

Oxisol

>> "NEW AGE" REJUVENATION PANACEA

SMART ANTI-POLLUTION, PHOTOSTABLE UV-A AND UV-B PROTECTION BOOSTER

Oxisol is a patented molecule invented by Kalichem Labs research in collaboration with a leading Italian university.

It is composed of a molecule with powerful free radical scavenging features, able to preserve cell viability and **protect the skin against the most critical environmental ageing factors** (UV, Infrared radiations, urban pollutants, etc.)

Oxisol displays **unique efficacy performances in boosting sun protection against UV-B and UV-A rays, despite its photostable and hydro-soluble nature**, along with unmatched anti-oxidant performances, overcoming the concerns related to the unstable existing sun filters found in the market.

Ideal for high end cosmetics, both in skin care and make up applications

>> POSITIONING

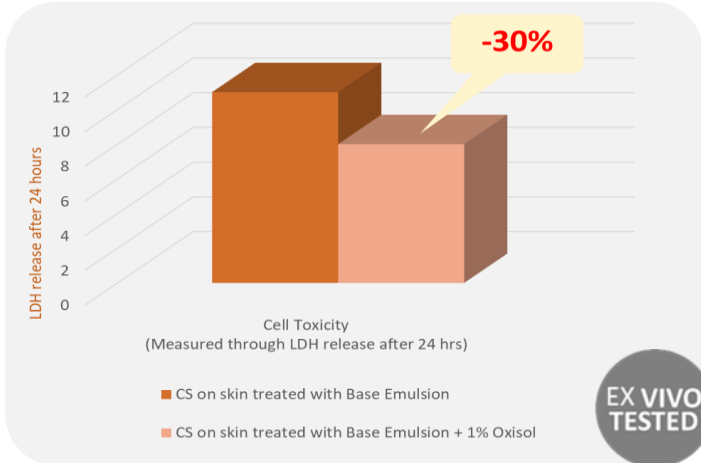
FUNCTIONAL AND TECHNOLOGY HIGHLIGHTS

- **Anti-pollution, effective against**
- **Hydrosoluble sunscreen booster for UV-A and SPF protection**
- **Highly effective and efficient free radical scavenger**
- Ideal to stabilize UV-A protection in sunscreens
- Protection against Infrared ageing
- Internationally patented specialty, made in Italy invention
- Proven in vivo efficacy and safety



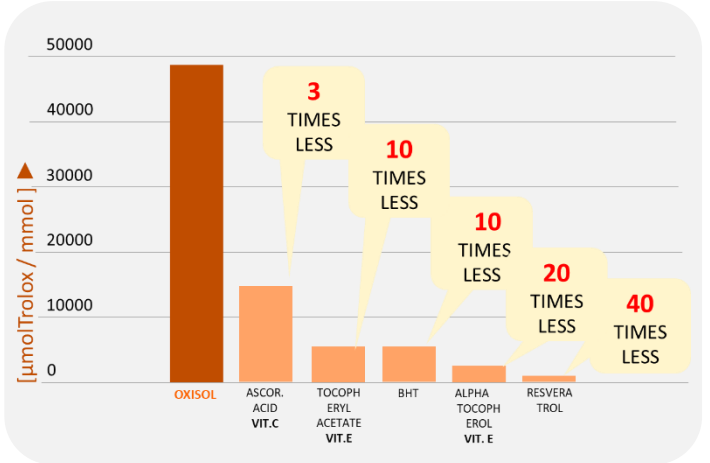
PATENTED

ANTI-POLLUTION



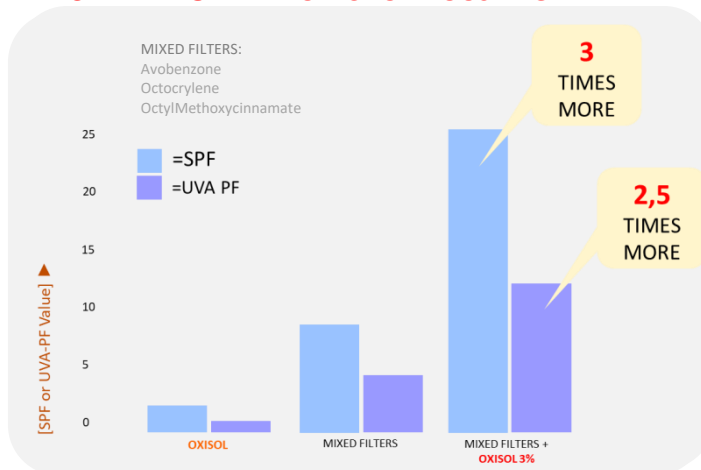
O. increases cells viability by reducing the release of cytotoxic markers (LDH) of 30%, after exposure of cigarette smoke on reconstructed epidermis.

FREE RADICAL SCAVENGING



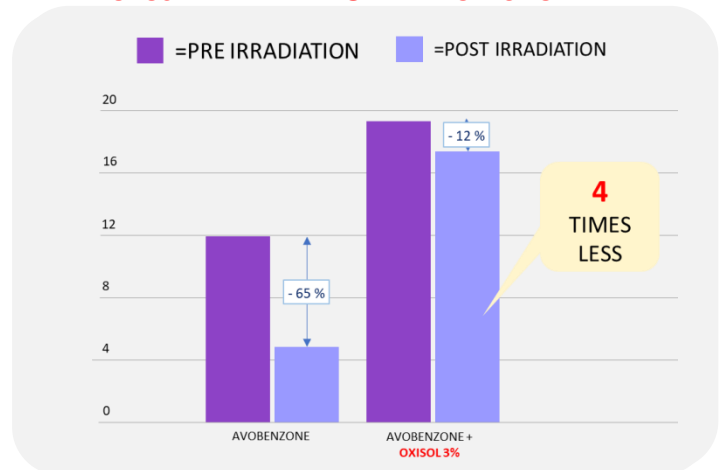
Oxisol shows better anti-oxidant action than the most effective market benchmarks (PCL test), and higher speed of free radical inactivation.

SPF AND UV-A PROTECTION BOOSTING



Oxisol boosts both UV-B and UV-A protection factor, by increasing of 2-3 times the values of SPF and UVA-PF.

PHOTOSTABILITY AND UV-A PROTECTION



O. is a photostable and hydrosoluble booster, able to stabilize the UVA protection after irradiation, even if combined to unstable UV-A

>> TECHNICAL OVERVIEW

PH OF USE	% OF USE	APPLICATIONS	SOURCING	FORMULATION TIPS
7.0 ÷ 9.0	0.1 ÷ 3.00	Skin care emulsions, serums; make up powders; hair dyes and post bleaching treatments	Synthetic	Presolubilize in alkaline solution at pH 8.5; add the solution to the end product and regulate pH not below 7.0

[INCI NAME : dihydroxyphenyl benzimidazole carboxylic acid]



MADE IN ITALY

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