



AstaCos<sup>®</sup>

OL 50

# NATURAL ASTAXANTHIN

For natural skin balance





## CLAIMS

- › Outstanding antioxidative effect
- › Strong anti-ageing properties
- › Increases skin hydration and firmness
- › Improves biological cell protection
- › Potential to reduce digital ageing

**To prevent aging, you must start protecting your skin early on. AstaCos® OL50 is the ideal companion for your daily skin care.**



## **ASTAXANTHIN – ALL YOUR SKIN SHOULD KNOW**

Our largest organ, our skin, has many different functions. As a stable but flexible shell, it protects the body from harmful environmental influences like moisture, cold and sunrays. Hence, it is constantly exposed to free radicals caused by oxidative stress that attack and weaken our outer protective barrier well into its undermost layers. This results in skin aging and skin damage.

## **THE RED DIAMOND AMONGST ANTIOXIDANTS**

Antioxidants protect and support the skin by neutralizing free radicals to delay skin aging. Due to its unique chemical composition, astaxanthin, gained from the microalga *Haematococcus pluvialis*, stands out from the group of antioxidants: It is the strongest antioxidant worldwide – the red diamond amongst radical scavengers.

### **Most powerful ROS quenching agent**

High antioxidative capacity

### **Purest antioxidant**

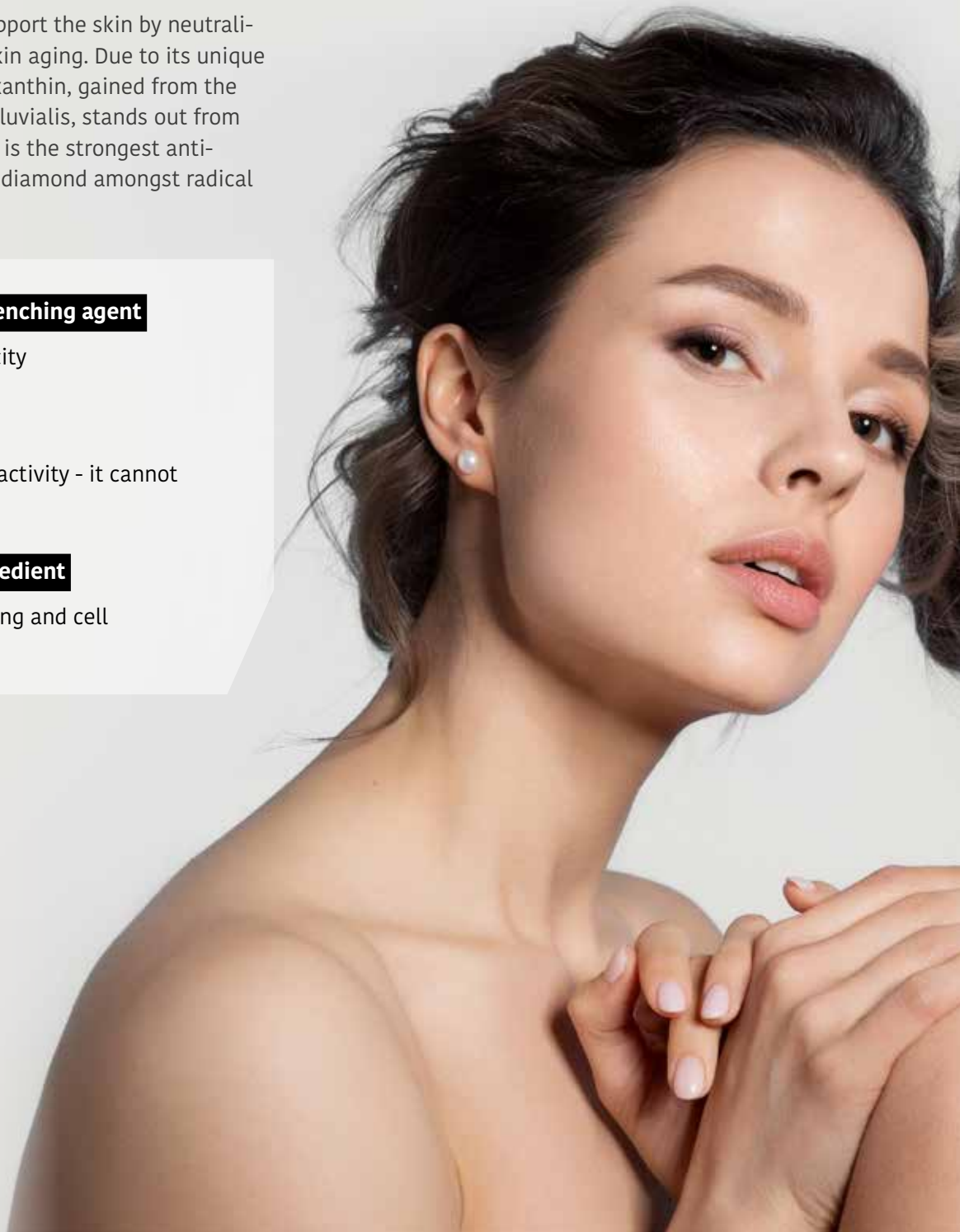
AX has no pro-oxidative activity - it cannot become a radical itself

### **High performance ingredient**

Best choice for anti-ageing and cell protection

## **OUR SOLUTION – ASTACOS® OL50**

An oleoresin based on certified organic jojoba oil with an astaxanthin content of 5% has specifically been developed for usage in cosmetic formulations. Due to its hydrophilic and lipophilic properties, astaxanthin can fully enter the cell and protect it from all environmental influences. It is primarily used as anti-ageing agent. As natural cell protection, AstaCos® OL50 protects the skin from light-induced skin damage and keeps it in oxidative balance.





# ASTACOS® OL50 IN DETAIL

## INCI

Simmondsia Chinensis Seed Oil, Haematococcus Pluvialis Extract, Lecithin, Helianthus Annuus Seed Oil, Tocopherol

## FORMULATIONS

Oil-soluble, stable at temperatures up to 80°C for max. 1h

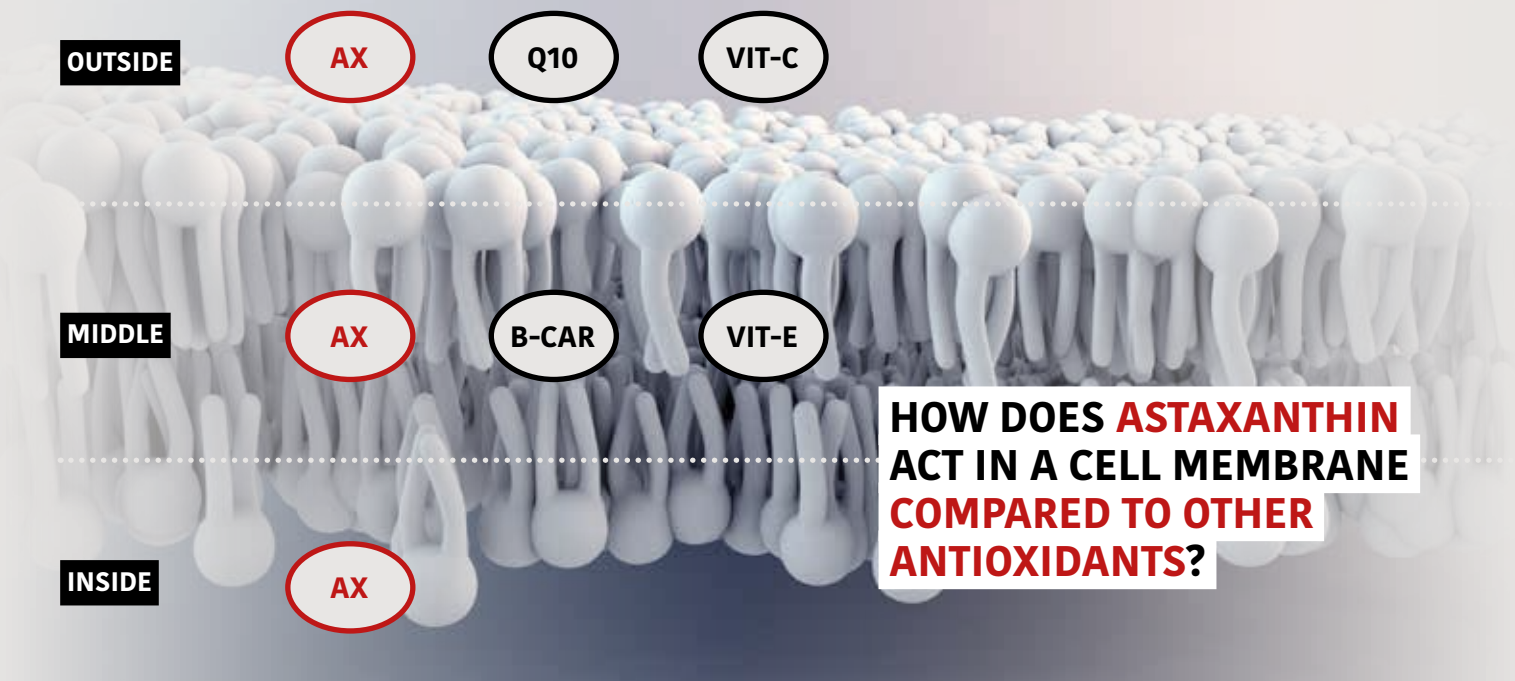
## PRODUCT HIGHLIGHTS

- Astaxanthin content of 5% with certified organic jojoba oil
- Suitable for use in natural cosmetics: vegan and free from GMO, palm oil, cosmetic allergens, CMR, nanoparticles
- Not tested on animals
- Production-optimized
- Storage conditions: 8° to 20°C  
Shelf life: 24 months

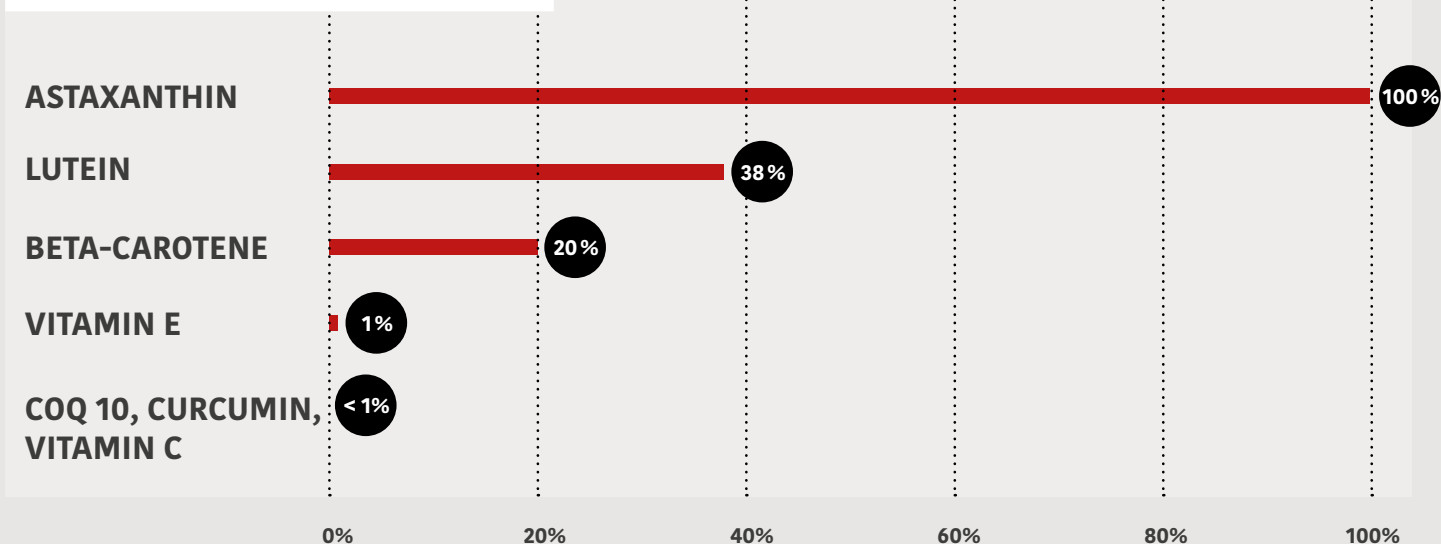
## DOSAGE

AstaCos OL50 – 0.01% to 0.3%





## COMPARISON OF THE EFFECTIVENESS OF ASTAXANTHIN AND OTHER ANTIOXIDANTS



Source: Y. Nishida, E. Yamashita, and W. Miki, "Quenching Activities of Common Hydrophilic and Lipophilic Antioxidants against Singlet Oxygen Using Chemiluminescence Detection System," Carotenoid Sci., vol. 11, no. January 2007, pp. 16-20, 2007

## STUDIES

### Outstanding antioxidant efficacy

AstaCos® OL 50 is able to greatly reduce oxidative stress in a dose-dependent manner

- 0.1% AstaCos® OL 50 cell stress reduction by 92.93% (incl. intrinsic stress level reduction of even 99.18%)

### High anti-ageing effect

Significant improvement of skin hydration and reduced skin roughness

- Higher skin hydration by 24%
- Improvement in skin roughness by 20%

### Excellent photostability

After 15 hours of excessive UV irradiation, the samples were evaluated according to ISO 105-A02

- AstaCos® OL50 yielded the best results in terms of colour stability after 15 hours of irradiation compared to other natural colourants

## **PARTNERSHIP FOR EXCELLENCE**

**AstaCos® OL50**  
by BDI-BioLife Science

### **Headquarters**

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