

ITALINE® A

Akott®
Evolution
RESEARCH & CREATIVITY

FROM LOVELY **NAPLES**
THE *TASTY*
SUPERPOWER ACTIVE
FOR **TIRED SKIN**



Italian Tasty Food into Beauty

SUSTAINABLE ACTIVES
WITH TRUE MEDITERRANEAN BEAUTY TASTY
FROM HEALTHY **ITALIAN FOOD**



Italine LINE
BEAUTYTASTY™

THE CONCEPT

Inspired by the lovely city of Naples
and its traditional & symbolic Annurca Apple, Akott launches

ITALINE® A

**the anti-fatigue active, the solution for tired skin thanks
to the extraordinary healthy properties of the Annurca Apple.**

Nowadays, people are constantly exposed to enormous stress, overworking, eating wrong food
and not sleeping enough, the whole body is affected as well as the skin that show signs of stress and fatigue.

ORIGIN

Italian Annurca Apple Concentrate

ECO SUSTAINABLE SOLUTION

Due to its sour, unpleasant taste, the Annurca Apple
is not often found in the food chain.

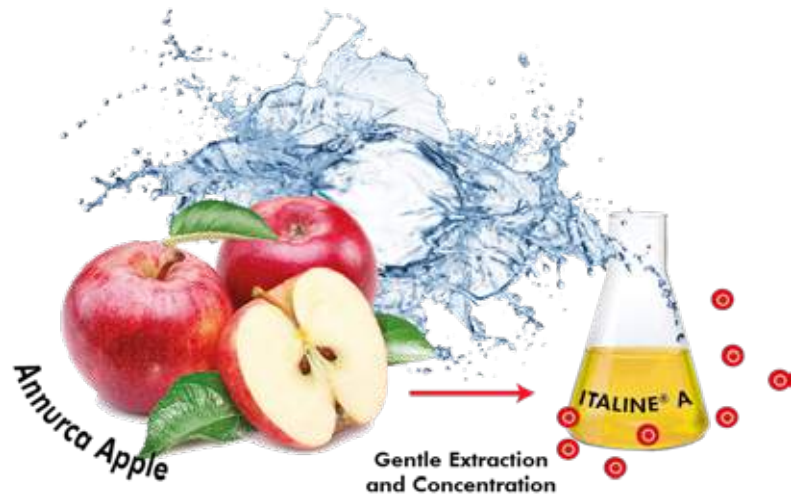
Cosmetic application brings value to the Annurca tree
and helps its preservation.

EFFICACY

SKIN GLOWING, DARK CIRCLES
AND PUFFINESS REDUCTION:

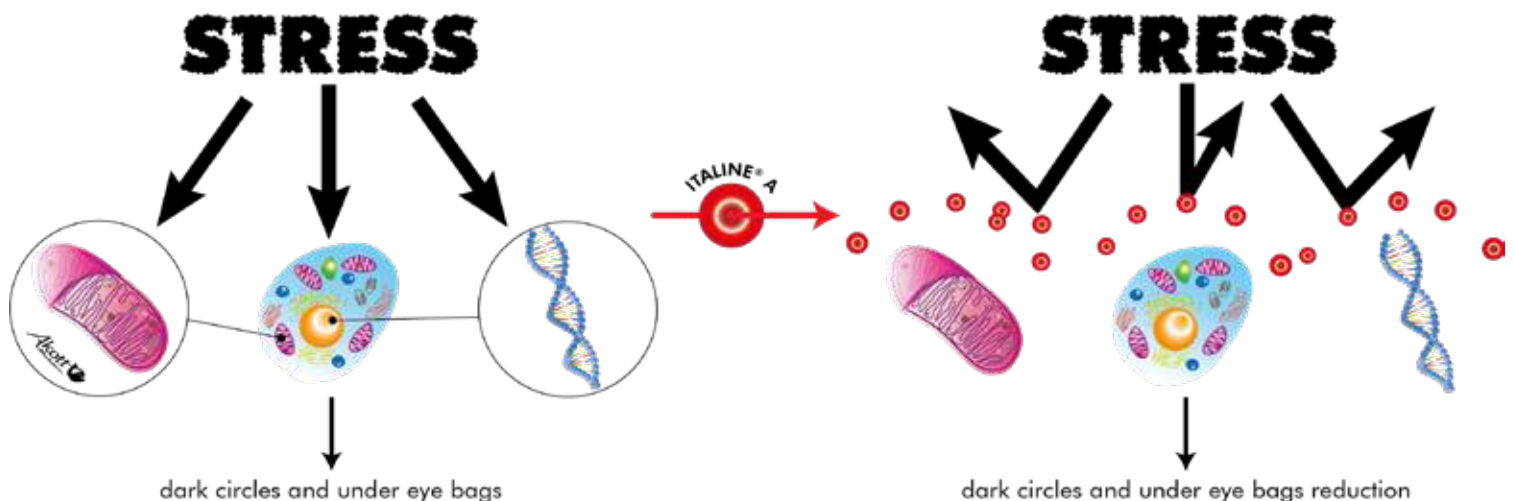
in vitro testing shows antioxidant and soothing activity.

Clinical studies show reduction of dark circles
and eye puffiness for instant glow.



MECHANISM OF ACTION

The extract is rich in polyphenols
to reduce skin oxidation and inflammation.



EFFICACY EVALUATION

RESULTS

LABORATORY STUDY (*in vitro*)

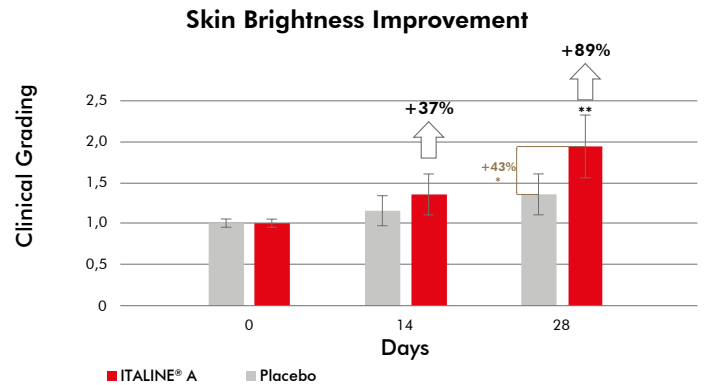
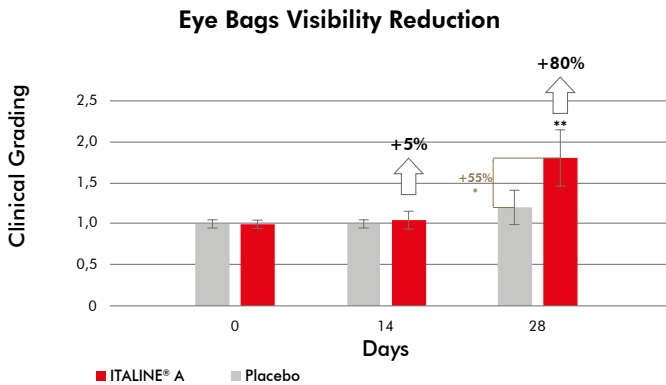
EFFICACY	TEST	RESULTS*
Antioxidant properties Free Radicals Neutralization	Cytosolic ROS Assay - neutralization of ROS in cytosol	-25%
	Membrane ROS Assay - neutralization of ROS on the membrane	-59%
	Mitochondrial ROS Assay - neutralization of ROS on the membrane of mitochondria	-44%
DNA Protection	DNA degradation (Comet Assay)	-48%
Anti Glycation Activity	BSA Glycation Assay	-35%
Soothing Activity	GRIESS Assay	-23%

Study was run on Human Keratinocytes (HaCat) *all data significant compared to control

CLINICAL STUDY

40 female panelists (age 25-60 years old) with eye bags, dark circles, and dull skin were divided into two groups of equal number. The first group applied on the face a cream containing ITALINE® A at 2%, the other one a placebo formulation for 1 month.

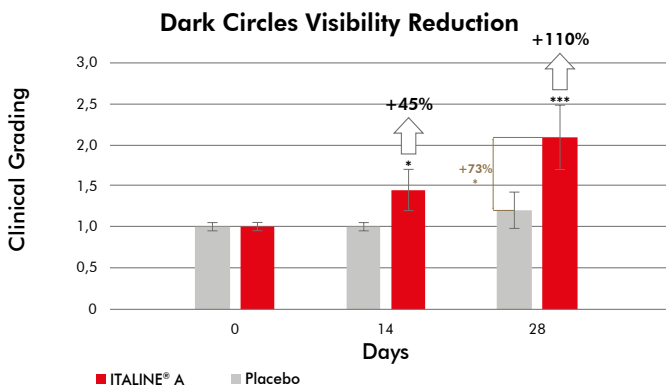
SIGNS OF FATIGUE ARE REDUCED



Evaluation criteria: 1 = evident; 2 = visible; 3 = moderately visible; 4 = slightly visible; 5 = not visible

Evaluation criteria: 1 = absent; 2 = slight; 3 = fairly good; 4 = good; 5 = very good

UNDER EYES SKIN TONE IS SIGNIFICANTLY AMELIORATED



Evaluation criteria: 1 = evident; 2 = visible; 3 = moderately visible; 4 = slightly visible; 5 = not visible



Reduction of dark circles and eye bags

Self-Evaluation

Reduction of Eye Bags	95% volunteers
Reduction of Dark Circles	95% volunteers
Skin Complexion Improvement	100% volunteers
Skin Brightness Improvement	100% volunteers
Skin Hydration	100% volunteers

*p ≤ 0,05, **p ≤ 0,01, ***p ≤ 0,001, ****p ≤ 0,0001

PRODUCT INFORMATION

INCI name: Glycerin, Aqua (Water), Pyrus Malus (Apple) Fruit Extract

CAS number: 56-81-5, 7732-18-5, 85251-63-4

EINECS number: 200-289-5, 231-791-2, 286-475-7

REGULATORY: EU, USA, China, Japan

APPEARANCE: Clear viscous pale yellow liquid

SOLUBILITY: Hydrosoluble

USE: Recommended dosage is 2%

FORMULATION TIPS: The product is liquid and easy to use. Recommended pH range is 4 - 6, 5

SAFETY DATA: ITALINE® A has been tested for cytotoxicity and skin tolerance and has demonstrated a good safety profile

COSMOS: Approved

HALAL: Compliant

VEGAN: Friendly



**COSMOS
APPROVED**

COSMETIC PROPERTIES

ANTIOXIDANT, RADICAL SCAVENGING ACTIVITY, ANTI-GLYCATION,
REDUCTION IN CUTANEOUS SIGNS OF FATIGUE:
DARK CIRCLES, PUFFINESS, DULL COMPLEXION AND TIRED LOOK

APPLICATIONS

ANTI-FATIGUE PRODUCTS, DAILY CARE,
NIGHT-REPAIR PRODUCTS,
BB CREAMS, CC CREAMS,
SUN CARE,
ANTI-STRESS PRODUCTS

CLINICALLY TESTED FORMULATION:

ANTI FATIGUE CREAM

PHASE	INGREDIENT	%
A	Aqua (Water)	82,6
	Glycerin	1,0
	Phytic Acid	0,1
	®AKOLL TX (Caesalpinia Spinosa Gum, Xanthan Gum)	0,3
B	Cetearyl Alcohol, Sorbitan Stearate, Sodium Lauroyl Lactylate, Caprylic/Capric Triglyceride, Hydrogenated Lecithin	5,0
	Caprylic/Capric Triglyceride	3,0
	Amygdalus Dulcis (Sweet Almond) Oil	3,0
	COSMOSURF CE 150 (Stearyl/Octylododecyl Citrate Crosspolymer)	1,0
	Cetearyl Alcohol	1,0
C	ITALINE® A	2,0
D	Phenoxyethanol, Ethylhexyl Glycerin	1,0



THE INSPIRATION

AN APPLE A DAY KEEPS THE DOCTOR AWAY ... and keeps your skin glowing all day

The benefits of apples were known by our ancestors. Numerous proverbs, medicinal remedies and cosmetic applications have been known since long time.

Apple contains antioxidants and Vitamins A, B and C, which prevent cell and tissue damage, reducing wrinkles and slowing the aging process. Moreover, the Annurca variety is particularly rich in procyanidin 1 and procyanidin B-2.

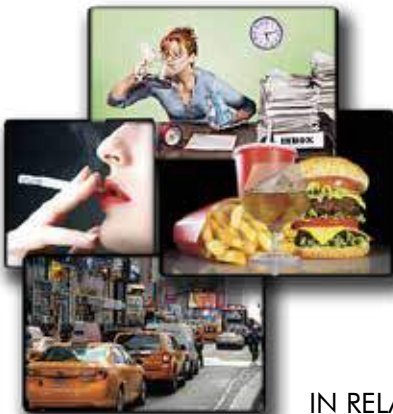
These two valuable polyphenols help to promote healthy skin and to improve blood microcirculation.



FROM THE OUTSTANDING ANTIOXIDANT QUALITIES OF THE ANNURCA APPLE, AKOTT LAUNCHES

ITALINE® A

THE SECRET OF THE SUPERPOWER ACTIVE FOR A DELIGHTFUL SKIN



Daily exposure to **environmental pollutants and an unhealthy lifestyle (tobacco smoking, alcohol consumption, stress)**, cause production of reactive oxygen species (ROS). ROS induce oxidative stress, overwhelming skin's antioxidant protection with consequent oxidative damage of cellular macromolecules. The skin shows the signs of stress immediately: most of the women who appear older than their actual age do not really need anti-aging actives, they simply need a recovery from skin stress.

IN RELATION TO THE SKIN DAMAGE INDUCED BY STRESSFUL LIFE,
AKOTT HAS STUDIED THE PRECIOUS HEALTHY
PROPERTIES OF ANNURCA APPLE
AND DEVELOPED AN **EXCITING "GLOW" ACTIVE**
which **PROTECTS STRESSED SKIN, successfully neutralizing free radicals**



ITALINE® A

**100% CELL PROTECTION - ANTIFATIGUE ACTIVE
FOR Prodigiously Revived Skin**

THE HISTORY

NAPLES is one of the most characteristic Italian cities due to its **traditional folk events**, **Neapolitan famous songs**, **art**, **culture**, wonderful Mediterranean places like **Capri** and **Amalfi**, and its **ICONA SOPHIA LOREN**, who is the embodiment of Neapolitan beauty and spirit.



Naples is the **inventor of pizza** and it is the land of **delicious regional foods**: **mozzarella**, **typical pastries** like sfogliatelle, pastiera napoletana and great coffee "**o caffè**" symbolizing the city.

AKOTT HAS LOOKED DEEPLY INTO NAPLES TRADITIONAL SOURCES AND HAS SELECTED THE "ANNURCA" APPLE DUE TO ITS QUALITIES AND ANCIENT TRADITION

TRADITION

The Annurca Apple grows in Naples and it's one of its **symbol** since remote ages as showed by the paintings in Casa dei Cervi from the Ercolano excavations (the Roman city destroyed by the eruption of Vesuvius).



QUALITY

The ANNURCA APPLE is small, flattened or rounded with a streaked red skin. The flesh is juicy, firm, crispy, aromatic, slightly acid and fragrant with an excellent flavor but above all it keeps these organoleptic features for a long time. The Annurca Apple is defined the "**QUEEN OF APPLES**" for its interesting nutritional qualities: it's good and healthy with a veritable concentration of vitamins, organic acids and mineral elements, especially potassium and magnesium.

PRODUCTION

To contribute to make this fruit a special fruit, there is also a specific technique and care used to harvest it:

ANNURCA APPLE IS LEFT ON THE GROUND TO REDDEN.

To avoid the fall and damage of the fruit, due to its thin peduncle, the Annurca apple is mostly green when harvested. Its characteristic red color is the result of the sun's rays and the handling of the farmers, that periodically turn the apple that is laying on specially prepared terrain, made of pine needles or wood shavings. Little by little the green part of the fruit is exposed to the sun. This treatment can last for 20-50 days.

Reddening of the apple is directly correlated to an improvement of the apple's aroma and its nutritional properties.



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