



An exclusive anti-aging active ingredient obtained from the bio-fermentation of Guava leaves from Jeju Island, South Korea. Senescent cells produce and secrete various molecules known as the Senescence Associated Secretory Phenotype (SASP) factors “toxifying” the skin tissue environment thus accelerating the age-dependent tissue disorganization. The production of SASP factors is under the control of the synthesis regulator NFκB that is itself rapidly activated as cells become senescent. By preventing the synthesis of SASPs, **Biooptimized™ Guava** prevents the appearance of early signs of aging and protects the skin from inflamm-aging. **Biooptimized™ Guava** is a key ingredient for all anti-aging formulations. It can be used as the main ingredient for a powerful anti-aging activity or in combination with “traditional” anti-aging active ingredients to boost their efficacy.

## Efficacy

- Inhibition of NFκB activation (Biooptimized™ Guava blocks the degradation of the NFκB inhibitor, IκB and thus locks NFκB in an inactive configuration)
- Inhibition of Eotaxin, COX-2/PGE2, iNOS/Nitric oxide pathways
- Diminution of senescence-related chronic inflammation
- Reduction of age-related SASP side effects
- Reduction of skin damage induced by senescence
- Prevention of tissue disorganization caused by the aging process
- Increase in skin firmness and elasticity
- Decrease in wrinkle depth
- Protection against inflamm-aging
- Decrease in Physiological and UV-induced Skin Oxidative damage
- Anti-aging booster efficacy

## Technical information

- **INCI:** Propanediol, Psidium Guajava Leaf Extract, Saccharomyces Lysate Extract
- Water soluble
- Preservative-free; made with non-GMO propanediol
- Recommended concentration 0.5-3%

## Applications

- Anti aging
- Anti wrinkle
- Functional make-up

