

PRODUCT	KEY INGREDIENTS		FUNCTION
 <p><b>ROSE HIP</b> <i>Rosa eglantheria</i> SEED OIL Certified Organic Lesotho</p>	ESSENTIAL FATTY ACIDS (EFAS)	Linoleic acid (Omega-6) Linolenic acid (Omega-3) Oleic acid (Omega-9) g-Linolenic acid (GLA - Omega-6)	<p>Omega fatty acids or essential fatty acids (EFAs) are natural penetration enhancers due to their fluidizing effect on cell membranes. The combination of their own physiological activities with their ability to increase transport of bioactive agents through the skin creates a synergistic effect with other nutrients. They are also critical in the formation of prostaglandin (PGE) which acts as a natural anti-inflammatory healing agent and is essential in cellular membrane health and tissue regeneration. Linoleic acid is an antioxidant and anti-inflammatory agent effective in cell regulation and skin repair that has been shown to be beneficial in treating acne conditions. Linolenic acid functions as a skin-conditioning agent and cell-communicating ingredient. It is anti-inflammatory, moisturising and healing and together with linoleic acids, reduces pigmentation, fine lines and wrinkles. Oleic acid balances sebum production, promotes the production of antioxidants, helps to repair tissue damage and improve skin condition. EFAs are responsible for improving moisture retention, helping reinforce the skin's healthy barrier function for a smoother surface and keeping the skin softened, elastic and firm. These anti-aging skin influences are what give EFAs their notable reputation in skin care. GLA is an antioxidant, anti-inflammatory and cell regulator that helps to promote healthy skin growth and reduce the signs of aging.</p>
<p><b>APPLICATIONS</b></p> <p>fine lines &amp; wrinkles            dry &amp; dehydrated skin            stretch marks            scarring            blemishes &amp; age spots            premature aging skin            razor irritated skin            sun damaged skin            wind damaged skin            chapped skin            sensitive skin</p> 	CAROTENOIDS	Lycopene Beta-carotene (provitamin A)	<p>Beta-carotene is often referred to incorrectly as Vitamin A. In nature, Beta-carotene is a precursor (inactive form) to Vitamin A as it can only be converted to Vitamin A in the body's digestive tract. Beta-carotene is a powerful antioxidant and has shown to have an impact on aging skin and photoaging. Lycopene is also an antioxidant. It is a carotenoid pigment and is what gives the Rose Hip seed oil its beautiful orange colour.</p>
	RETINOIDS	Trans-retinoic acid	<p>Natural topical trans-retinoic acid is a vitamin A acid that retinol (Vitamin A) converts to. It is the carboxylic form of Vitamin A. Trans-retinoic acid normalises the epithelial differentiation in skin tissue and has been identified as the main component in Rose Hip seed oil responsible for the oil's regenerative effects on damaged skin. Its restorative properties have been attributed to effectively attenuating scars and wrinkles, halting advancement of premature aging and restoring lost skin natural colour and tone.</p>
	ANTI-OXIDANTS	Lycopene Beta-carotene (provitamin A) EFAs	<p>Lycopene is an important free radical scavenger that helps protect the skin from overexposure to damaging UV-light. Its antioxidant and UV-blocking capabilities naturally make it a valuable weapon in the battle against aging skin. Lycopene's ability to enhance connectivity and communication between cells can noticeably improve the skin's texture by aiding cellular functions that are essential to keeping skin looking young. By inhibiting the activity of enzymes involved in the destruction and breakdown of collagen, lycopene strengthens the skin.</p>