



*vitasource*TM

**Innovative
active
ingredient
which delays
senescence**

PROVITAL  GROUP

For a beautiful life from cells to the skin

www.provitalgroup.com

Exclusive N.A. Distributor
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*vitasource*TM

Innovative active ingredient which delays senescence

Revitalize your skin 10 years...is a fact!

The term **senescence**, synonym for aging, implies the end of cellular replication (replicative senescence).

Applied to skin, cellular senescence is the main process of erosion and loss of fibroblasts.

As a result, the skin loses some of the functional characteristics of young skin.



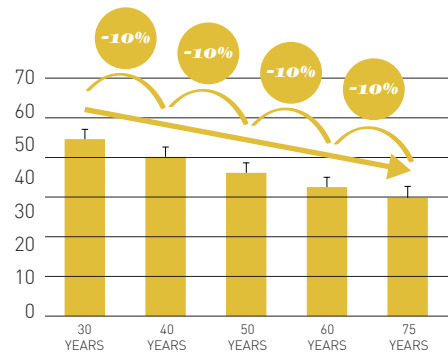
Each time a cell divides, its telomeres are shortened and their replicative capacity is reduced.

The start of replicative senescence is caused by a shortening of telomeres.

- Telomeres are a region of non-coding DNA located at the end of chromosomes, which play a key role in aging.
- When telomeres shorten, the capacity of duplication of fibroblasts is reduced.

The number of cell duplications of fibroblasts depends on age:

- From 30 years of age onwards, the number of duplications is reduced by 10% every decade.



***vitasource*TM delays cellular senescence and recovers characteristics that skin cells had 10 years earlier**



*vitasource*TM

is a purified fraction obtained from roots of *Scutellaria baicalensis* Georgi, standardized in baicalin.

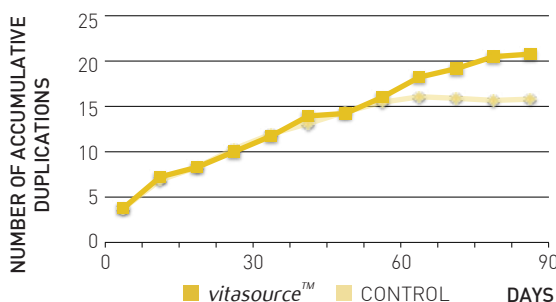
This active has been obtained as a result of research conducted from a screening with more than 40 plant extracts.

In vitro efficacy

● *vitasource*TM identification

An exclusive Provital technology shows that *vitasource*TM increases a 10% the number of fibroblasts duplication before senescence.

Considering that every 10 years the number of duplications is reduced a 10%, *vitasource*TM revitalises the skin 10 years.

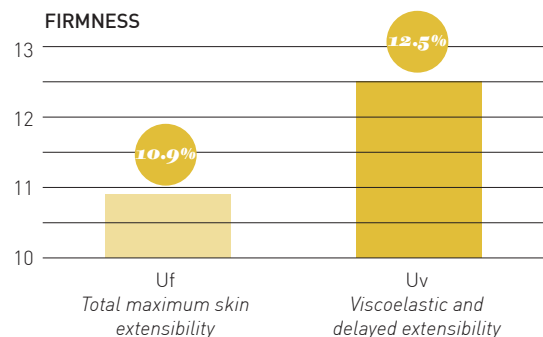


In vivo efficacy

Female volunteers between 35-45 years old. Placebo on one forearm and *vitasource*TM (1.5%) on the other, twice a day. Measurements taken at T0 and T56.

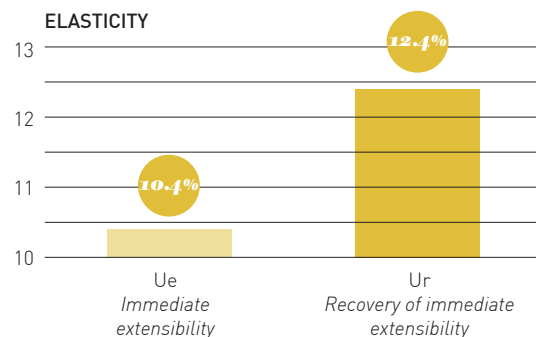
● Firmness parameters

Variation between placebo and *vitasource*TM:



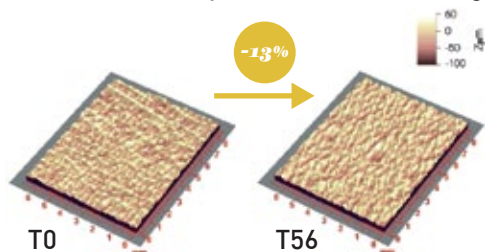
● Elasticity parameters

Variation between placebo and *vitasource*TM:



● Skin microrelief

When *vitasource*TM is applied, anisotropy decreases, which implies skin restructuring.



Results:

- 10% increase of fibroblasts duplications number.
- 13% increase of skin restructure.
- 10.9% and 12.5% increase of firmness.
- 10.4% and 12.4% increase of elasticity.

LOOK YOUNGER FOR LONGER

*vitastource*TM

Innovative active ingredient which delays senescence

cosmetic applications

- Cosmetic products for skin rejuvenation
- Cellular reactivator for skin
- Anti-aging preventive cosmetics
- Cellular regenerator
- Cosmetic intensive facial treatments

Technical specifications

*vitastource*TM 72400

PROPERTIES	<p>Delays skin fibroblasts aging process and postpones senescence</p> <p>Increases skin firmness, elasticity and activity</p> <p>Rejuvenates skin appearance</p>
ACTIVES MOLECULES	Baicalin
APPEARANCE	<p>Transparent Liquid</p> <p>Greenish Yellow - Pale Brown color</p>
SOLUBILITY	Soluble in aqueous solutions
RECOMMENDED DOSE	1 - 5 %

Formulation

Eternal Youth Creamy Gel

INCI / PCPC	% (w/w)
A Aqua (Water)	65.50
Propanediol	2.00
Carbomer	0.40
Tetrasodium Glutamate Diacetate, Sodium Hydroxide, Aqua (Water)	0.20
<i>vitastource</i> TM	1.50
Caprylyl Glycol, Caprylhydroxamic Acid, Glycerin	0.30
Polyacrylate-14	1.50
<i>Edelweiss - ECO</i>	2.00
B Acrylates/C10-30 Alkyl Acrylate Crosspolymer	0.25
Dimethicone, Cetearyl Dimethicone Crosspolymer	5.00
Tocopheryl Acetate	0.50
<i>Avocado Oil</i>	3.00
C Polysorbate 20	0.75
D Parfum (Fragrance)	0.30
Alcohol Denat.	15.00
E Aqua (Water), Sodium Hydroxide	0.70
F Polyacrylate-13, Polyisobutene, Polysorbate 20	1.00
G Calcium Sodium Borosilicate, Titanium Dioxide	0.10

