

Active Beauty
Vegetan[®] Premium plus
Smart self-tanner

Crafted by white technology



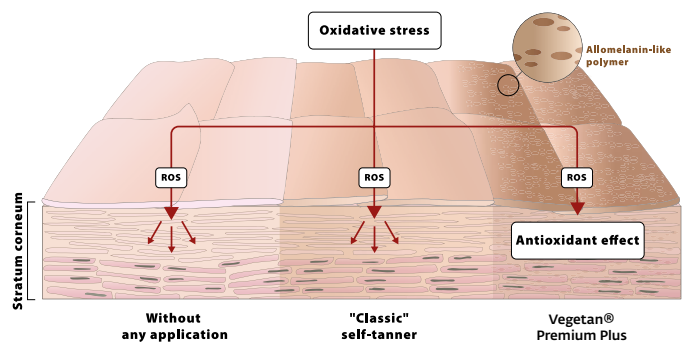
Focus on the product

Vegetan® Premium Plus is a combination of dihydroxyacetone (DHA) obtained by biotechnology and an allomelanin-like polymer. Vegetan® Premium Plus is the first active self-tanner with optimised performances and antioxidant properties. It delivers a more natural, deeper summer tan to the skin while protecting it from oxidative stress.

Sunless tanning mechanism

Vegetan® Premium Plus generates a harmless skin colouring through two complementary activities:

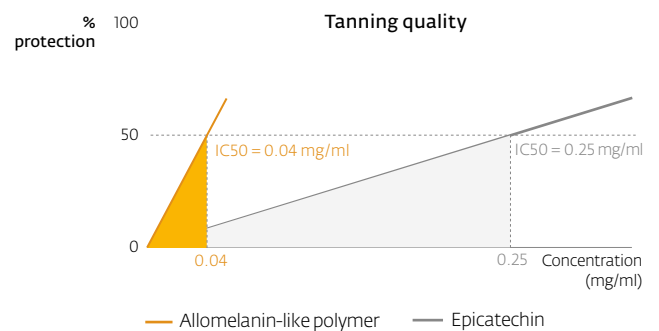
- ▶ DHA reacts with amines, peptides and amino acids of the *stratum corneum*, producing brown melanoidins.
- ▶ The allomelanin-like polymer improves the skin colouration obtained with DHA by interacting with the corneocytes. It also protects DNA from oxidative damage.



Antioxidant activity (in vitro test)

Cell cultures were treated with the allomelanin-like polymer or epicatechin (antioxidant positive control) and H₂O₂ was added. The antioxidant activity was assessed through IC₅₀ measurement.

Results: Vegetan® Premium Plus protects DNA from oxidative stress thanks to its antioxidant properties.



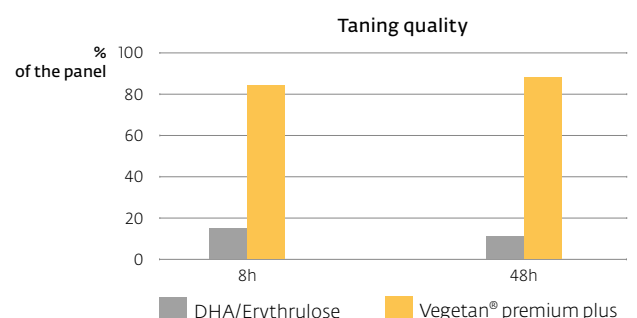
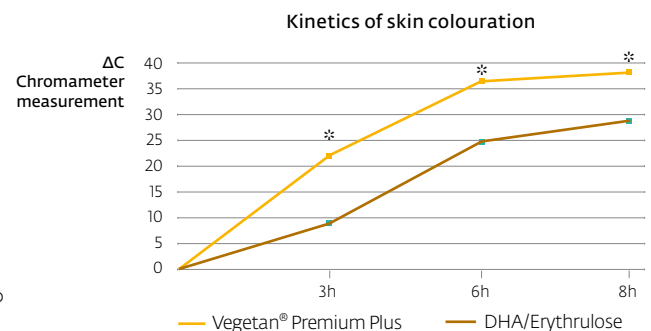
Self-tanning activity (in vivo test)

A panel (20 volunteers, phototypes I and II) applied on the forearm area two self-tanning creams formulated with Vegetan® Premium Plus 5% or DHA 5% + Erythrulose 2.15%.

Colour intensity was assessed through Chroma measurement (C). The panel compared the natural aspect of the tanning for Vegetan® Premium Plus and DHA/Erythrulose (double blind test).

Results: Vegetan® Premium Plus significantly improves colour intensity and increases speed of colouration.

* p < 0.05 Statistically significant vs DHA / Erythrulose





Summary

Technical information

INCI:	Dihydroxyacetone (and) Melanin
Origin:	Biotechnology
Preservation:	Preservative free
Dosage:	2-15%
Appearance:	Liquid
Solubility:	Water soluble

Claims

Applications: Self-tanning creams, glowing products, lotions and sprays, gels, mousses, wipes.

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