

UP CITRUS extract

Natural Essence Meets UP-CYCLING Beauty

Multifunctional natural extract for skin, scalp and hair following up-cycling beauty, as it is derived from Italian orange and mandarin peel waste. In SKINCARE, it is a valid ally to promote a young, revitalized and healthy skin thanks to its: ENERGISING, ANTIOXIDANT, ANTI-AGING and ILLUMINATING PROPERTIES effect.

It is also able to promote a rebalancing action on microbioma and confer a soothing efficacy by acting on PORPHYRINS REGULATION and ERYTHEMA INHIBITION.

In HAIRCARE, it is able to DETOX HAIR from metals and has a silicon-like effect: ANTI-POLLUTION, CONDITIONING and ANTI-FRIZZ.



**MULTIFUNCTIONAL
NATURAL
EXTRACT**

SCALP
Soothing
Microbiome balance

HAIR
Metal detox
Silicon-like conditioning

SKIN
Anti-aging
Antioxidant
Glowing
Energizing





UP-CITRUS



INCI NAME

Citrus Aurantium Sinensis Peel Extract, Citrus Reticulata Peel Extract

EFFICACY TESTS

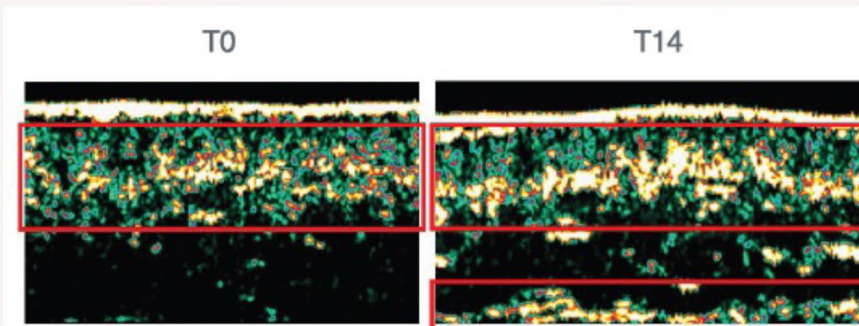
SKIN

In vitro

-58% ROS production

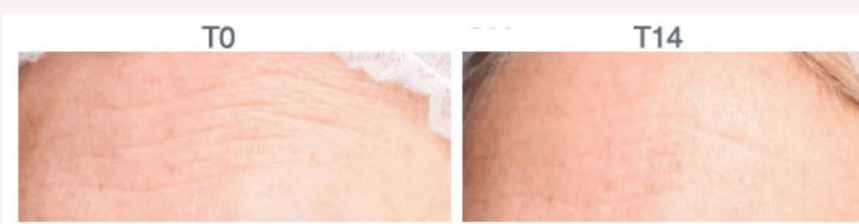
*In vivo**

+18% collagen index



1) Ultrasound images showing the increase in collagen fibers (orange-yellow shades) in the skin treated with 3% Up-Citrus Extract before treatment (T0) and after 14 days (T14).

-16% wrinkles in T-Zone



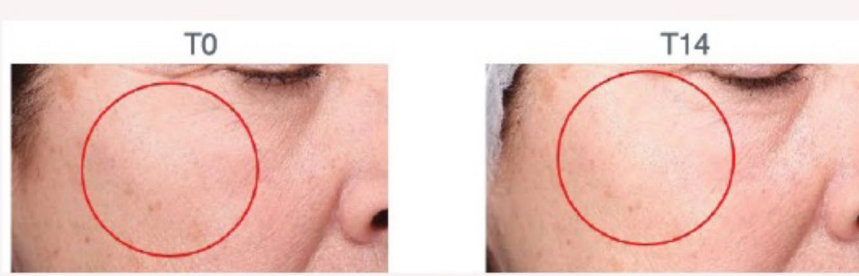
2) T-Zone wrinkles of a volunteer treated with 3% Up-Citrus Extract before treatment (T0) and after 14 days (T14).

+80% skin energy (heat loss)

-25% redness (a*)

+23% lightness (ITA°)

+6% brightness (L*)



3) Cheek of a volunteer to show improved brightness treated with 3% Up-Citrus Extract before treatment (T0) and after 14 days (T14).

SCALP and SKIN

*In vivo**

-25% erythema (instant effect)

-46% bacterial porphyrins (microbioma)

HAIR

*Ex-vivo**

-61% heavy metal detection (Arsenic, -41% Mercury, -15% Cadmium, -9% lead)

+57% detangling and conditioning effect

-50% frizziness



5) Photographic evidence comparing an untreated lock vs one after 4 applications of Up-Citrus Extract and one after 4 applications of a silicon benchmark.

SPECIFICATIONS

Appearance: viscous gel
 Colour: from yellow to dark amber
 Odour: characteristic
 pH: 4.5 - 5.5
 Viscosity (25°): 5.000 – 20.000 mPa*s
 Usage: 3 - 5%

REBALANCING SCALP SERUM LSIN 9525

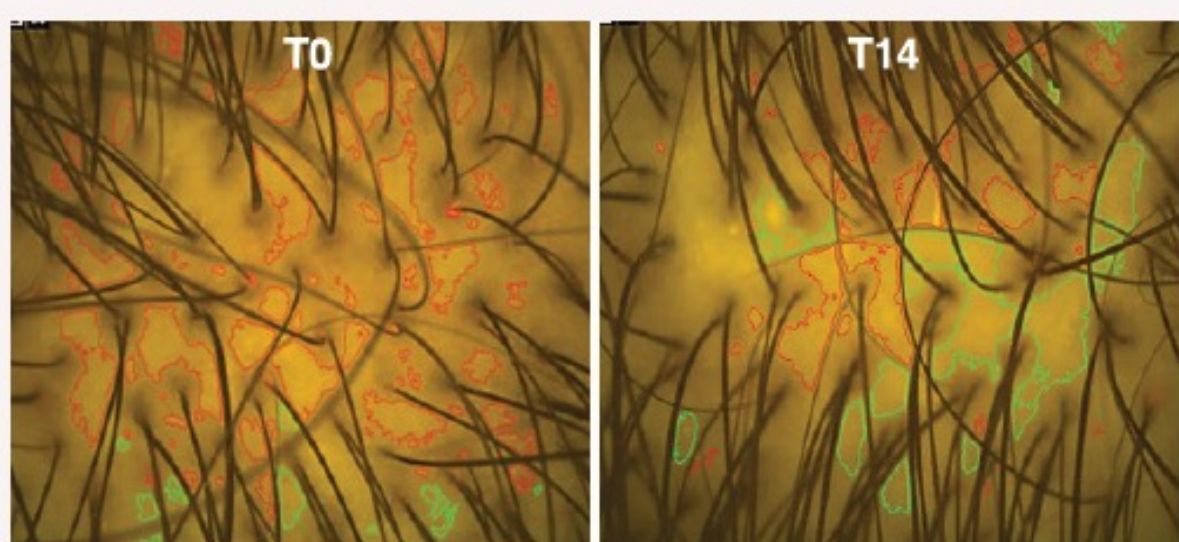
INGREDIENTS	PHASE	%
Water	A	to 100
Hydroxyacetophenone		0.70
Glycerin		2.00
Sodium Benzoate		0.40
Hydroxyethylcellulose	A'	0.40
Up-Citrus Extract (Citrus Aurantium Sinensis Peel Extract, Citrus Reticulata Peel Extract)	B	5.00
Natisol® (Cocoyl Proline)	C	1.00
Parfum		0.10
pH adjuster	D	qb

CHARACTERISTICS

Aspect: Opalescent hyper fluid
 Colour: from ivory to light brown
 Odor: characteristic
 pH: 4.5 - 5.0

METHOD

Weight component of phase A, then heat at 75° and add A' under fast stirring until it forms a homogenous system. Cool down to 30° and add remaining phases while keep stirring. Adjust pH with D.



4) Images taken with Visiopor showing the presence on scalp of bacterial porphyrins (red areas) before treatment (T0) and the decrease in bacterial porphyrins (green areas) after 14 days (T14) with 3% Up-Citrus Extract.

*3% Up-Citrus Extract

APPLICATIONS

- Anti-aging and soft-aging creams, masks, serums, gels
- Energizing and anti-oxidant treatments for both young and mature skins
- Glowing, illuminating products, concealers
- Revitalizing and rebalancing treatments
- Calming, anti-itching lotions and serums
- Leave-on and rinse-off conditioners: creams, masks, sprays
- Anti-pollution, metal detox treatments

CLAIMS

- Anti-oxidant
- Both prevents (by stimulating collagen) and counteracts aging (by reducing wrinkles)
- Energizing
- Illuminating, lightening, evenness enhancer
- Restores and regulates microbiota
- Soothing (reduces erythema and redness)
- Silicon-like
- Conditioning, detangling, anti-frizz effect
- Heavy metals chelant action

