



Your Premium Ingredients' Partner

**Natural ingredients**

*Pioneering technology*

*Active ingredients*

**Natural ingredients  
catalogue**



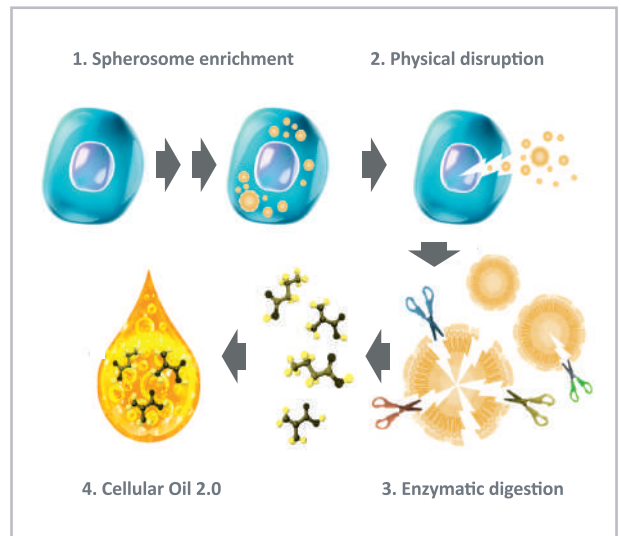
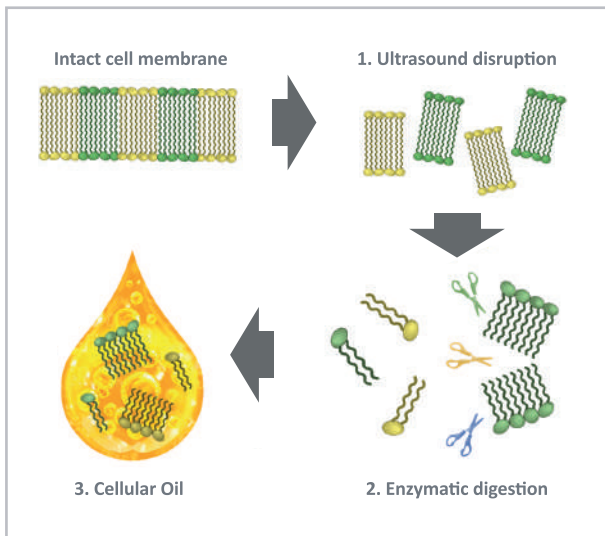
# OUR INGREDIENT CATALOGUE

1

## PHYTO-LIPIDIC FRACTIONS (PLFs)

PLF represents the first generation of biomimetic plant cell lipids: the **Phyto-Lipidic Fractions (PLFs)**. Through a driven cell membranes disruption process, it has been possible to identify, produce and release these unique lipid fractions from the inside of plant stem cell, being the first examples the so-called **lipid RAFTs** and **SCFA** (Short Chain Fatty Acids).

For the first time, thanks to PLF technology it is possible to modify the composition of the cell lipidome to target different biological functions and make specific cell lipids bioavailable for the skin with a very innovative raw material source: the cellular oil.



What personal care ingredients from our portfolio have been developed based on the **Phyto-Lipidic Fractions** technology?



**KANNABIA SENSE**

The Microbiota Whisperer



**OLEA VITAE**

The first Cellular Oil

# KANNABIA SENSE

## The Microbiota Whisperer

- Microbiota-Skin-Brain axis ignition
- First Instant Mood Lifter
- Ageing-friendly active ingredient
- Positive brain activation
- Stimulating positive emotions



CANNABIS  
stem cells for  
cosmetics



If you FEEL good, you LOOK better!

Did you know that your skin is able to connect with your **brain pleasure areas**?

### THE INGREDIENT

The active **KANNABIA SENSE** is an innovative prebiotic treatment that stimulates the skin microbiota to produce a positive **IN-SITU postbiotic** cocktail. This postbiotic ignites the synthesis of cutaneous oxytocin which:

- 1 Activates the **brain pleasure areas** (oxytocin like).
- 2 Induces better **self-perception** & **positive emotions**.
- 3 Promotes a **healthier** and **prettier** skin.



New *Cannabis sativa* raw material with **no cannabinoids** inside.

THC & CBD  
Free

*In vivo*  
Brain  
analysis

What if we stimulated the **Microbiota-Skin-Brain** connection, to feel better and look prettier?

### IN VIVO EFFICACY

- 1 Skin well-ageing effect: mood wrinkles.

Frown

Marionette lines



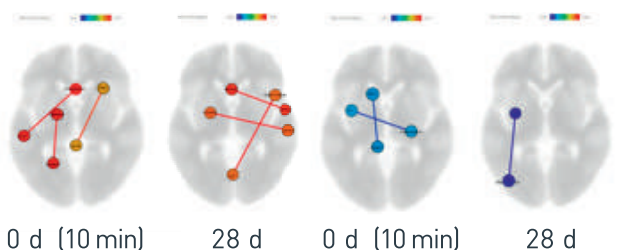
BEFORE

AFTER

- 2 Positive brain activation analysis (fMRI):

KANNABIA SENSE

PLACEBO



### INCI

Cannabis Sativa Callus Lysate. Preservative free.  
China listed INCI also available.

### DOSAGE

Suggested use level of the active in formulations: 0.5 - 3%.

### APPLICATIONS

Happy daily cream, radiance & glow, well-being body lotion, delicate facial treatments, restoring night cream, uplifting massage lotion.



# OLEA VITAE

## The first Cellular Oil

- Triggering cell revival
- Re-charging your internal cell batteries
- Powerful revitalizer of aged skin
- Mitochondrial membrane remodeling



### Fighting Energetic Ageing by the stimulation of Mitochondrial Synapses

Did you know that ageing affects our cellular energy levels, causing **Energetic Ageing**?

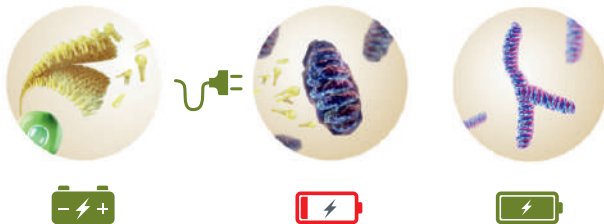
What if we could **recharge** these mature cells from the inside, so they get back to the **charging** levels of younger cells?

#### THE INGREDIENT

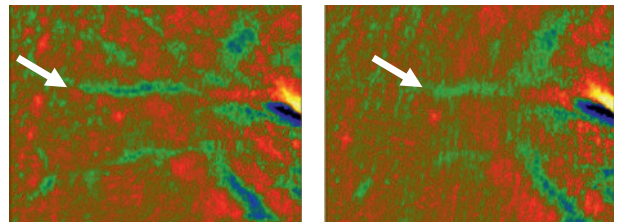
The active **OLEA VITAE** is a powerful cellular oil, a revitalizer of mature skin that fights aging using a new mechanism of action:

- 1 Stimulates communication between mitochondria.
- 2 Activates the **Mitochondrial Synapses**.
- 3 Ignites the energy and vitality levels of epidermal cells.
- 4 **Anti-wrinkle, firming and repairing** effect.

#### RECHARGE YOUR INTERNAL BATTERIES



#### IN VIVO EFFICACY



0 d

56 d



BEFORE

AFTER

Visual wrinkle fading and even skin texture.



An ingredient made from **wild olive tree stem cells**.

#### INCI

Olea Europaea (Olive) Callus Culture Lysate. Preservative free. China listed INCI also available.

#### DOSAGE

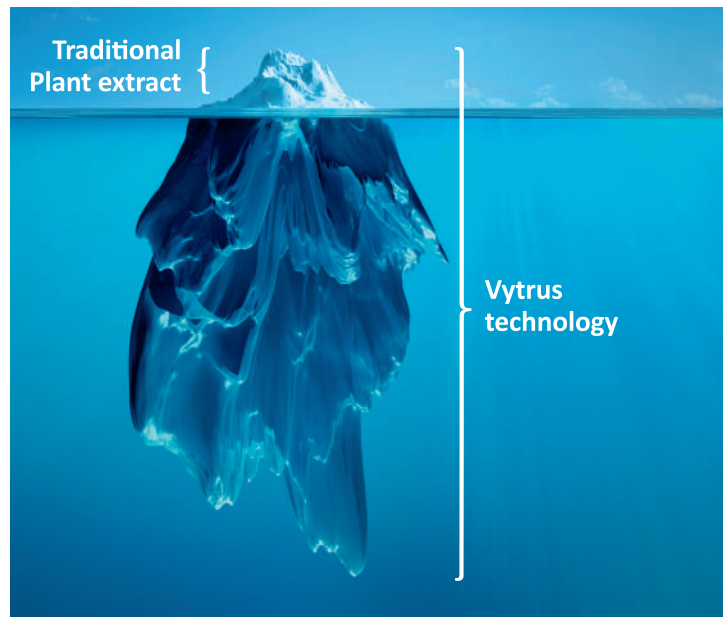
Suggested use level: 0.5 - 2%.

#### APPLICATIONS

For facial, eye and lips, men (serum & aftershave), body, hair and wellbeing treatments:  
Antiaging/Rejuvenating, Firming, Anti-wrinkles/skin smoothing, Repairing, Revitalizer, Booster.

PRCF represents a new range of ingredients that arises from Vytrus' Plant Cell Biofactories (PCB) Technology Platform. This technology is based in a driven development process that is designed to enrich the cell culture in several fractions of active molecules in sync (the **metabolome**), targeting the molecular synergy phenomenon.

PRCF is our innovative approach to the phenomenon and proprietary concept of **MOLECULAR SYNERGY**: the new way to take advantage of the real power of plants.



What personal care ingredients from our portfolio have been developed based on the Plasma Rich in Cell Factors technology?



### DEOBIOME NONI

The Biological  
Deodorant



### SENSIA CAROTA

Feel good in your  
Sensitive Skin



### QUORA NONI

The Microbiome  
Communication Hacker



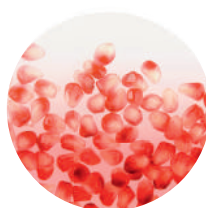
### SARCOSLIM RE-SHAPE

Sculpt your curves  
at will



### TURMERIA ZEN

Relax the Stress of your  
Brain-Skin Connection



### LUMINIA GRANATUM

The smart skin  
Brightener



### ARABIAN COTTON

The Broad Spectrum protector  
against photo-ageing



# DEOBIOME NONI

## The Biological Deodorant

- Global odour intensity reduction
- A new PREBIOTIC technology
- Microbiota metabolism shift
- Balancing microbiota by modulating armpit ecosystem



Improving your body odour fingerprint

### Let your skin breathe

Humanity has always masked **body odour**. Why not fighting against it, safely?

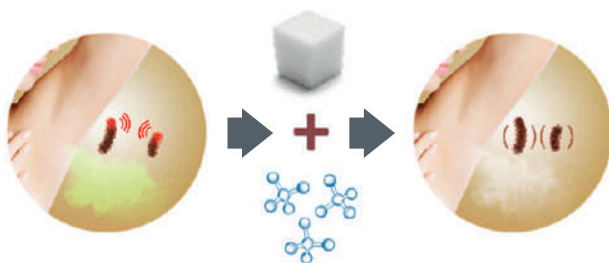
What if we could control bad odour while respecting your skin's physiology?

#### THE INGREDIENT

DEOBIOME NONI is a deodorant active that reduces body odour while respecting the skin microbiota. It is based on:

- 1 Biological strategy:** plant anti-Quorum Sensing molecules that prevent the formation of bacterial communication.
- 2 Prebiotic strategy:** shifting metabolism from lipids to polysaccharides, avoiding the production of malodorous molecules.

#### Prebiotic cocktail

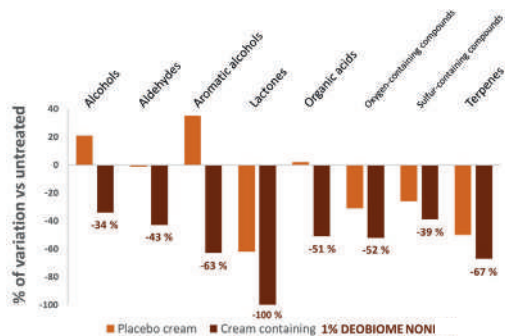


#### Quorum Sensing inhibitors

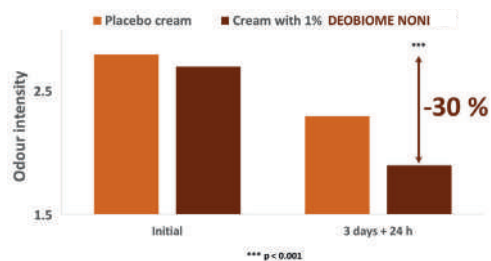


An ingredient made from *Morinda citrifolia* stem cells.

#### IN VIVO EFFICACY



> 100 compounds analyzed



Down to 82% reduction

Odour intensity reduction

#### INCI

Morinda Citrifolia Callus Culture Lysate. Preservative free. China listed INCI also available.

#### APPLICATIONS

Underarm deodorants (roll-on, sticks, creams, gels), feet and scalp treatments, and microbiota rebalancing formulations.

#### DOSAGE

Suggested use level: 0.5 - 2%.



# SENSIA CAROTA

## Feel good in your Sensitive Skin

- Strengthening the sensitive skin
- Skin redness reduction
- Targeting the silent inflammation
- Highly sensitive skin hydration effect



Excellent skin microbiota compatibility

### Rebalancing the skin well-being networks

Did you know that plants protect themselves from the **sensitizing environmental conditions**?

What if we took profit of this natural ability to **strengthen our own skin protection systems**?

#### THE INGREDIENT

SENSIA CAROTA calms and protects sensitive skin by:

- 1 Lipid replenishment.
- 2 Inhibition of Neurogenic Inflammation.
- 3 Inhibition of inflammation caused by unbalanced Microbiota.
- 4 Antioxidant activity.
- 5 Restoring epidermal cells well-being.

Sensitive skin protection

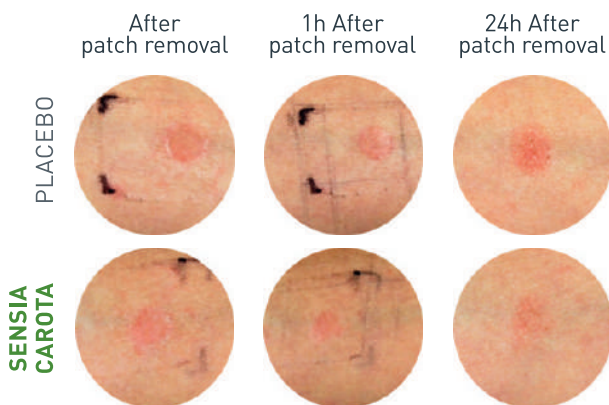
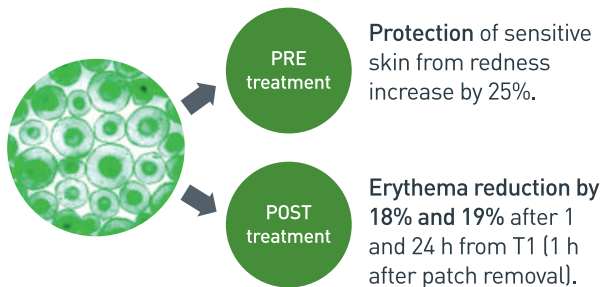
Calming effect on the skin

Skin hydration effect



An ingredient made from Carrot stem cells.

#### IN VIVO EFFICACY



#### INCI

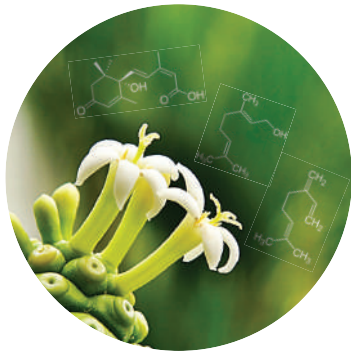
Daucus Carota Sativa Root Cell Culture Lysate. Preservative free. China listed INCI also available.

#### DOSAGE

Suggested use level: 0.5 - 2%.

#### APPLICATIONS

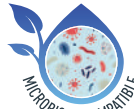
Sensitive & reactive skin care formulations, delicate refreshing lotions and gels, protective & repairing formulations, skin soothing formulations, clean & natural cosmetics, skin microbiota respectful treatments.



# QUORA NONI

## The Microbiome Communication Hacker

- Acne prone skin microbiota rebalancing
- Dynamic microbiota population control
- Active skin pore size reduction
- Guided skin sebum reduction



### Anti microbial Quorum Sensing

Did you know that microbes talk to each other through a communication system called Quorum Sensing?

What if we hacked this communication signals to avoid the attack of skin harmful bacteria?

#### THE INGREDIENT

QUORA NONI is an active made from the concentrated metabolome of totipotent cells, rich in Anti-Quorum Sensing molecules (Anti-Quormones) that:

- 1 Blocks microbiome communication signals.
- 2 Inhibits the virulent biofilm formation.
- 3 Preserves cells alive due to bacteriostatic and anti-biofilm effect.
- 4 Reduces sebum production and achieves microbiota rebalance.



An ingredient made from *Morinda citrifolia* stem cells.

#### INCI

Morinda Citrifolia Cell Culture Lysate (Pending). Preservative free. China listed INCI also available.

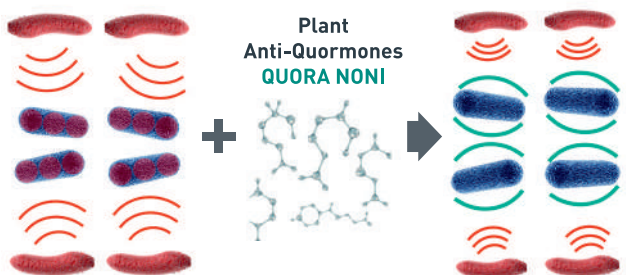
#### DOSAGE

Suggested use level: 0.5 - 2%.

#### IN VIVO EFFICACY



#### SHOOT THE MESSAGE, NOT THE MESSENGER



#### APPLICATIONS

Microbiome protection & balance. Treatment & prevention of oily, acne prone skin. Regulation of sebum & skin imperfections. Prevention of the epidermal barrier disruption, protection & homeostasis of skin.





# SARCOSLIM RE-SHAPE

## Sculpt your Curves at will

- Smart and Targeted Slimming
- Skin regeneration and repair
- Global Lipolytic Effect
- Diet Synergistic Effect



### Harnessing the extra energy to rebuild your skin


Did you know that plants can burn fat at will, thanks to **unique fat burning signals**?

What if we did the same and **burnt our fat** when and from where we want?

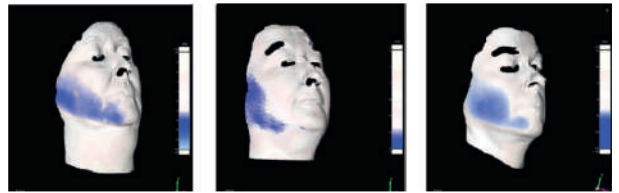
#### THE INGREDIENT

SARCOSLIM RE-SHAPE sculpt your curves at will while improving your skin structure. It introduces the concept of **Liposculture**, a skin remodeling system that:

- 1 Helps reduce your fat.
- 2 Uses intercellular energy released on fat burning to **tighten and reaffirm tissue**.

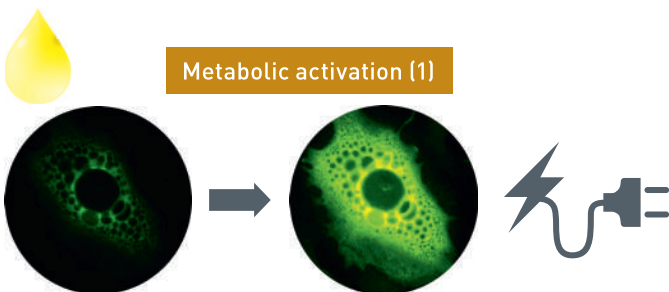
 An ingredient made from *Sarcocapnos crassifolia* stem cells.

#### IN VIVO EFFICACY



RE-SHAPING EFFECT: The reduction of volume of ptosis (ml) is indicated in the blue zone, showing a more defined facial contour line

- Smart slimming
- Up to -5.6cm thigh perimeter reduction
- Up to -3.75 kg equivalent diet



#### INCI

Sarcocapnos Crassifolia Callus Lysate. Preservative free. China listed INCI also available.

#### APPLICATIONS

Rebel volume reducer, anti-cellulite & double chin treatments, anti-eye bags, lack of tone, contour remodeling, smoothing of orange skin, firming, treatments for sagging and for specific needs of neck, décolletage and breasts.

#### DOSAGE

Suggested use level: 1.5 - 3%.



# TURMERIA ZEN

Relax the Stress of your Brain-Skin Connection

- The Anti-stress wrinkles
- Emotional hydration Manager
- Modulator of Brain-skin connection



Welcome to  
Cosmetics of  
Emotions

## Make your skin speak for you

Did you know that stress has a direct effect on your skin?

Plants have anti-stress molecules to improve our skin well-being.

### THE INGREDIENT

**TURMERIA ZEN** is a multi-active rich in stress-related cell factors specially designed to act synergistically against brain-skin connection induced stress:

- 1 Neutralization of stress-related inflammation.
- 2 High wound healing properties.
- 3 Anti-stress wrinkle efficacy.
- 4 Dermal structure and cutaneous function protection.
- 5 Highly skin hydration effect.

Growth  
Factor-like  
Effect

Mind  
fulness-like  
effect



An ingredient made from *Curcuma longa* stem cells.

### INCI

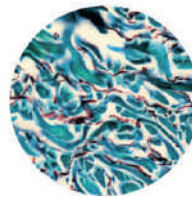
Curcuma Longa (Turmeric) Callus Lysate. Preservative free. China listed INCI also available.

### DOSAGE

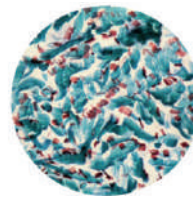
Suggested use level: 0.5 - 2%.

### IN VIVO EFFICACY

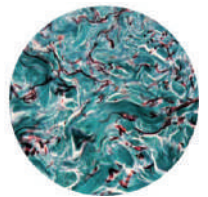
Healthy skin



Stressed skin  
(hydrocortisone)



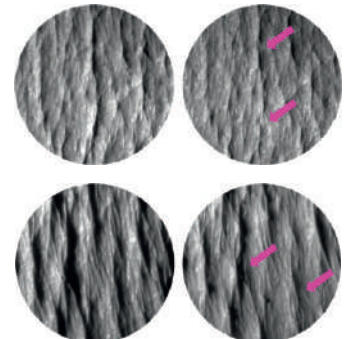
Stressed skin  
+ 1% **TURMERIA ZEN**



Up to +80% and 88% protection of collagen and elastin degradation levels, respectively

### Are you ageing? No stress

Significant reduction of wrinkle depth at 28 days.



### APPLICATIONS

Cosmetic preparations for psychographic stress profiles, moisturizing products, anti-stress and well-being treatments, sensitive and sensitized skins, delicate areas (eye, lips, scars, etc.), scalp preparations, preventive cosmetics of psycho-induced aging and psycho-dermatological co-adjuvant.



# LUMINIA GRANATUM

## The smart skin Brightener

- Natural lightening effect
- Texture and tone evener
- Radiance and glow enhancer



More even tone and texture

### Extremely effective brightening strategy

Did you notice the plants' power to **control skin pigmentation**?

What if you could lighten the spots more than the rest of your skin hue? That's **Smart Brightening**.

#### THE INGREDIENT

LUMINIA GRANATUM is a multi-step active ingredient from pomegranate that brings a superfruit power to fight against pigmentation imperfections in a synergistic way:

- 1 Improving skin brightness.
- 2 Whitening effect on dark spots.
- 3 Evening of skin tone.
- 4 Skin protection against oxidative stress after sun radiation.

ANTIOXIDANT Effect

Melanogenesis Inhibition

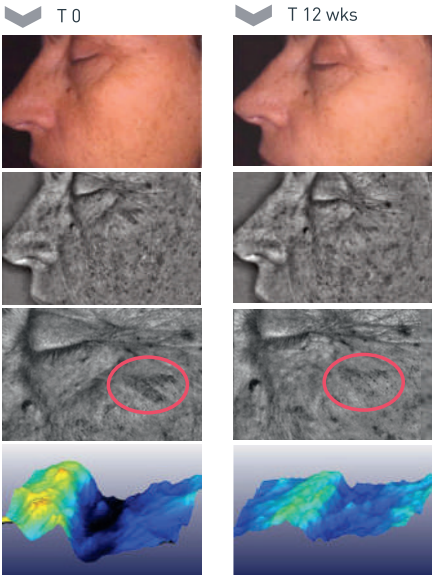
Up to 54% more intense Brightening Effect



An ingredient made from *Punica granatum* stem cells.

#### IN VIVO EFFICACY

Up to 74% melanin synthesis reduction



#### INCI

Punica Granatum Seed Cell Culture Lysate. Preservative free. China listed INCI also available.

#### APPLICATIONS

Brightening and lightening creams, prevention and treatment of photo-induced pigmentation, radiant and glowing cleansers, eye contour brightening treatments, skin tone evener, spot fading treatments, hand and décolletage products, outdoor-care and sun protection, anti-aging treatments.

#### DOSAGE

Suggested use level: 0.3 - 1%.



# ARABIAN COTTON

## The Broad-Spectrum protector against photo-aging

- Broad Spectrum Natural Photoprotection against Solar Radiation (UV/VIS/HEV/IR)
- BIO-protection against Photo-Induced Aging



Photo-dermatology  
Global protection

### Protecting your skin in an all-in-one protection

Did you realize that plants are exposed to sun radiation, but they never get sun-burnt?

What if we could use plants' internal cream to protect your skin?

#### THE INGREDIENT

ARABIAN COTTON is an active enriched in defensive molecules that protect and repair cell structures against sun damage:

- 1 Photoprotection against UV, IR and VIS radiation.
- 2 Fighting against photo-aging.
- 3 Broad-spectrum antioxidant effect.
- 4 Enhancement of cell viability.

Photo-protection against Blue Light

Up to 52% erythema reduction



An ingredient made from *Gossypium herbaceum* (Arabian cotton) stem cells.

#### INCI

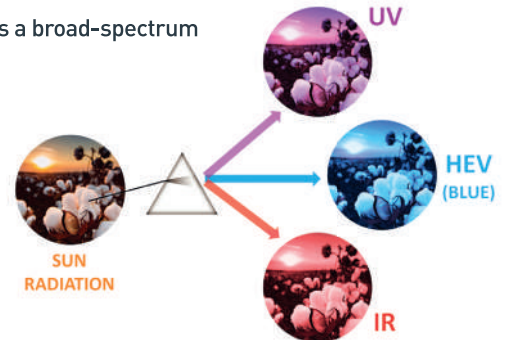
Gossypium Herbaceum (Cotton) Callus Culture.Preservative free. China listed INCI also available.

#### DOSAGE

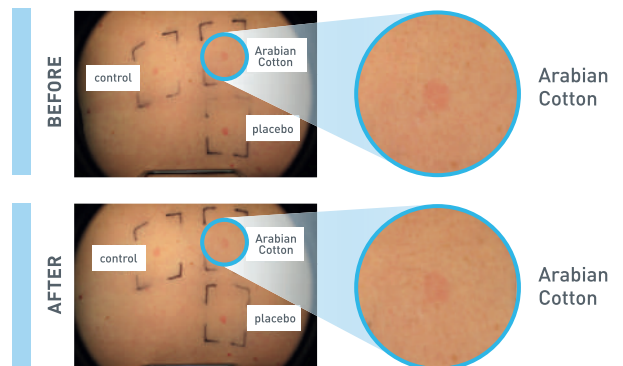
Suggested use level: 0.5 - 2%.

#### IN VIVO EFFICACY

Potential as a broad-spectrum protector:



Erythema soothing after 2h:



#### APPLICATIONS

Inflam-Aging, IR'Aging, UV'Aging, Thermal'Aging, Sun deAGE, BROAD SPECTRUM PROTECTION: UV/VIS/IR, Reparative, Soothing.

### 3

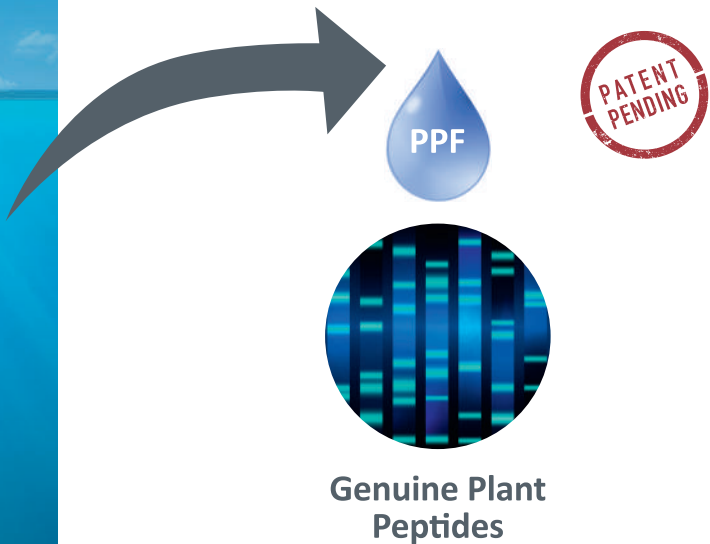
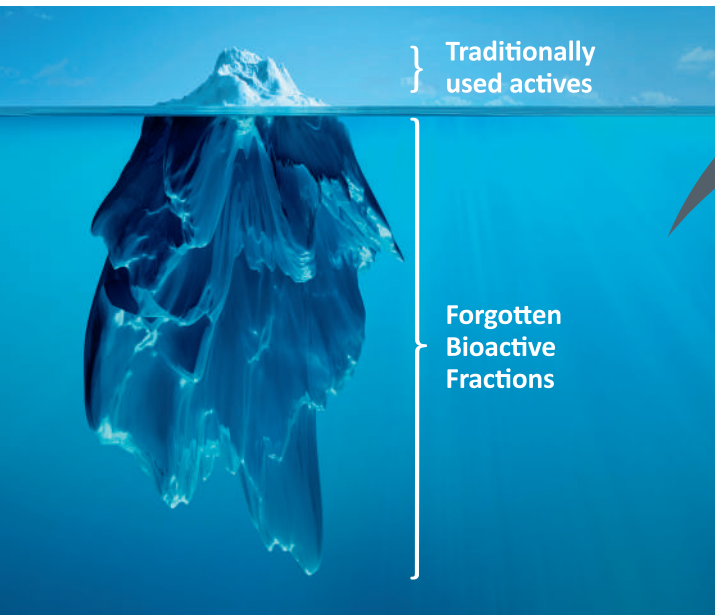
## PHYTO-PEPTIDIC FRACTIONS (PPF)

Phyto-Peptidic Fractions™ represent the first generation of **genuine plant peptides**, a revolutionary discovery that opens the door to a new generation of cosmetics.

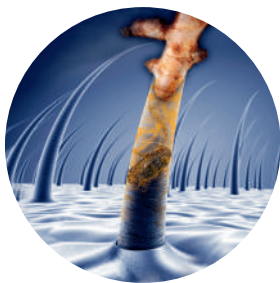
Vytrus Biotech, through a driven **Growth Factor Control** development process has been able to identify, produce and concentrate these Phyto-Peptidic Fractions™ from an optimized culture of totipotent cells.

These PPF are the ultimate responsible of the extremely high regenerative properties of totipotent cells and, for the first time, this astonishing potential can be used in cosmetics.

That makes of Phyto-Peptidic Fractions™ the first cosmetic active of this category able to maintain the skin regenerative potential.



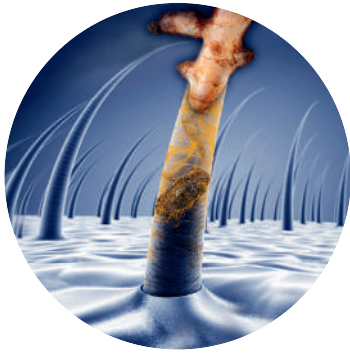
What personal care ingredients from our portfolio have been developed based on the Phyto-Peptidic Fractions technology?



**CAPILIA LONGA**  
Make your Hair Sprout again



**CENTELLA REVERSA**  
The Equation of Youth



# CAPILIA LONGA

## Make your Hair Sprout again

- Epigenetic Reset of hair bulb
- Hair Follicle Regeneration
- Exclusive Nutritive Blend



### Hair Growth Re-Activation by genuine Plant Growth Factors

Have you seen that a tree **never stops growing** during centuries?

What if we applied these **plant growth factors** to our hair and made it grow again?

#### THE INGREDIENT

CAPILIA LONGA is an active that achieves hair growth reactivation through a biological approach: it produces an epigenetic reset of the hair bulb, re-starting the activity of Dermal Papilla Cells:

- 1 Boosts hair growth, density and quality.
- 2 Delays hair loss.
- 3 Activates the hair follicle regeneration.
- 4 Stimulates bulb microcirculation and nutrition.

Up to **89%** hair loss reduction

Up to **52%** hair density increase

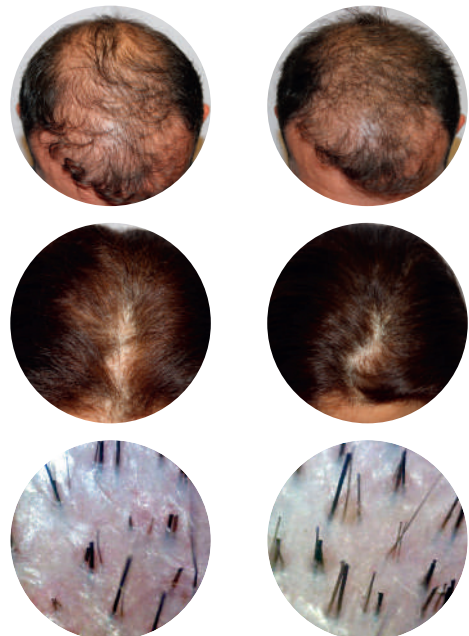
Average **13,500** new hairs



An ingredient made from *Curcuma longa* stem cells.

#### IN VIVO EFFICACY

If we can make a plant grow, why not hair?



T 0d

T 150d

#### INCI

Curcuma Longa (Turmeric) Callus Conditioned Media. China listed INCI also available. Preservative free. Other preservative versions also available.

#### APPLICATIONS

Prevention and reduction of hair loss, hair growth stimulation, hair re-densification, hair nourishing and strengthening products, treatments for fragile/weak/lacking volume hair types, eyelash and eyebrow growth enhancing products.

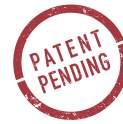
#### DOSAGE

Suggested use level: 0.5 - 2%.

# CENTELLA REVERSA

## The Equation of Youth

- Reversion of cell senescence
- Rebuilding the core skin structure
- Global facial complexion improvement
- A plant rejuvenating strategy



EXCLUSIVE  
CENTELLA  
PEPTIDES

## A Global re-Youth effect

Did you know that plants can live hundreds of years due to their **regeneration abilities**?

### THE INGREDIENT

CENTELLA REVERSA is an active from natural Centella peptides whose strategy originates a global rejuvenating effect:

- 1 Reversion of cell senescence.
- 2 Rebuilding the core skin structure.
- 3 Facial complexion improvement.

### The Power of Natural Plant Peptides



An ingredient made from *Centella asiatica* stem cells.

### INCI

Centella Asiatica Callus Conditioned Media. Preservative free. China listed INCI also available.

### DOSAGE

Suggested use level: 1 - 3%.

What if we could apply these natural **regeneration properties** to your skin?

### IN VIVO EFFICACY

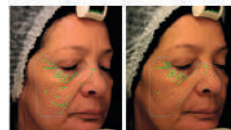
Up to **42.9%** reduction of wrinkle intensity and length.



INITIAL

AFTER 56 DAYS

#### Wrinkles reduction



INITIAL

AFTER 56 DAYS

#### Spots reduction



INITIAL

AFTER 56 DAYS

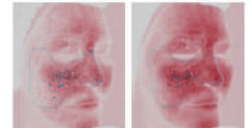
#### Roughness improvement



INITIAL

AFTER 56 DAYS

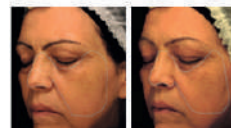
#### Red spots reduction



INITIAL

AFTER 56 DAYS

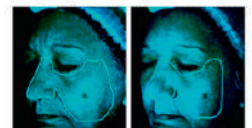
#### Pores reduction



INITIAL

AFTER 56 DAYS

#### Porphyrim improvement



INITIAL

AFTER 56 DAYS

Analysis of facial complexion by VISIA®

### APPLICATIONS

Treatment and prevention of skin aging (serums, gel-creams, creams, masks), facial treatments, neck-necklines, hands; treatments for wrinkles, firming and anti-sagging treatments, skin blemishes and imperfections.