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## Korea Product Trail at in-cosmetics Asia







Tweets by @incosmetics

With so many Korean suppliers at in-cosmetics Asia (double the number of exhibitors in 2012), choosing the right ingredients may take longer than usual. Created by renowned Korean beauty expert Florence Bernardin, the trail lists 10 top Korean ingredients you should look out for at the show.

#### 1) NP7 (by BIO-FD & C, Stand B41)

Fused phyto-peptides with strongly functional materials with anti-ageing, anti-oxidant and anti-inflammation properties in conjunction with caffeic acids, which are natural anti-oxidants. This complex has a strong antioxidation effect to neutralize the activities of reactive oxygen species and free radicals and shows blood circulation improvement on atopic patients in clinical experiments.

#### 2) Ance IgY (by AdBiotech, Stand C56)

A purified DEY(Dry Egg Yolk) Concentrated Powder - Anti body (IgY) powder made with egg yolk: a revolutionary patented process has permitted to safely extract immunoglobulin anti-bacterias from immunized chicken egg. These anti-bodies are designed to kill acne bacteria and the product is an innovative, effective anti-acne ingredient which could open the path to many new product concepts.

#### 3) UVIRBLOCK DTCP (by Easthill, Stand D60)

A composite powder of ultrafine titanium dioxide deposited on the surface of platy large particle titanium dioxide with broad solar spectrum protection (UVA, UVB and Infra-red rays). The SPF & PFA double-blocking properties boost IRs rays protection and act on reducing photo ageing but also thermal ageing, which is a future suncare trend.

# 4) HIERRO series (by CQV, Stand E58)

Synthetic Mica-based Pearl effect pigments that are coated with Fe2O3. Through high density coating technology ,CQV realizes super luster, chroma, brightness and stronger sparkling effects than ever before with a real metallic colour and unique glossy effect.

# 5) Clairesome-Gy (by Regeron, Stand E29)

This biosynthetic ingredient sh-Polypeptide-7 is a world-first cosmetic hGH with  $\,$  a patented cosmetic function. It's a Nano-liposome-encapsulated Sh-Polypeptide - 7 in aqueous solution which has demonstrated multifaceted effects on general skincare needs including anti-ageing and anti-wrinkle as it increases skin elasticity, flexibility and improves the skin epithelial cell growth.

### 6) Pristeen-claire (by Regeron, Stand E29)

A cosmetic line containing world-first functional cosmetic ingredients. As a main functional cosmetic ingredient, Sh-Growth Factor PP Complex can be used in specialty skincare including drugstores and is based on protein growth factors in the form of nano-liposome-encapsulated bioactive form. It helps to reverse ageing signs and its formulation is optimized for sensitive skins and has oriental herbal extracts.

# 7) Rhodiola Extract (by Bioland, Stand E18 and Innovation Zone)

A new ingredient for skincare and haircare offering adaptogenic thermal stress protection and it reduces the release of histamine and substance P on stimulated mast cells and sensory neurons, which suggests it can reduce stress-induced neurogenic inflammation. Rhodiola Extract is a new adaptogen, used in nutraceuticals with excellent water solubility and stability at different temperatures and pH.

## 8) ENB-VCE (3-O-Ethyl Ascorbyl Ether) (by Chemland, Stand M30)

The latest stabilized skin whitening agent that relies on metabolized vitamin C. Conventional Vitamin C is easily oxidized and destroyed by heat, air and light - especially when it is mixed with other cosmetics and stored a long time. It's a white, odourless crystallized powder with similar effects to L-Ascorbic Acid.

### 9) Fine-Silk Crystal-Gold Complex (by Fineco, Stand N22)

A bioconjugate material of fibroin silk protein microstructure and gold . Silk Crystal 8 is composed of many micro pores which bind water molecules as much as 50 times their weight, and can absorb both water and oil without using emulsifier so it provides good water-oil balance to the skin

### 10) Bee Tox Natural Botox (by BiochemPro, Stand N12)

ee venom is a popular source of cosmetic actives and its use for anti-acne applications in this product is quite unique, as it is mostly used for anti-aging applications. Purified Bee Venom features natural antibiotic and anti-inflammatory properties and it works within the epidermal and dermal levels of the skin to renew damaged skin cells.

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