

## Idaskin: A combative microalgae for resilient skin



Resilience is firmly anchored in the genes of the microalgae *Emiliana huxleyi*. Thanks to its extraordinary adaptability, the alga has special properties to protect itself: it forms a protective layer of calcite around itself. In doing so, it absorbs large amounts of CO<sub>2</sub> from the atmosphere - and is therefore also referred to as the "green lung of the planet".



The active ingredient Idaskin was inspired by the microalgae *Emiliana huxleyi* and strengthens the skin's defense mechanisms. Harmful effects of oxidative stress (e.g. UV radiation or air pollution) are reduced with Idaskin by regulating protein homeostasis in the skin cells and increasing cell vitality.

### Proven effectiveness:

- ✓ Increased resistance of the skin to damage caused by UV radiation
- ✓ Twice as fast regeneration of the damaged skin barrier
- ✓ Less reactive and dry skin: reduction of redness and water loss (TEWL) of the skin

**Sustainable and resource-saving production:** Idaskin is manufactured using an innovative biotechnological process. For this purpose, the unicellular microalgae *Emiliana huxleyi*, which was taken once in Normandy, is cultivated in a photobioreactor in Brittany. The aqueous extract concentrates the properties of 50,000 *Emiliana* cells in a single drop.



### Applications:

- ❖ Liquid Care such as toners, mists or fluids for flawless skin
- ❖ Protective cream for a strong skin barrier

INCI (EU/PCPC) Declaration: Sea water (and) Propanediol (and) *Emiliana huxleyi* extract

### Properties:

- ❖ Cosmos approved
- ❖ liquid, water soluble
- ❖ without ethanol and preservatives
- ❖ Recommended use level: 1%