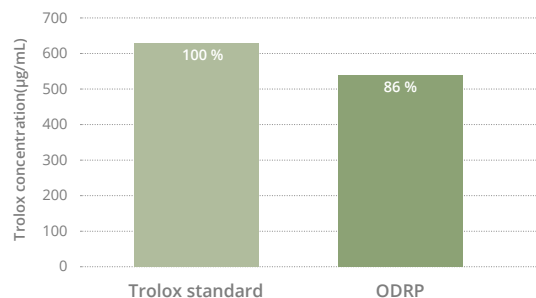
IN VITRO

sGAG Concentration of OceanDerMX® Products



Average sGAG quantity in OceanDerMX® products
23.3818 mg/mL ± 5.25572

OceanDerMX® Restore&Protect Relative total Antioxidant Capacity



SYNCHRONISED MODES OF ACTION



NEW ZEALAND NATIVE RED SEAWEED

A plethora of studies have confirmed that the hydrating and plumping effect of red seaweed on the skin, is attributed to the various mix of

versatile **biomimetic sulphated glycosaminoglycans (sGAG)**. These natural biopolymers are known to form a fish-net like matrix that can help hold water molecules, while also acting as a structural scaffold to tighten the skin.



MAMAKU - NEW ZEALAND NATIVE BLACK FERN

Some of New Zealand native plants have developed marvellous **biomimetic biopolymers** as defensive and adaptive mechanisms to survive and thrive in their unique New Zealand

environment where the thin ozone layer offers little protection against aggressive UV rays. Botanicals like Mamaku - Black fern produce mucilage containing **Glucuronomannans**, which play a major role in forming 3D - viscoelastic matrix that can rapidly hydrate. Consequently, this synergistic activity provides immediate lifting and tightening of the skin.



NEW ZEALAND GROWN GREEN TEA

EGCG is the major catechin in green tea, that mainly has a protective function on the skin. It reduces reactive oxygen species

(ROS) on the skin by inhibiting the infiltration of UV-induced, ROS-producing CD116+ cells, while up-regulating epidermal antioxidant enzymes. Furthermore, it reduces oxidative stress by reducing inflammatory processes, via managing the expression of pro-inflammatory cytokines like IL-6 and IL-12. EGCG is also known to stimulate hair growth by inducing the proliferation of human dermal papilla cells via a cell proliferative pathway and an anti apoptotic pathway.



NEW ZEALAND GROWN BLACKCURRANT

While EGCG inhibits the activity of MMPs, the abundance of **anthocyanins** from New Zealand grown blackcurrants help restore the production of elastin, collagen I and III. Blackcurrants also have UVB

protective and anti inflammatory effects, as one particular anthocyanin, Cyanidin-3-O-glucoside (C3G), is known to reduce UV induced expression of proinflammatory cytokine IL-8 which causes oxidative stress.



TECHNICAL & REGULATORY

INCI: Aqua & Sarcothalia circumcincta & Camellia sinensis leaf & Cyathea medullaris leaf extract & Ribes nigrum fruit & Pentylene glycol

TECHNOLOGY: TXP Xtraction™ (Bio-liquefaction) process

GENERAL USE: 1% – 5% for general use, 5% for intense restore and protecting benefits

pH RANGE OF FINAL PRODUCT: 5 – 8

FORMULATION: Add to the emulsifying phase. Excellent compatibility with traditional and sustainable – cold process formulating methods.

REGULATORY: Certified Vegan, China Compliant, Ecocert & Cosmos Compliant

ABOUT ORGANIC BIOACTIVES

Organic Bioactives brings the power of New Zealand's rich and bountiful biodiversity together with innovative green biotechnologies to create high-efficacy cosmetic bioactives.

We are committed to Tikanga Māori – the inherited values and practices of the indigenous people of Aotearoa New Zealand. For that reason, we keep the process of harvesting with Māori communities who still carry the traditional knowledge on how to approach our native habitat in a respectful and sustainable way.

New Zealand is being internationally recognised as a biodiversity hotspot that is both abundant and unique. The impact of high UVB sunlight on its plants produce superior levels of bioactivity not found anywhere else in the world. For this, we are grateful and blessed.

DISCLAIMER

This brochure is not intended for final consumer or to advertise your products to final consumers without our written approval. No claims related to the ingredients and formulation shall be made without our prior written approval - [even though the claims are presented in this brochure] The person using the ingredients or formulation from this brochure is solely responsible that the final products, labeling, packaging, advertising and claims comply with local cosmetic laws and regulations.

APPLICATIONS

- Night care lines and overnight leave on masks
- Antioxidant boots lines
- Skin and hair repair and detox lines
- Detox creams and masks
- Sheet masks
- Cosmeceutical products for prematurely aged skin



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