Alpine Rose Active
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Protection against Skin Protein Degradation and Virus Adhesion
Alpine Rose Active is a purified extract of organic alpine rose leaves, which inhibits the formation of carbonylated proteins and protects the skin against herpes occurrence.

Alpine rose is one of the most typical and prominent Swiss alpine plants. It grows at high altitudes in acidic and nutrient-poor soils and has developed impressive strategies to protect itself against dehydration and the attack of radicals and pathogens. Despite all these interesting properties, alpine rose is not yet widely used in cosmetics.

In collaboration with different universities, Mibelle Biochemistry has studied the properties of an extract of this plant for more than 3 years. The presence of a large number of interesting compounds could be determined in alpine rose leaves. Flavonoids such as taxifolin, having both antioxidant and antiviral activities were discovered.

In order to offer a cosmetic active ingredient based on the alpine rose, Mibelle Biochemistry is developing its own plantations in the Swiss Alps in collaboration with organic farmers from the region and experts in the cultivation of alpine plants.

Several in vitro and in vivo studies showed the activity of Alpine Rose Active:
• it inhibits the carbonylation of cutaneous proteins, an irreversible, unrepairable and age-related oxidative process induced by reactive oxygen species
• it displays antiviral effects.
Alpine Rose Active can thus protect skin proteins against damage induced by oxidative stress as well as reinforce its defense against pathogens.

Alpine Rose Active is ECOCERT certified* and contains:
• 99.91 % of ingredients from natural origin
• 59.829 % of ingredients from organic farming.

Claim Ideas for Alpine Rose Active
• Protects against skin protein oxidation
• Restores skin’s resilience
• Reduces herpes occurrence

Applications
• Anti-aging formulas
• Photo-aging prevention
• Sun care products
• Protective skin care
• Lip and lip contour treatments

Formulating with Alpine Rose Active
• Recommended use level: 1 – 3 %
• Incorporation: For cold processes, dissolve Alpine Rose Active into the aqueous phase. In cold / hot processes, add during the cooling phase below 40°C.
• Thermostability: Temperatures of up to 60°C for a short time do not affect the stability of Alpine Rose Active.

INCI / CTFA-Declaration
Rhododendron Ferrugineum Extract (and) Glycerin (and) Aqua / Water

* material certified by Ecocert Greenlife according to the Ecocert Standard for Natural and Organic Cosmetics available at www.ecocert.com/cosmetics

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