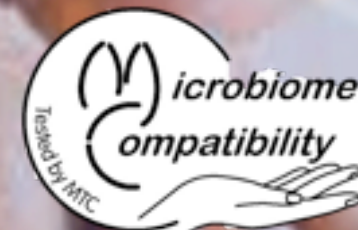


ALPIN HEILMOOR EXTRACT™ (AHE)

The multifunctional decision for sensitive skin

INCI: PEAT EXTRACT



>> 60-70%
... of WOMEN

>> 50-60%
... of MEN

Sensitive skin

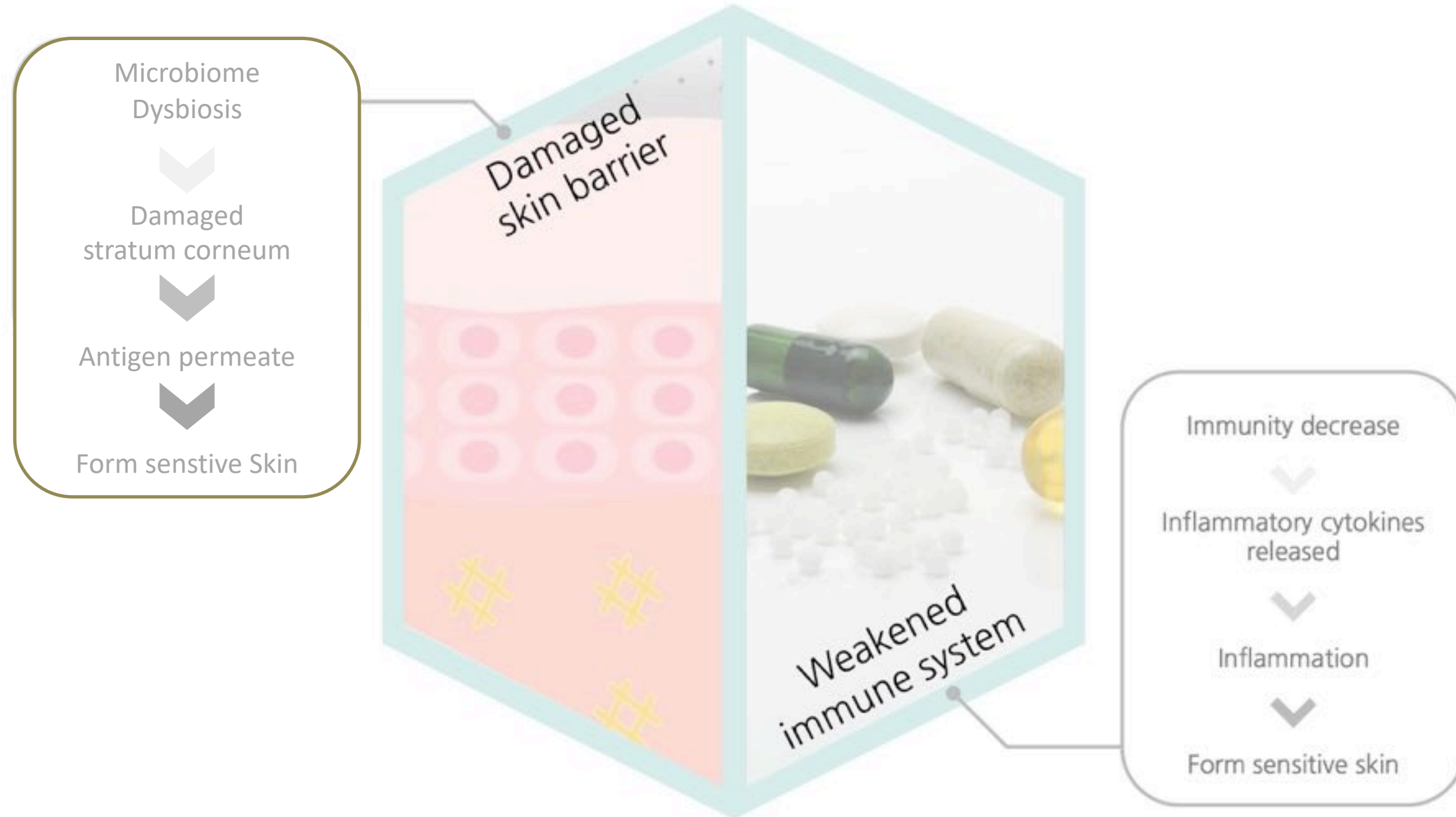
Sensitive skin is a **syndrome**

- defined by the occurrence of unpleasant sensations (**stinging, burning, pain, pruritus, and tingling sensations**)
- in response to stimuli that normally should not provoke such sensations.
- These unpleasant sensations cannot be explained by lesions attributed to any skin disease.
- The skin can appear normal or be accompanied by erythema.
- Sensitive skin can affect all body locations, especially the face.*

Overall, approximately 60–70% of women and 50–60% of men report having some degree of sensitive skin.

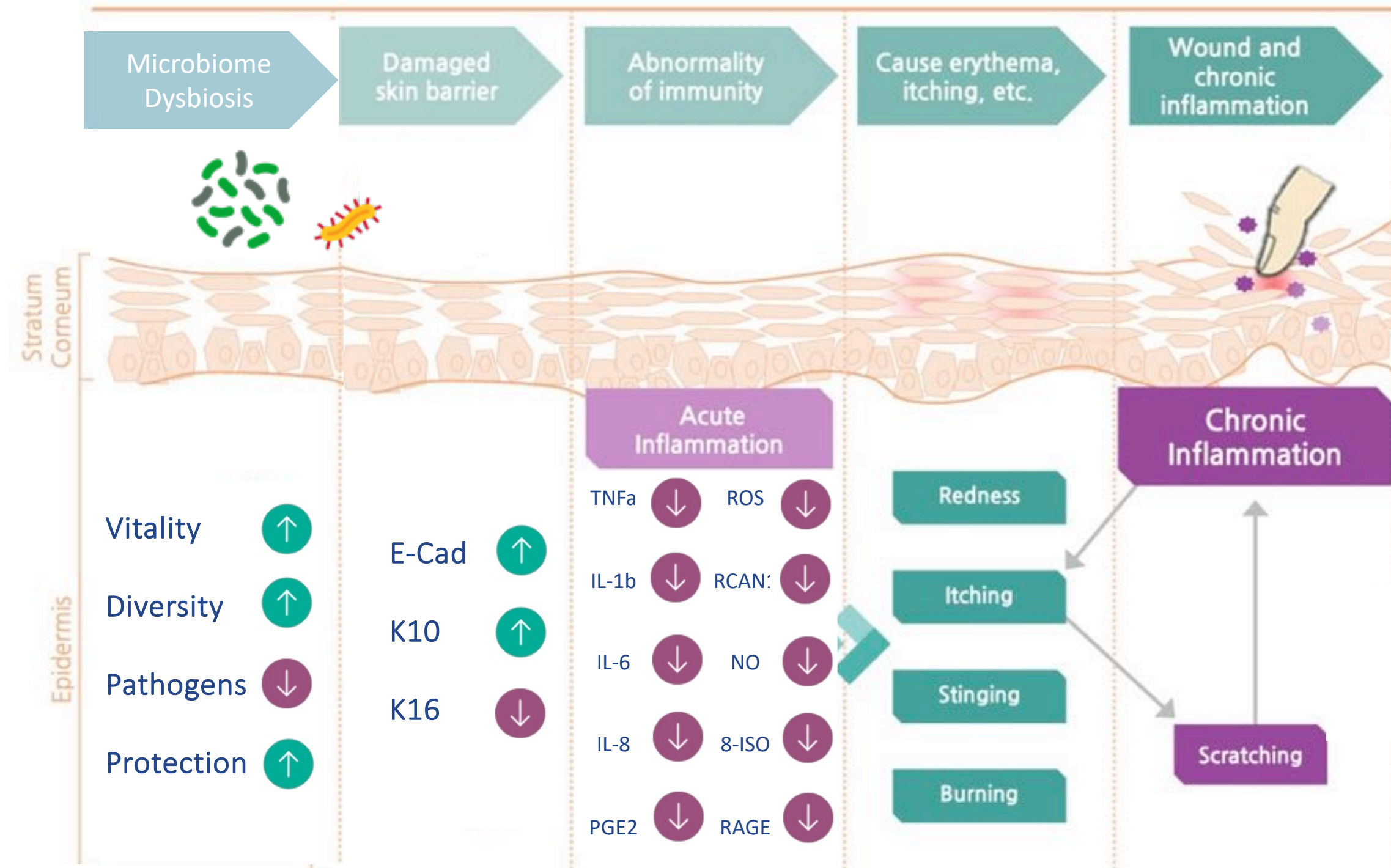
* Recent definition by a special interest group on sensitive skin in the International Forum for the Study of Itch (IFSI).

Why does sensitive skin occur?



Mode of action of ALPIN HEILMOOR EXTRACT™

for instant calming and preventive soothing for **sensitive skin**



Normal skin – sensitive skin				
Balances the Microbiome	Strengthens the skin barrier	Anti-inflammatory Anti-oxidant effect	Soothing effect	Pro-healing properties
ALPIN HEILMOOR EXTRACT				

CLINICAL STUDIES

for instant calming and preventive soothing



CLEANSING

(1.5% AHE)

INSTANT CALMING:

+42%



CREAM

(2.5% AHE)

INSTANT CALMING:

+70%

PREVENTIVE SOOTHING:

+67%



ADDITIONAL:

Instant hydration – anti-wrinkle

Skin complexion

Acne-prone skin

Wound healing

Mode of action

JUST CONTACT US:

office@premium-organic.com

Instant calming effect in just 1 min - CLEANSING

Reduction of the capsaicin-induced sensitivity level

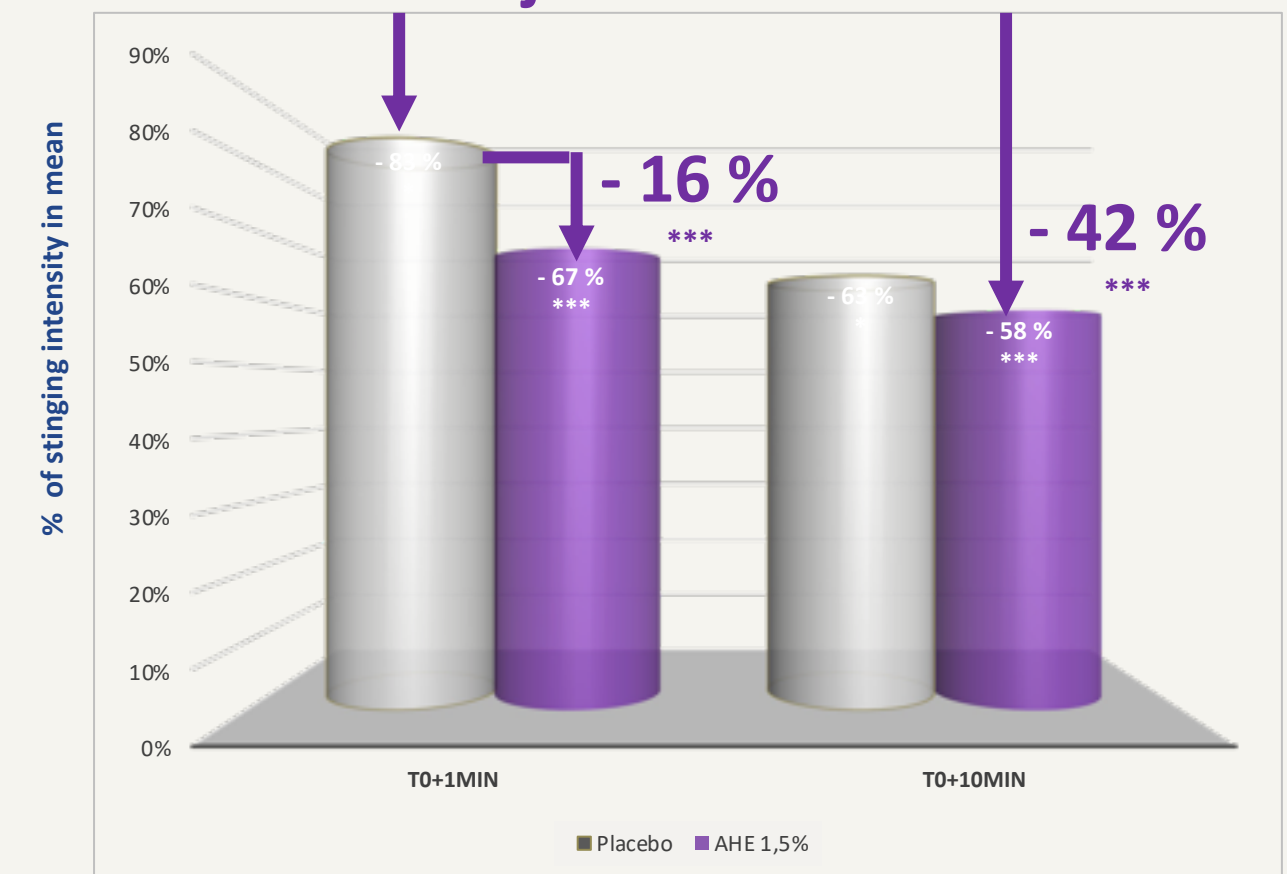
The benefits of Alpin Heilmoor Extract™ **after a single application** were determined by assessing average reduction of the intensity of stinging and average improvement of cutaneous reactivity after 1 minute and after 10 minutes of applying the product (Cleansing gel) on the nasolabial region after Pre-Inclusion with capsaicin.

Results:

Alpin Heilmoor Extract™ significantly improves skin's appearance and soothing in just 1min to 10min.

Instant calming effect of 16% vs placebo and 42% vs T0.

Reduction of stinging intensity in just 1 minute



Capsaicin stimulates the TRPV1 ion channel in the nerve endings, causing itching and erythema.

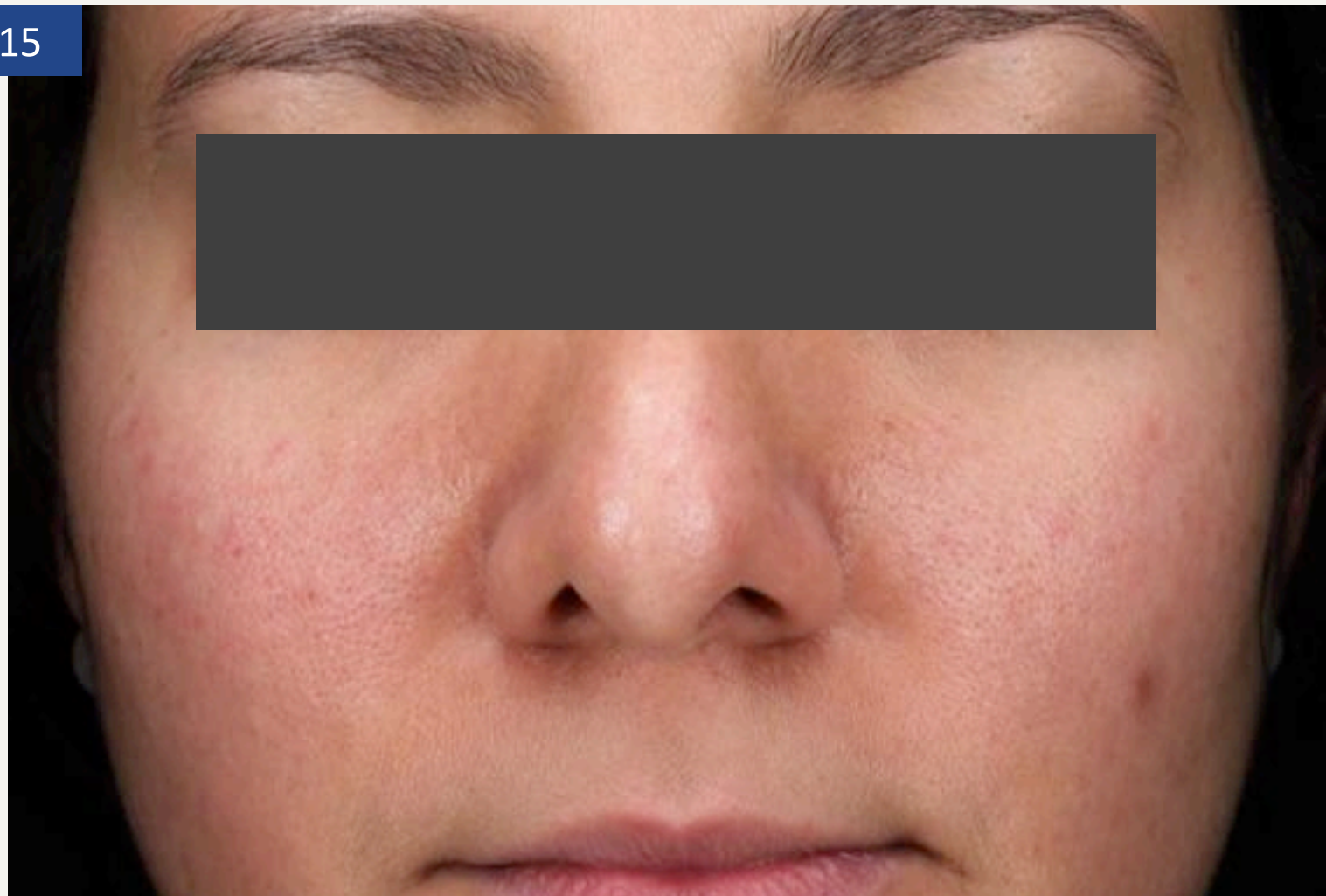
Wilcoxon test vs D0, t-test vs placebo:
Significance: *p<0.05, **p<0.01 *** p<0.001

Instant calming effect after single application

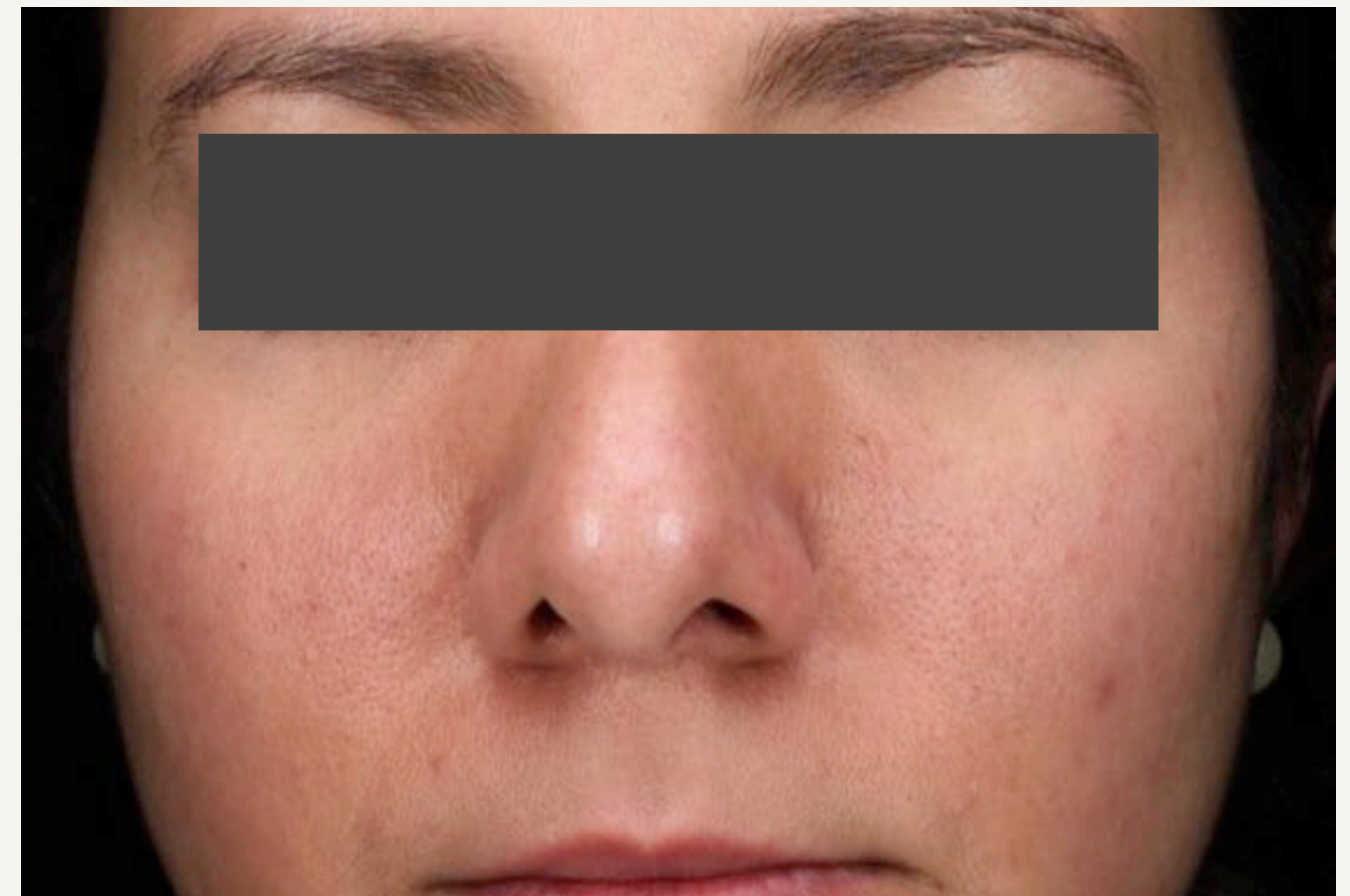
ALPIN HEILMOOR EXTRACT™ soothes sensitive skin

Illustrative pictures (VISIA) of volunteers using 1,5% Alpin Heilmoor Extract™
(Vol #15 Irritation)

15

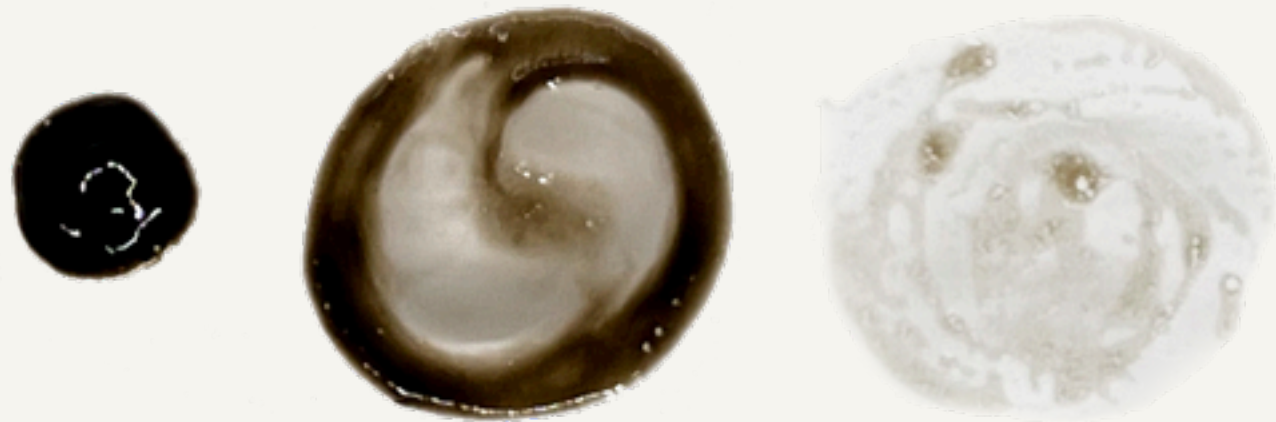


T0

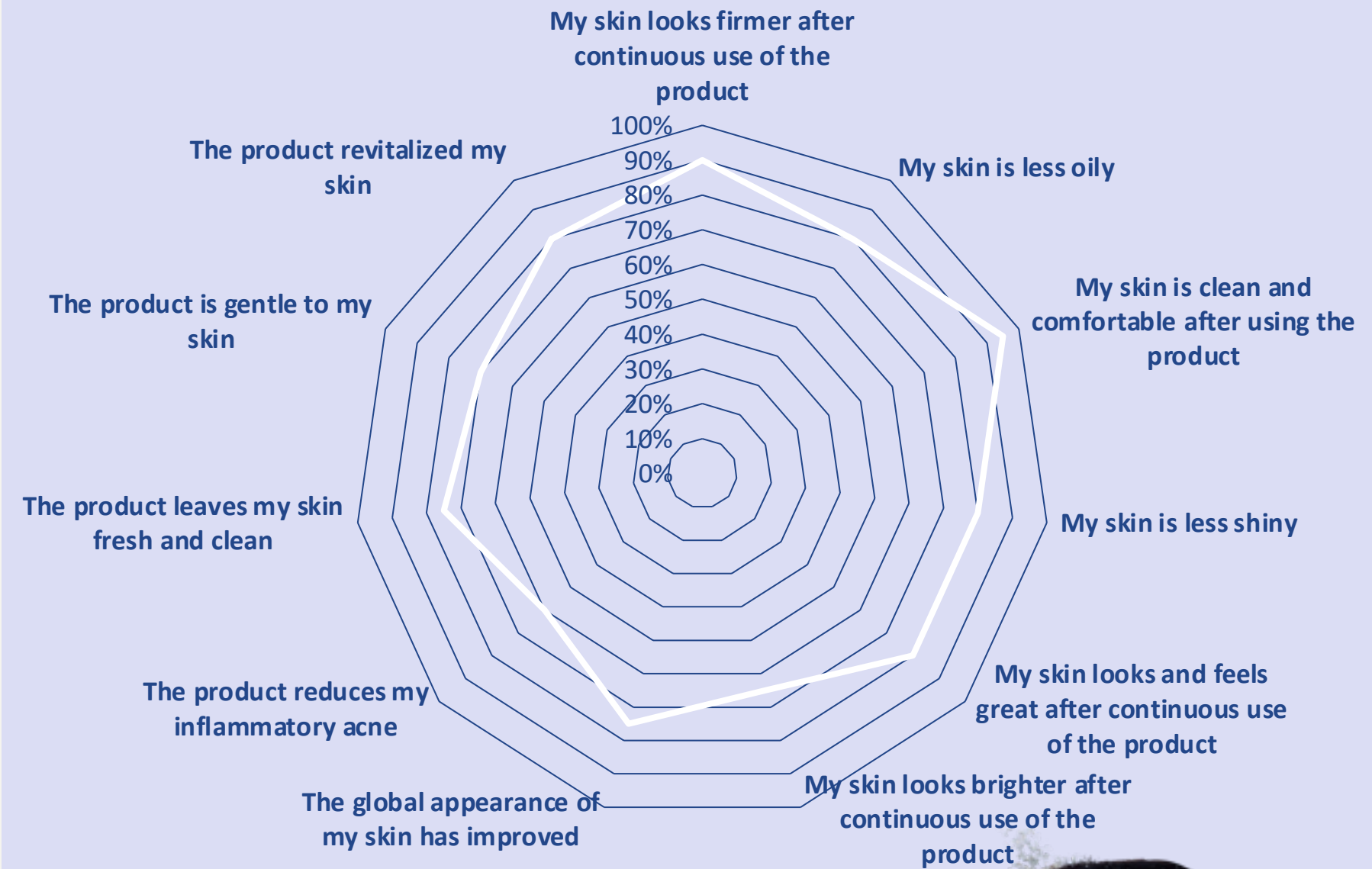


T0+10min

The cleansing gel was **consistently rated favorably** by the **volunteers** and was **very well tolerated** and **appreciated**.



	INGREDIENT / TRADE NAME	INCI	%
W	WATER, DEIONIZED	Aqua	65.15
T	KELTROL V	Xanthan Gum	1.50
	AMISOFT CS-22W	Sodium Cocoyl Glutamate + Disodium Cocoyl Glutamate + Water	15.00
	PLANTACARE 1200 UP	Lauryl Glucoside	1.75
D	PLANTACARE 2000 UP/MB	Decyl Glucoside	1.75
	PLANTACARE 818 UP	Coco Glucoside	8.00
	SYMDIOL 68	1,2-Hexanediol + Caprylyl Glycol	0.50
	SYMSAVE H	Hydroxyacetophenone	0.50
P	ALPIN HEILMOOR EXTRACT™ (AHE)	Peat Extract	1.50
	PERFUME NICE DAY 441411	Parfum	1.00
		Total:	100.00



Sensitive skin study rinse-off shows:

>> Alpin Heilmoor Extract™ (1,5%) in a cleansing gel showed instant calming effect after 1 minute.

Instant calming effect in just 30 seconds

Reduction of stinging intensity and improvement of cutaneous reactivity

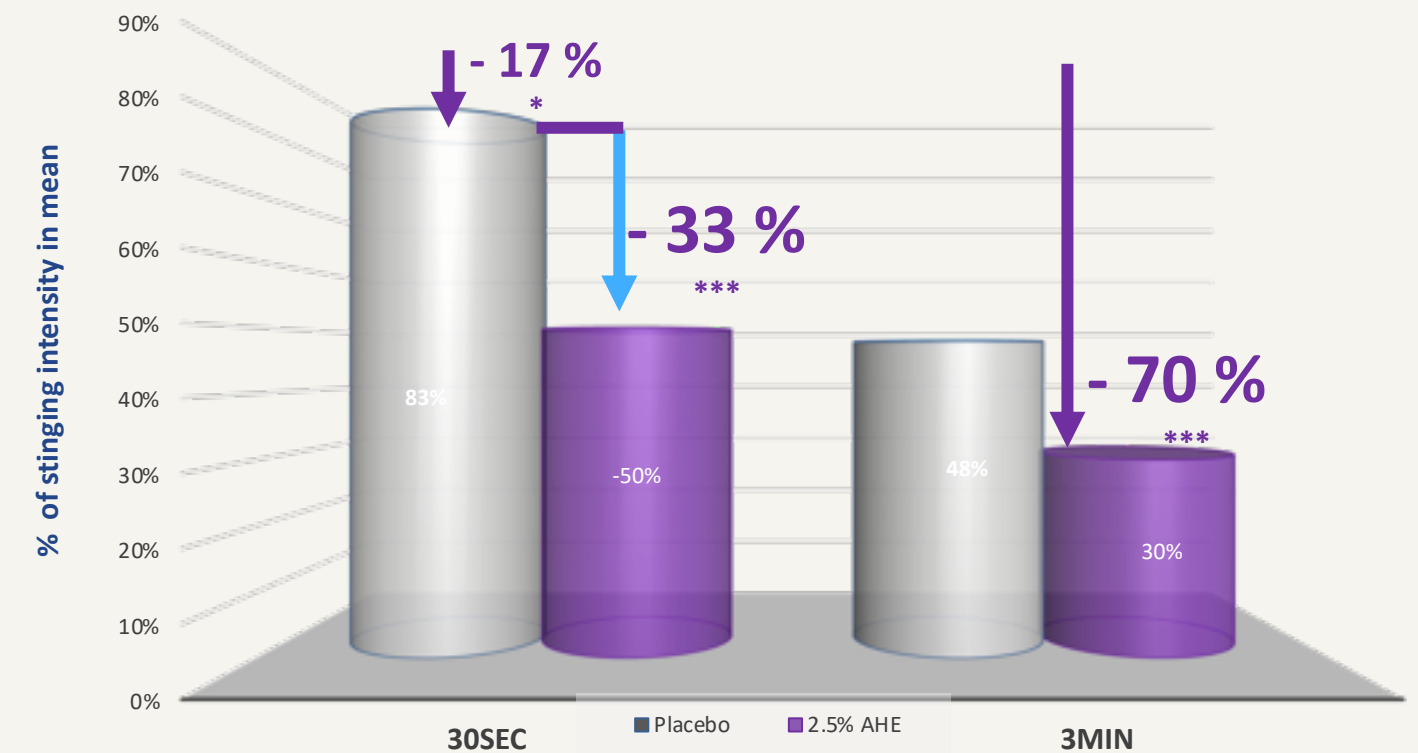
The benefits of Alpin Heilmoor Extract™ **after a single application** were determined by assessing average reduction of the intensity of stinging and average improvement of cutaneous reactivity after 30 seconds and after 3 minutes of applying the product (Cleansing) on the nasolabial region after Pre-Inclusion with capsaicin.

Results:

Alpin Heilmoor Extract™ significantly improves skin's appearance and soothing in just 30sec to 3min.

Instant calming effect of 33% vs placebo and 70% vs T0.

Reduction of stinging intensity in just 30 seconds



Capsaicin stimulates the TRPV1 ion channel in the nerve endings, causing itching and erythema.

Transient receptor potential vanilloid-1 (TRPV1) is a cation channel that responds to low pH (Lactic acid) or capsaicin and is related to nociception, neurogenic inflammation, and pruritus. TRPV1 is upregulated in subjects with sensitive skin, and it correlates with the intensity of the symptoms.

Wilcoxon test vs D0, t-test vs placebo:
Significance: *p<0.05, **p<0.01 *** p<0.001

Instant calming effect after single application

ALPIN HEILMOOR EXTRACT™ helps soothing sensitive skin

Illustrative pictures (VISIA) of volunteers using 2,5% Alpin Heilmoor Extract™
(Vol #14 left Soothing nasolabial area and Vol #22 right nasolabial area)

14

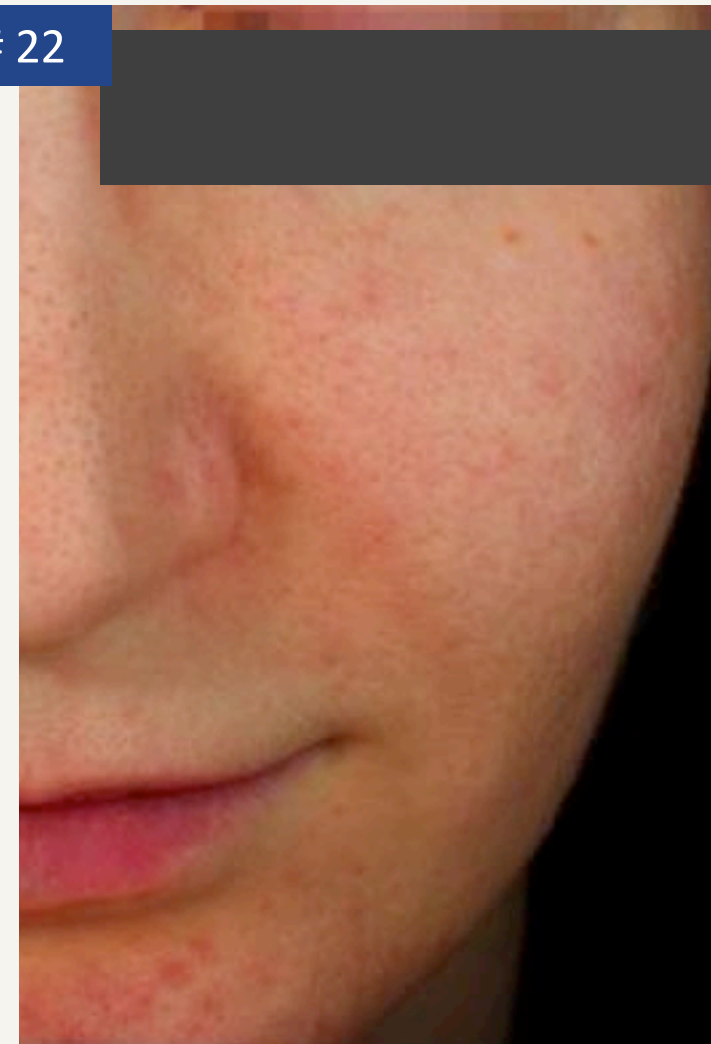


T0

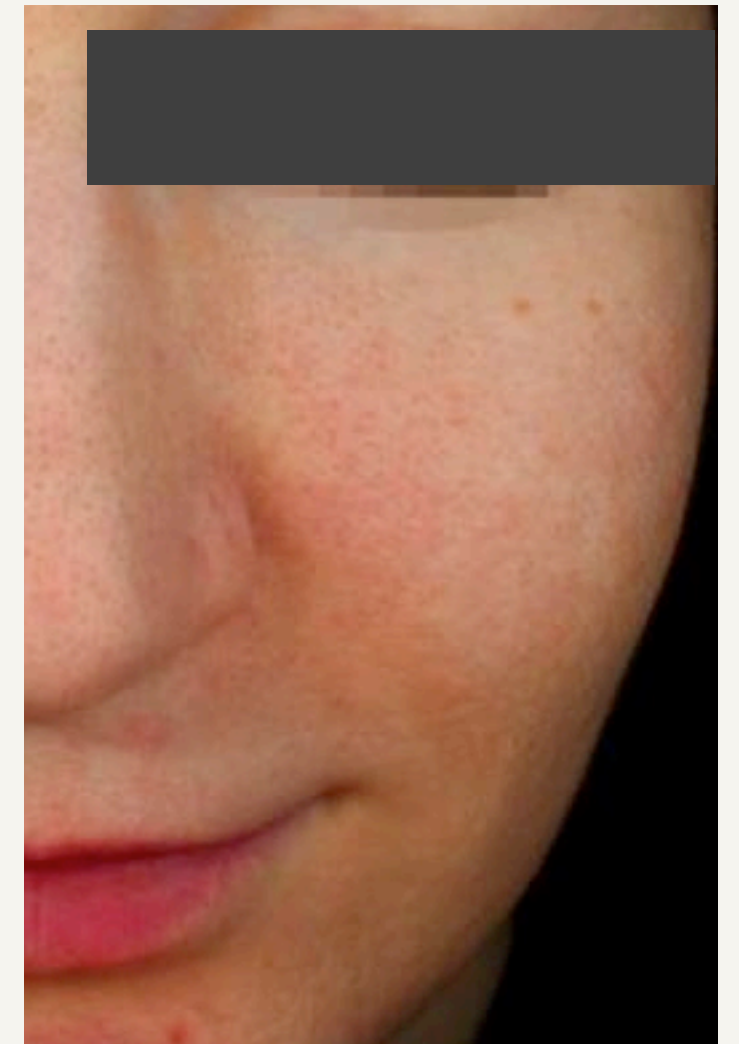


T0+30sec

22



T0



T0+30sec

Preventive soothing effect after 28 days

Reduction of the lactic acid-induced sensitivity level

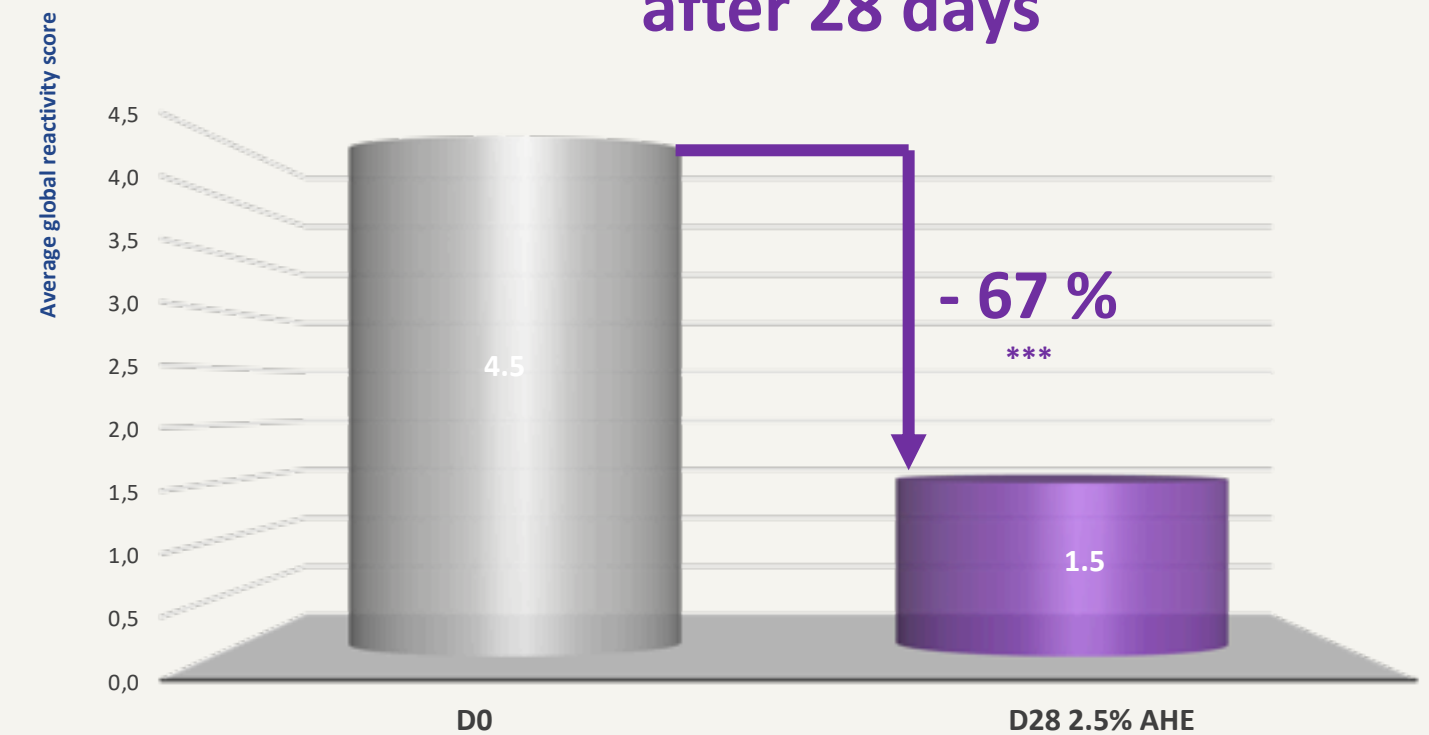
The benefits of Alpin Heilmoor Extract™ in a base-cream **twice daily applied** were determined after 28 days by assessing the average reduction in the intensity of stinging and the average improvement in skin reactivity with a 10% lactic acid pretreatment at T0 compared to 28 days (T28) after product application with a further 10% lactic acid pretreatment in the nasolabial area prior to measurement.

Results:

Alpin Heilmoor Extract™ significantly improves skin's appearance and soothing after 28 days.

Preventive soothing effect of 67% vs T0.

Reduction of stinging intensity after 28 days



LAST (Lactic acid sting test) scores are associated with symptoms of stinging, itching, tautness and clinical sign of scaling in sensitive skin

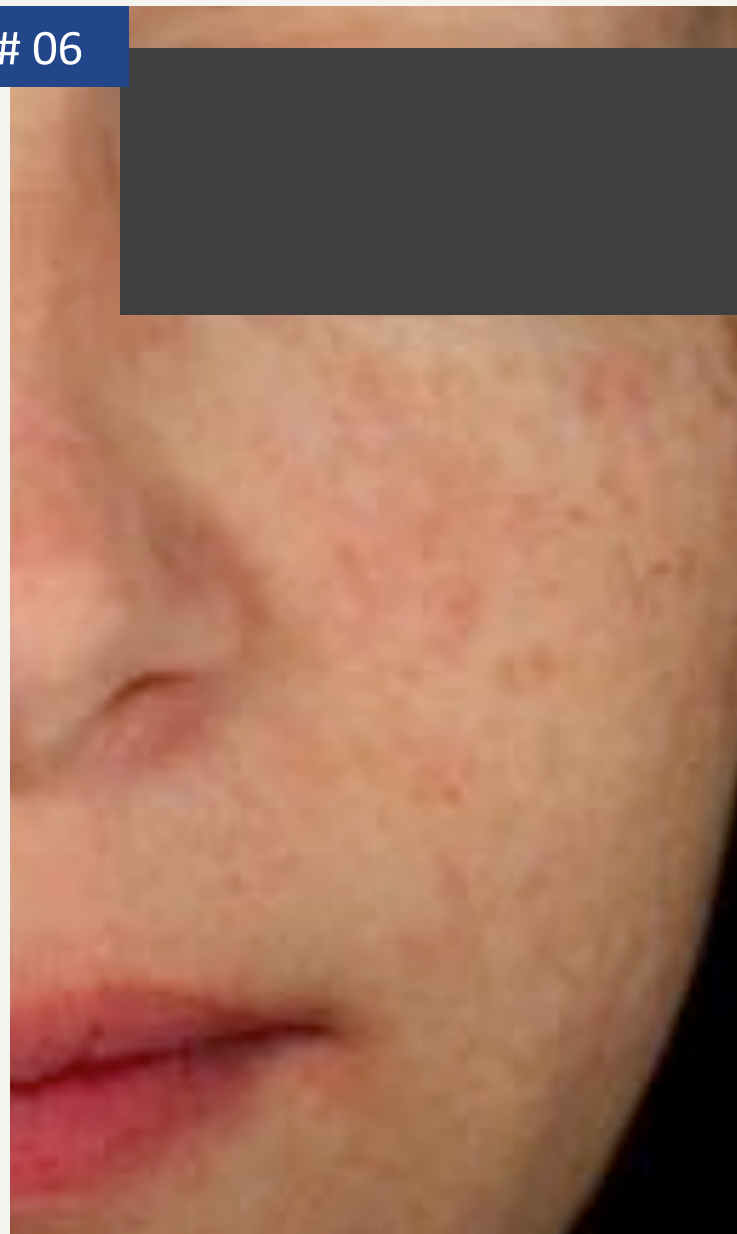
Wilcoxon test vs D0, t-test vs placebo:
Significance: *p<0.05, **p<0.01 *** p<0.001

Instant calming effect after single application

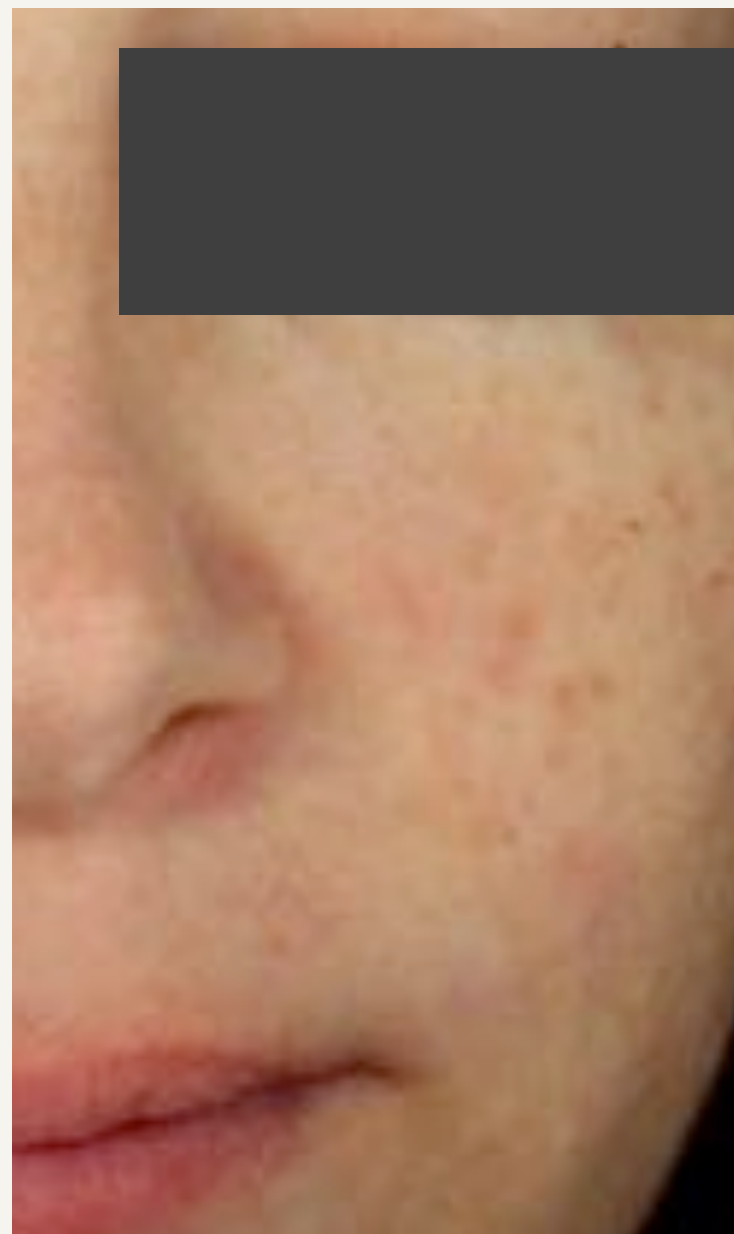
ALPIN HEILMOOR EXTRACT™ helps soothing sensitive skin

Illustrative pictures (VISIA) of volunteers using 2,5% Alpin Heilmoor Extract™
(Vol #06 and Vol #08 Irritation)

06



T0



T28

08



T0



T28

Sensitive skin study leave-on shows:

>> **Alpin Heilmoor Extract™ (2.5%) in a cream showed instant calming effect after just 30 seconds and preventive soothing effect after 28 days.**

ALPIN HEILMOOR EXTRACT™ (AHE)

EUROPEAN BALNEOLOGY REWORKED



ORIGIN
– Sustainable sourced in Austria

WATERBASED PRODUCTION
– In Austria and Germany

PRESERVATION
– Preservative-free

SOLUBILITY
– 90 % water soluble

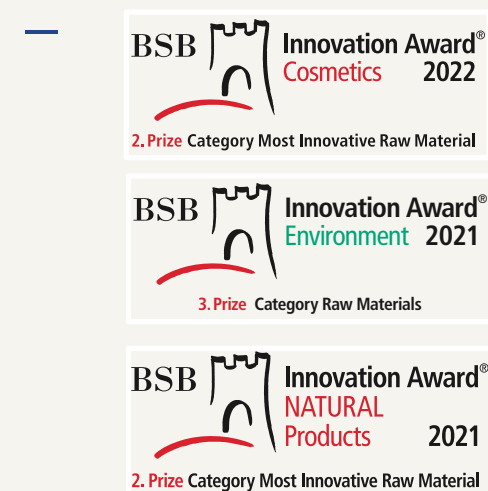
APPEARANDE
– Dark brown powder

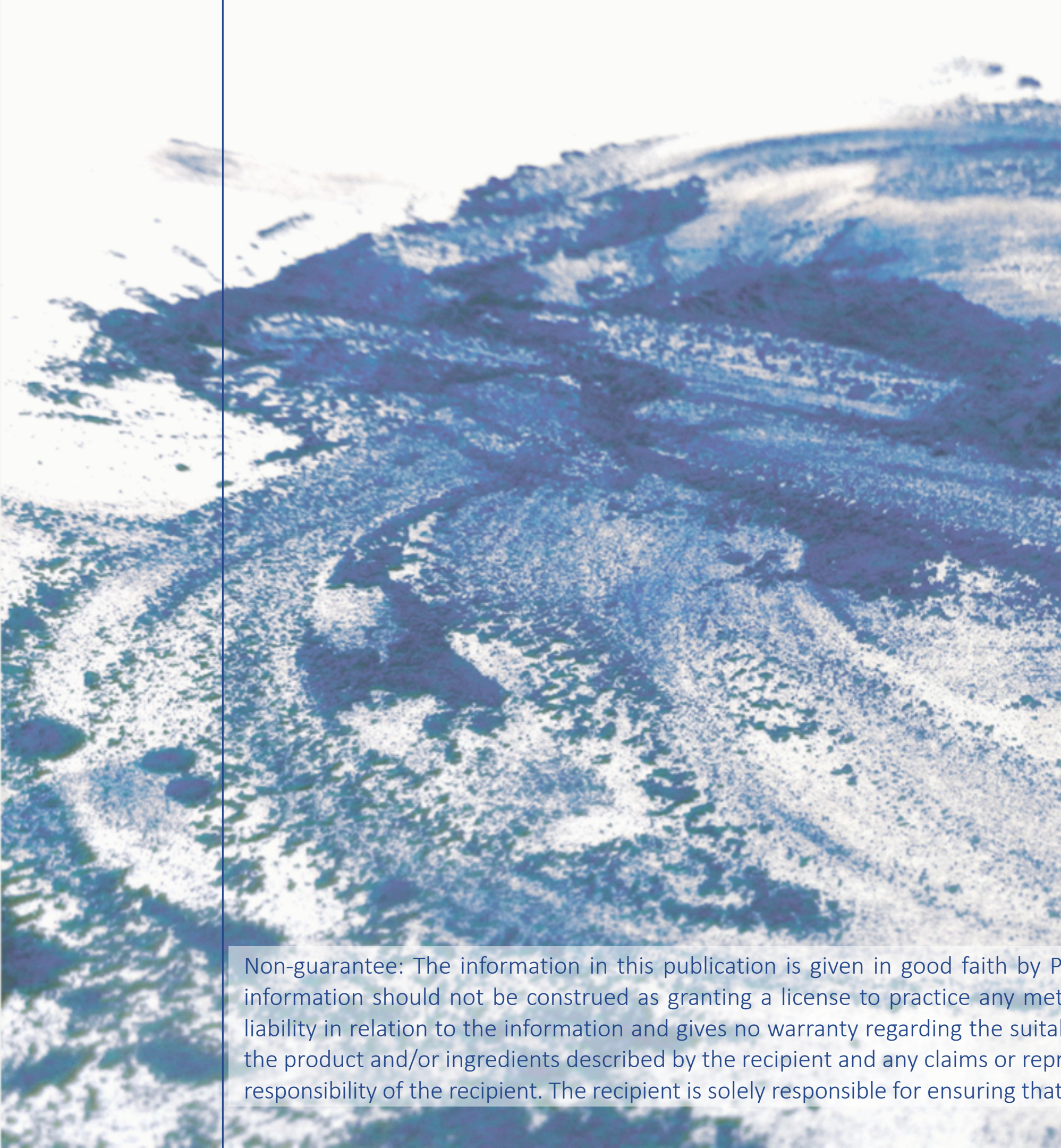
DOSAGE
– From 0.1 % to 5.0 %

INCI
– PEAT EXTRACT

PROSESSING
– AHE is usually added as an extra phase at the end, before final homogenization. No special, separate predispersion is needed.
– Used with a pH-value of 4 to 12.

AWARDS





EMAIL US FOR
A SAMPLE OF
ALPIN
HEILMOOR
EXTRACT™

CONTACT

PREMIUM ORGANIC GMBH

TÖPLACH 10; 9313 ST. GEORGEN AM LÄNGSEE, AUSTRIA

WWW.PREMIUM-ORGANIC.COM

OFFICE@PREMIUM-ORGANIC.COM

Non-guarantee: The information in this publication is given in good faith by PREMIUM ORGANIC by way of general guidance and for reference purposes only. The information should not be construed as granting a license to practice any methods or compositions of matter covered by patents. PREMIUM ORGANIC assumes no liability in relation to the information and gives no warranty regarding the suitability of the product and/or ingredients described for a particular use. The use made of the product and/or ingredients described by the recipient and any claims or representations made by the recipient in respect of such product and/or ingredients are the responsibility of the recipient. The recipient is solely responsible for ensuring that products marketed to consumers comply with all relevant laws and regulations.