

VIRIVEA

Embracing Beauty, Preserving Nature

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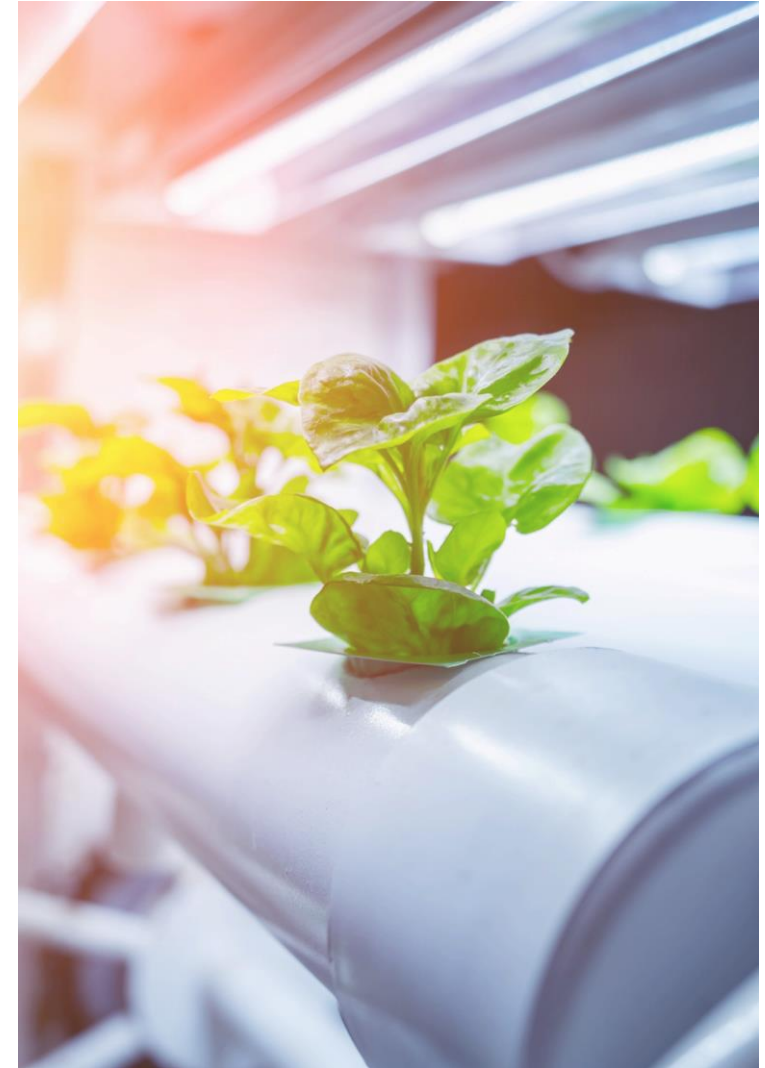
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At VIRIVEA, we believe that luxury is not merely defined by opulence, but by a profound commitment to sustainability and innovation.

In line with our principles of sustainable practice, we propose two new active ingredients that meet all of the following requirements :

- Traceable local sourcing
- Low carbon footprint and general environmental impact
- Zero residue certification
- High product purity
- Ensuring the genetic integrity of the plant
- And many more...

Can you guess our technology ?



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[HOLYVEDA VF]

INCI: *Aqua, propanediol, Ocimum Sanctum leaf extract*

China compliant

Cosmos approved

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[HOLYVEDA VF]



Drawing inspiration from the principles of meditation on stress management, **Holyveda VF**, enhanced with the essence of Tulsi, embodies a holistic approach to beauty.

Just as yoga harmonizes the body and mind, our active delicately:

- Balances cortisol levels within cells, allowing for a serene release of tension.
- Revitalizes tired features, brightens weary gazes.
- Unveils a look that emanates a sense of inner peace and radiance.

Dark Circle Area & Intensity

-8,7%**

After 28 days

Crow's feet wrinkles area

-8,2%***

After 14 days

Under eyes fine lines volume

-14,7%***

After 28 days

From fine lines to dark circles, **Holyveda VF** targets these subtle markers to hint at the passage of time and the challenges we face in our daily lives.



[INSULARIA VE]

INCI: *Propanediol, Aqua, Cistus Incanus Flower / Leaf / Stem Extract*

China compliant

Cosmos approved

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[INSULARIA VF]



Inspired by the unyielding resilience of the Pink Rockrose, which thrives amidst adversity and flourishes under the eternal gaze of the sun, **Insularia VF** offers a companion to the skin, protecting and supporting it after moments under the sun's gentle caress.

Pro-collagen I protection	DNA protection	Whitening
100%**	-51,6%****	-41,3%**
Of recovery of the UVB reduced pro-collagen I protein in NHDF at 1%	Thymine dimers released in NHEK after UVB induced DNA lesions at 0,1%	UVA-induced Melanin level in melanocytes at 0,1% vs control

Using concentrated cistus polyphenols, **Insularia VF**, targets the inner layers of the epidermis, protecting collagen I to strengthen skin and cellular structures, and preserving DNA integrity against a broad spectrum of UV radiation.

In vitro results: test performed in NHDF and NHEK and melanocytes to study the impact of UVA and UVB radiation in different metabolites responsible for photoaging.

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Join us on booth 1 E110 on in-cosmetics 2024



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