

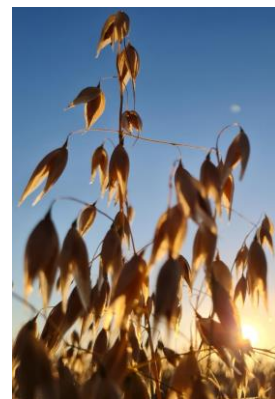
Skin Wellness with Rejuvaveen: When Stress Subsides



Having thin skin – the body's response to stress has become proverbial. And not without reason: Psychological stress promotes the release of stress hormones such as cortisol and neuropeptides. These stimulate the formation of ROS, which leads to oxidative stress in the body. As a result, the skin becomes thinner and ages prematurely.

Rejuvaveen is a holistic active ingredient that reduces the effects of stress on the skin and promotes well-being:

- Protects the epidermis from the loss of thickness caused by stress
- Strengthens the barrier function and preserves the moisture content in the skin
- Helps with dry or scaly skin



Rejuvaveen is sustainably produced from high-quality Swedish oats. The active ingredient has a unique molecular profile combining beta-glucan, hydrating starch and nourishing lipids. It also contains the essential amino acid tryptophan, which is a precursor to the neurotransmitter serotonin and has a calming effect.

For more diversity: Oat Cosmetics tested the effectiveness of Rejuvaveen on a multi-ethnic panel.

Proven effectiveness compared to stressed skin:

- ✓ 15% higher stratum corneum thickness
- ✓ 31% higher regeneration of corneocyte layers
- ✓ 82% less permeable barrier
- ✓ visible smoothing of the skin

Application:

- ❖ Well-Aging body care
- ❖ Soothing emulsion for sensitive skin
- ❖ Protection BB Cream for every skin tone
- ❖ Anti-Stress fluid for men

INCI (EU/PCPC) Declaration: Avena sativa (Oat) Bran Extract

Properties:

- ❖ Creamy fine powder, water dispersible
- ❖ Recommended use level: 1%
- ❖ COSMOS approved, Kosher and Halal compliant
- ❖ GMO free
- ❖ Vegan