

AKOACTIVE® GARUDA



FROM THE ROYAL EMBLEME OF **GARUDA**,
TO THE ROYAL BEAUTY OF THE **ORCHID**
THE ROYAL ACTIVE
FOR A PERFECT **SKIN LIFTING**

Akott®
Evolution
RESEARCH & CREATIVITY

THE CONCEPT

SKIN LIFTING

Inspired by the **Ancient Thailand** rich in culture and represented by different symbols with its primary ROYAL emblem of GARUDA, the divine symbol of the Thailand Kings,

Akott has developed the ROYAL SYNERGY combining the Thai national floral symbol of Royal beauty "orchid" with a bioactive compound found in the bark of the Houpu magnolia (*Magnolia officinalis*), creating:

AKOACTIVE® GARUDA.
IT IMPROVES THE FIRMNESS AND SMOOTHNESS OF THE SKIN.

ORIGIN

Fresh Orchid Flower and Magnolia Bark

ECO SUSTAINABLE SOLUTION

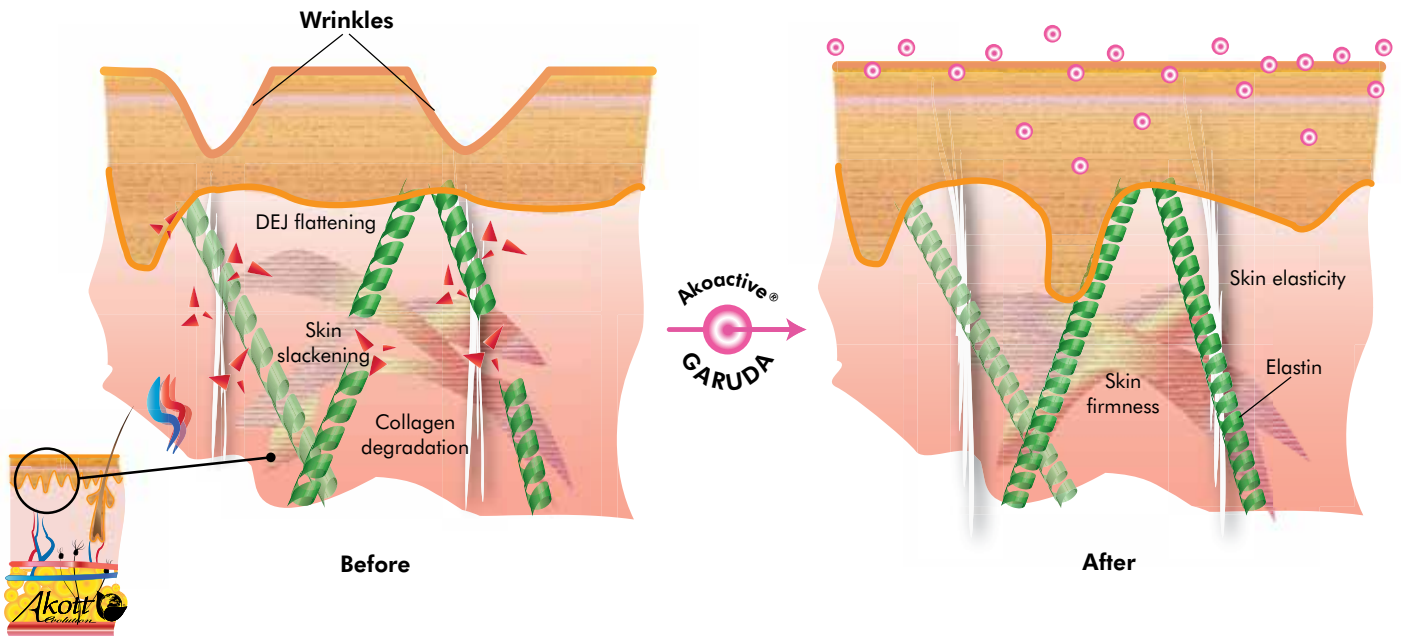
The flower is carefully hand-picked without damaging the plant.

MECHANISM OF ACTION

Our active is rich in polyphenols that stimulate skin elasticity and firmness.

EFFICACY

A clinical study demonstrates the ability of AKOACTIVE® GARUDA to decrease skin roughness, wrinkles and sagging improving skin elasticity and firmness.



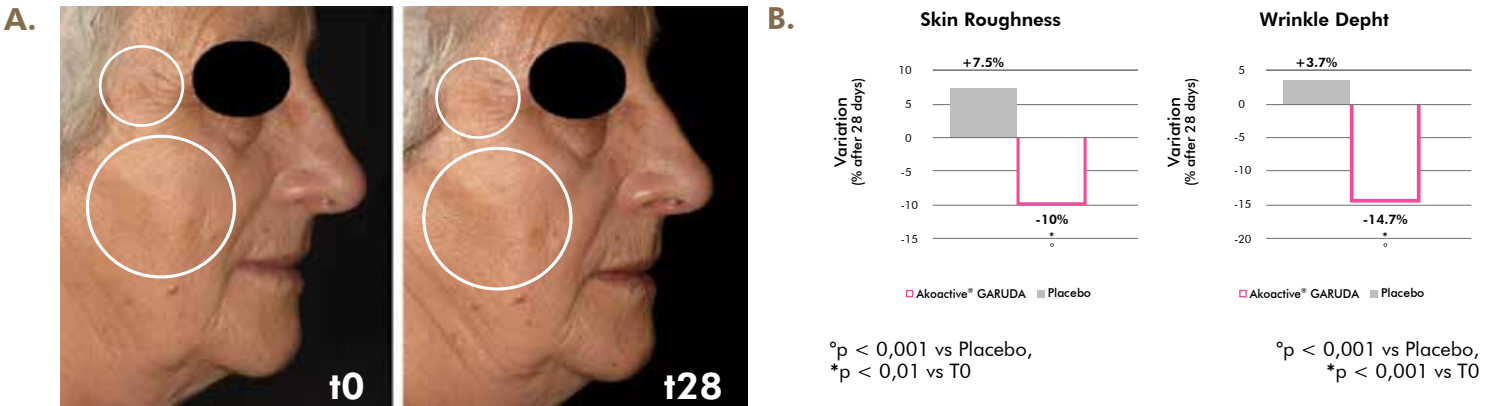
EFFICACY EVALUATION

RESULTS

CLINICAL STUDY

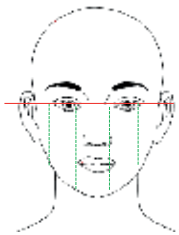
20 women panelists (age 40-70 years old) with fine lines, skin roughness, skin wrinkles and visible skin sagging, applied twice a day a face serum containing AKOACTIVE® GARUDA at 1% or a placebo formulation for 28 days.

SKIN ROUGHNESS AND WRINKLE DEPTH



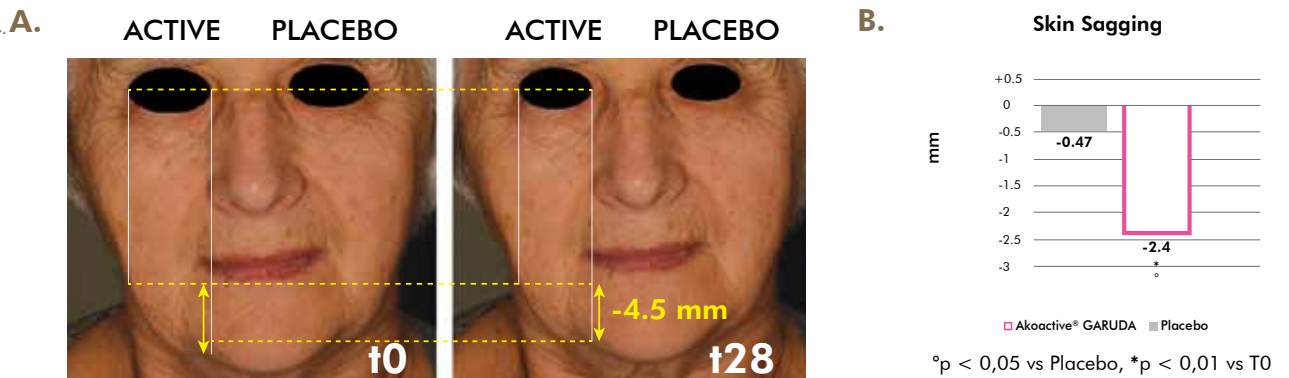
Treatment with the serum containing AKOACTIVE® GARUDA at 1% visibly reduces skin's roughness and skin's wrinkle depth (Panel A, see white circles). The data are significant against Placebo and against T0 (study start) (Panel B)

SKIN SAGGING



The evaluation of the product effect on face skin sagging is carried out by using a morphometric image analysis technique that measures the distance between the corner of the eye and the lower part of the face.

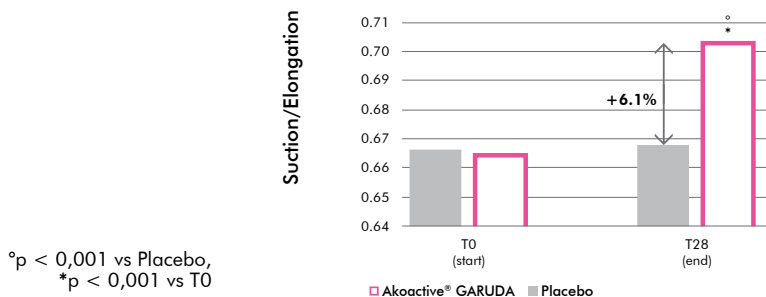
Digital reflex camera (NIKON D300/D600) equipped with a macro objective (AF-S Micro NIKKOR 60mm f/2.8G ED), an independent flash system (Kit R1C1, Nikon), and cross-/parallel-polarized filters.



Treatment with the serum containing AKOACTIVE® GARUDA at 1% visibly reduces skin's sagging (Panel A, -4.5 mm respect to T0). The data represent average sagging reduction. They are significant against Placebo and T0 (study start) (Panel B).

SKIN ELASTICITY

Skin Elasticity



Treatment with the serum containing AKOACTIVE® GARUDA at 1% increases skin's elasticity. The data are significant against Placebo and T0 (study start).

PRODUCT INFORMATION

INCI name: Caprylic/Capric Triglyceride, Orchid Extract, Magnolia Officinalis Bark Extract

CAS number: 73398-61-5, --, 18979-61-8, 528-43-8

EINECS number: 277-452-2, --, --

REGULATORY: UE, USA, China, Japan

APPEARANCE: Light Yellow

SOLUBILITY: Oil-soluble

USE: Recommended dosage is 1%

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

SAFETY DATA: AKOACTIVE® GARUDA has been tested for skin tolerance and it has demonstrated a good safety profile

COSMETIC PROPERTIES

FIRMING AND LIFTING EFFECT

REDUCTION OF SKIN ROUGHNESS AND WRINKLES,
REDUCTION OF SKIN SAGGING AND INCREASE OF SKIN ELASTICITY

COSMETIC APPLICATIONS

FIRMING AND LIFTING PRODUCTS,
FACE AND NECK CONTOUR PRODUCTS,
ANTI-AGING PRODUCTS,
ANTI-WRINKLE PRODUCTS,
ANTI-SKIN SAGGING PRODUCTS,
ANTI-GRAVITY PRODUCTS,
REJUVENATING PRODUCTS,
SPA PRODUCTS,
FACE TREATMENTS

CLINICALLY TESTED FORMULATION:

LIFTING SERUM

PHASE	INGREDIENT	%
A	Caprylic/Capric Triglyceride	14.0
	AKOACTIVE® GARUDA	1.0
B	Purified Water	82.4
	Phenoxyethanol, Ethylhexylglycerin	1.0
C	Sodium Acrylate, Sodium Acryloyldimethyl Taurate Copolymer	1.6



THE INSPIRATION

THE ROYAL SYNERGY

Taking inspiration from the beautiful Orchid, Akott has created the Royal Synergy combining the polyphenolic molecule of the **Magnolia Bark** with a revolutionary phyto antioxidant extract of the **BEAUTIFUL ROYAL ORCHID**.

ORCHID

The floral National symbol of Thailand for its Royal Beauty, associated to Love, Purenness, Friendship, Elegance and Nobility

Orchids are a **long-lasting** and particularly **elegant type of flower**, a good choice for flower lovers! The beauty of orchid resembles the rich-laden palaces and temples of the Thai kingdom that's why **its beauty is definitely royal!**

Thailand is known as the land of the **ORCHIDS** or 'Gluy Mhai', and of the over 25,000 species of orchid flowers known to exist and it's the largest exporter of fresh orchids in the world.

Orchids grow not only in the forest but they are also **CULTIVATED IN SPECIAL FARMS** for orchids thanks to the **suitable climate of Thailand** being located in the humid tropical zone of South East Asia.

In the middle ages orchids were regarded as an **aphrodisiac** and have been one of the main ingredients in certain **love potions**.

New research has discovered many new applications of the different orchid species, and today there are at least **50 orchid species used especially in TRADITIONAL MEDICINE**.

IN COSMETICS they have been used for centuries, mostly for their **reparative, protective, healing and anti-aging properties**.

Orchid flowers are rich in **POLYPHENOLS** that protect the flowers from UV and oxidative stress, **ALKALOIDS** that protect the flowers from diseases and pathogens, **MINERALS** like iron, manganese, copper and zinc, as well as other **CHEMICAL COMPOUNDS** like **bibenzyl derivatives, flavonoids, phenanthrenes and terpenoids**.

Orchid extract is obtained from **CYMBIDIUM FLOWER** which is a genus of 52 evergreen species in the orchid family Orchidaceae. Their long spikes, containing many large, brightly coloured flowers, often continue to bloom for two to three weeks.



MAGNOLIA BARK EXTRACT

Magnolia Bark Extract has been used in Traditional Chinese Medicine for centuries and it is present in the Chinese pharmacopoeia. The two main chemicals contained in *Magnolia bark* are **Magnolol** and **Honokiol**, which both have **strong antioxidant activity**.

Magnolol, is a polyphenol, in particular a lignan, with a wide range of properties from antioxidant, anti-inflammatory to anti-microbial.

Magnolia Bark Extract prevents skin elasticity loss and reduce skin reddening since Magnolol inhibits NF-kB, a key mediator which is involved in skin aging and inflammation.

From the glorious Royal Synergy through
the Royal Beauty of the Orchid
Akott launches:
AKOACTIVE® GARUDA
a very effective skin lifting active.

THE HISTORY

ANCIENT THAILAND

Ancient Thailand was formerly known for more centuries as “**Siam**” but on 1949, the country’s name was changed to “Thailand”. The word “Thai” means free, and therefore the meaning of Thailand is the “**land of the free**”.

The Thai people established their own states in the early 20th century, with the **Ayutthaya kingdom** showing itself to be the most dominant for a time. A number of indigenous **Mon-Khmer and Malay civilizations** used to live in the region now known is Thailand. Thailand’s cultural influences have included the culture and religions of India, the **Kingdom of Funan**, and the **Khmer Empire**. The “Indianized” kingdoms contributed to the flow of **Buddhism from India** to what was known as Siam.

Throughout the country’s 800-year history, Thailand can boast the distinction of being the only country in Southeast Asia never to have been colonized.



SYMBOLISM PLAYS A MAJOR ROLE IN THAI LIFE AND CULTURE

Thailand, a country rich in culture, is represented by National symbols, the **national flag**, **Elephant** and **Sala Thai** as the national architectural element, as well as its **idiomatic expressions** and **way of life** that are also symbols of Thai people.



Thailand national floral symbol is orchid for its Royal Beauty (no wonder orchid is one of the symbols inspired in the logo of the Thailand’s national airline! Thai Airways give their passengers this orchid to welcome them on board).



GARUDA

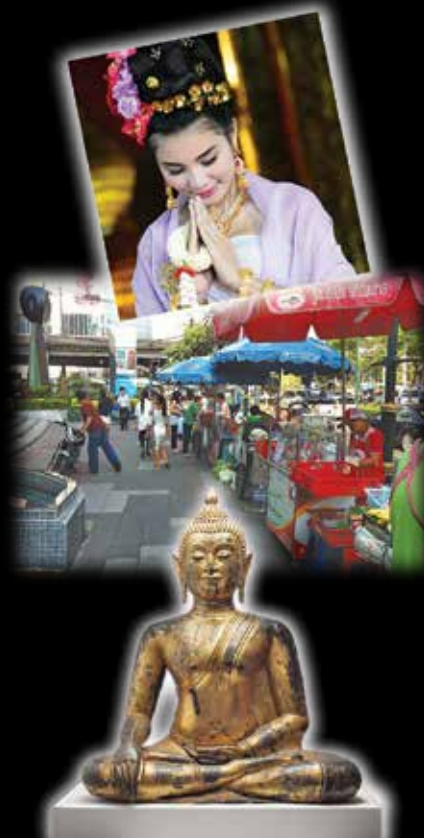
the primary symbol,
the national emblem of Thailand



The Garuda is a mythological beast of the **Hindu and Buddhist tradition**.

According to mythology is a large **hybrid half-man and half-bird creature**, the **vahana** (vehicle) of the god **Vishnu** (Narayana). The ancient kings of Thailand believed in divine kingship, and considered themselves the incarnation of the god Narayana. Thus the Garuda came to **symbolize the divine power and authority of the king**.

It’s depicted on **seals**, which are used by the King of Thailand and the Government of Thailand to authenticate official documents and as its primary emblem.



SAWADEE, meaning hello or goodbye, Ladies add a **KHA** to the greeting and Men add **KHRAP**, spoken with a deep and resonant tone to emphasize their masculinity.

STREET FOOD is a mobile market selling all kinds of fresh culinary delights, available in towns and villages all over Thailand.

All Thai culture believe in **GOOD LUCK AMULETS** like the **BUDDHA’S ONES**, that are one of the most used due to signify a release from the cares of this world, from the pain and suffering; it is used by Thais to help them stay safe and have good luck, and not bad.

The Thailand culture, is concentrated around **Buddhism**, **THE SMILE’S RELIGION**, that’s why Thailand is also called **THE LAND OF SMILE**.