

## Rejuvaveen: Oat Beta-Glucan for Skin Longevity

Skin longevity replaces anti-ageing: More and more consumers want to proactively prevent premature skin ageing at a cellular level - instead of reacting to wrinkles by treating those that have already developed.

An important factor influencing the biological age of the skin is the protection of telomeres from internal and external stress. Telomeres consist of DNA sequences and proteins and are located in the cell nucleus at the ends of the chromosomes. They act as protective caps that become shorter with each cell division. The shortening of telomeres has a direct impact on the vitality of cells and is therefore considered a hallmark of ageing.



Rejuvaveen contains a high concentration of beta-glucan from oats. New studies show that the active ingredient boosts the activity of the telomerase enzyme and significantly increases the length of telomeres. Rejuvaveen thus effectively supports the health and longevity of skin cells and contributes to a youthful and healthy skin appearance.



- Proven effectiveness:
- ✓ Delays the ageing process of the skin
  - ✓ Protects the skin from stress-induced damage
  - ✓ Promotes cell renewal
  - ✓ Smooths and improves skin texture
  - ✓ Evens out the skin tone and provides radiance

To obtain Rejuvaveen sustainably, high-quality Swedish oats are enzymatically processed, wet-ground and then undergo extensive purification.

### Applications:

- Youth enhancing eye cream
- Telomere repair night cream
- Anti-Stress fluid for sensitive skin

INCI (EU/PCPC) Declaration: Avena sativa (Oat) Bran Extract

### Properties:

- Creamy fine powder, water-soluble
- Recommended use level: 1%
- COSMOS and Natrue approved, Kosher and Halal compliant
- GMO free
- Vegan

