



**ORGANIC
BIOACTIVES**
NEW ZEALAND

INNOVATING FROM TRADITION™

OceanDerMX™

BALANCE & BRIGHTEN

Snow White Effect Naturally
*Visibly brightened complexion
in only 14 days*

NEW ZEALAND NATIVE
RED SEAWEED & MAMAKU
BLACK FERN WITH GOTU KOLA
& LIQUORICE ROOT



COSMOS
APPROVED



NEWZEALAND.COM
Licence No.100685



CHINA
COMPLIANT

RAW MATERIAL VERIFIED BY ECOCERT GREENLIFE,
CONFORM TO THE COSMOS STANDARD

IPONZ PATENT
No. 793027

SYNCHRONISED MODES OF ACTION



NEW ZEALAND NATIVE RED SEAWEED

A plethora of studies have confirmed that the hydrating and plumping effect of red seaweed on the skin, is attributed to the various mix of

versatile biomimetic sulphated glucosaminoglycans (sGAG). These natural biopolymers are known to form a fishnet like matrix that can help hold water molecules, while also acting as a structural scaffold to tighten the skin.



MAMAKU - NEW ZEALAND NATIVE BLACK FERN

Some of New Zealand native plants have developed marvellous biomimetic biopolymers as defensive and adaptive mechanisms to survive and thrive in their unique New

Zealand environment. Botanicals like Mamaku - Black fern produce mucilage containing Glucuronomannans, which play a major role in forming 3D - viscoelastic matrix that can rapidly hydrate. This synergistic activity provides immediate lifting and tightening of the skin.



NEW ZEALAND GROWN GOTU KOLA

Centella asiatica (Gotu Kola) is a potent natural ingredient used to brighten the skin abundant in asiaticoside, which inhibits the expression

tyrosinase, thereby reducing pigmentation. UEA - Ultrasound assisted extraction of Gotu Kola has been proven to improve these properties by increasing the amount of asiaticoside extracted.



LIQUORICE ROOT

Glycyhrriza glabra (Liquorice root) is a highly sought-after skin brightening and depigmentation cosmetic ingredient as it inhibits tyrosinase through mechanisms other than oxidant reducing activity at the enzyme's active site. Instead, the compounds within Liquorice root block the active site of tyrosinases, so they temporarily cannot perform their catalytic activities to produce melanin.

CLINICAL STUDIES

IN VIVO

Evaluation of the Clinically Efficacy of OceanDerMX™ Balance & Brighten at 5% on Whitening Activity on Asian Volunteers



BEFORE

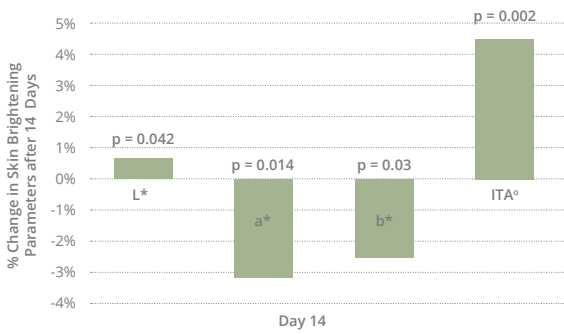


DAY 14



DAY 56

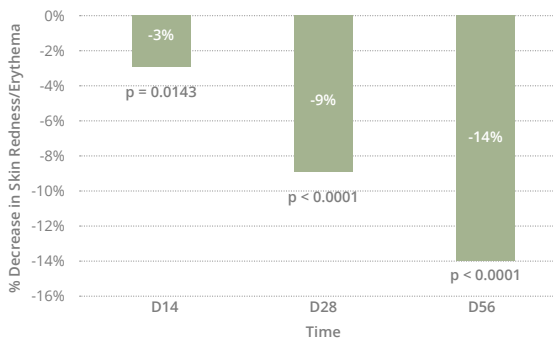
% Significant Improvement after Treatment with OceanDerMX™ Balance & Brighten at 5%



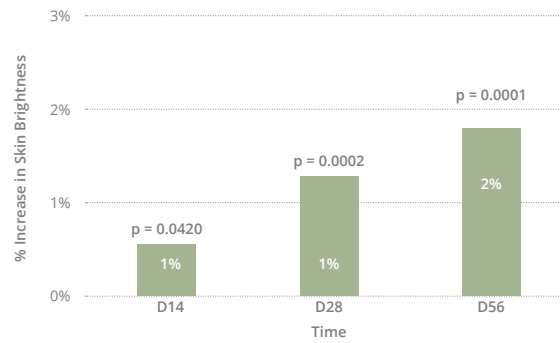
Images show the reduction in pigmentation and/or brightening effects of OceanDerMX™ Balance & Brighten at 5% after 14 days.

Photographs were taken using the Vista· CR skin imaging system, using the S2 (Standard 2 flat lighting) mode.

% Significant Decrease in a* Parameter after Treatment with OceanDerMX™ Balance & Brighten at 5%

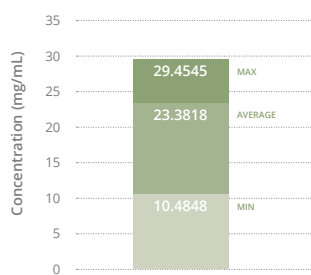


% Increase in L* Parameter after Treatment with OceanDerMX™ Balance & Brighten at 5%



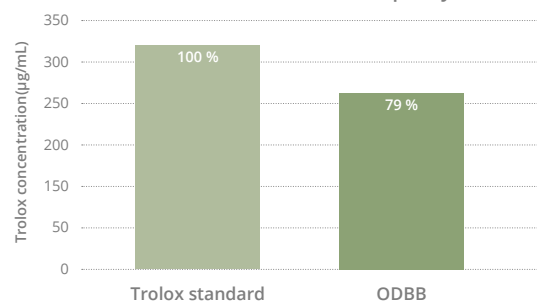
ANALYTICAL DATA

sGAG Concentration of OceanDerMX™ Products



Average sGAG quantity in OceanDerMX™ products
23.3818 mg/mL ± 5.25572

OceanDerMX™ Balance & Brighten Relative total Antioxidant Capacity



CUPRAC [CUPric Reducing Antioxidant Capacity] method

TECHNICAL & REGULATORY

PRESEARVATIVE OPTIONS:

INCI: Aqua & Sarcothalia circumcincta & Cyathea medullaris leaf extract & Centella asiatica leaf & Glycyrrhiza glabra root, Pentylene glycol

China INCI: Aqua & Kousou ekisu & Cyathea Medullaris Leaf extract & Centella asiatica leaf extract & Glycyrrhiza glabra (Licorice) root, Pentylene glycol

OR

INCI: Aqua & Sarcothalia circumcincta & Cyathea medullaris leaf extract & Centella asiatica leaf & Glycyrrhiza glabra root, Gluconolactone & Sodium benzoate & Potassium sorbate & Calcium gluconate

China INCI: Aqua & Kousou ekisu & Cyathea Medullaris Leaf extract & Centella asiatica leaf & Glycyrrhiza glabra (Licorice) root extract, Gluconolactone & Sodium benzoate & Potassium sorbate & Calcium gluconate

TECHNOLOGY: TPT Xtraction™ (Bio-liquefaction) process

GENERAL USE: 1% – 5% for general use, 5% for intense balance and brightening benefits

REGULATORY: Certified Vegan, China Compliant, Ecocert & Cosmos Approved

PROVEN BENEFITS

- Visibly brightened complexion in only 14 days
- Visibly smoother and more radiant skin in only 14 days

APPLICATIONS

- Brightening skincare lines (masks, serums, face creams)
- Night brightening skincare products and lines

ABOUT ORGANIC BIOACTIVES

Organic Bioactives brings the power of New Zealand's rich and bountiful biodiversity together with innovative green biotechnologies to create high-efficacy cosmetic bioactives.

We are committed to Tikanga Māori – the inherited values and practices of the indigenous people of Aotearoa New Zealand.

For that reason, we keep the process of harvesting with Māori communities who still carry the traditional knowledge on how to approach our native habitat in a respectful and sustainable way.

New Zealand is being internationally recognised as a biodiversity hotspot that is both abundant and unique.

The impact of high UVB sunlight on its plants produce superior levels of bioactivity not found anywhere else in the world. For this, we are grateful and blessed.

DISCLAIMER

This brochure is not intended for final consumer or to advertise your products to final consumers without our written approval. No claims related to the ingredients and formulation shall be made without our prior written approval - [even though the claims are presented in this brochure] The person using the ingredients or formulation from this brochure is solely responsible that the final products, labeling, packaging, advertising and claims comply with local cosmetic laws and regulations.



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