

Vitasmothy PDO: A New Look at Moisture

Vitasmothy is an active ingredient from the stem cells of butterfly lavender which significantly improves the intracellular water reserves of the skin.

The butterfly lavender *Lavandula stoechas* grows in the Mediterranean region, also in particularly dry and saline environments. Without its special osmoregulatory mechanism, it would not be able to survive there. Osmoregulation ensures efficient water transport into the cells and protects them from excessive water loss. This way, the lavender remains vital and ensures its growth even in persistent drought.



Uses:

- ❖ Moisturizing Water Cream
- ❖ Hydrating Ampoule
- ❖ Plumping Eye Cream
- ❖ Best Aging Hydration Mask

PROVEN EFFICACY:

- ✓ BOOSTS INTRACELLULAR WATER RESERVES
- ✓ REVITALIZES THE EPIDERMIS
- ✓ SMOOTHES THE SKIN SURFACE
- ✓ CUSHIONS FINE LINES

Vitasmothy is obtained in a resource-saving cell culture: 1 g of Vitasmothy PDO contains the extract of 200,000 lavender cells.



INCI (EU/PCPC) Declaration: Propanediol (and) Lavandula stoechas extract

Properties:

- ❖ Cosmos confirmed
- ❖ Liquid, water-soluble
- ❖ Recommended use level: 0.5%



In the skin, the water balance is also regulated by osmolytes. Vitasmothy PDO stimulates the synthesis of osmolytes and their transporters and increases intracellular water reserves by an average of 69%, resulting in more vital, smoother and plumper skin.