

ViaPure[®] Andrographis

Description

ViaPure[®] Andrographis is an extract from the leaves of *Andrographis paniculate* with > 95 % andrographolides. *Andrographis paniculata* is an annual shrub that grows mainly in Malaysia and India. Known as the "King of Bitters" (Kalmegh), andrographis is widely used in Ayurvedic and Chinese Traditional Medicine. Extracts of this plant have been used traditionally to treat skin disorders and inflammations. Andrographolide, the active principle of *Andrographis paniculata*, has several activities applicable to the cosmetic industry. It is a novel compound, that offers an alternative approach to reducing allergic inflammations and sting responses by inhibiting Platelet Activation Factor (PAF). It also provides potent protection against oxidative stress by increasing superoxide dismutase (SOD) and catalase levels and inhibiting the expression of iNOS. It is known to inhibit ROS production, lipid peroxidation and nitric oxide levels. Vasoconstriction properties make andrographolide useful in products designed to reduce under-eye darkness. ViaPure[®] Andrographis has been developed to target irritation, oxidative damage, and hyperpigmented skin. It is recommended for sensitive skin, because it has been shown to reduce the production of PGF2 very effectively, one of a group of compounds associated with oxidant-induced cell damage and the induction of mediators that lead to chronic inflammations.

Endothelins are intrinsic mediators for human melanocytes in UV-induced pigmentation. Following keratinocyte exposure to UV radiation, an active cell-cell communication takes place between keratinocytes and melanocytes. Keratinocytes increase synthesis and secretion of endothelin-1 (ET-1). In turn, ET-1 stimulates proliferation and migration of melanocytes and enhances melanogenic activity. ET-1 also induces melanocyte dendricity that promotes the transfer of melanin-containing melanosomes to keratinocytes. This process leads to epidermal hyperpigmentation after UV exposure.

Efficacy

- reduces inflammations
- acts soothing
- lightens the skin
- reduces dark circles
- protects against oxidative stress

Appearance

white crystalline powder

INCI

Andrographis Paniculata Leaf Extract

Registration

CAS-No.....90244-84-1
EC-No.....290-788-4

chemical name.....andrographolide
CAS-No.....5508-58-7
EC-No.....226-852-5

Raw material approved by ECOCERT GREENLIFE,
conform to the COSMOS Standard.

Nature needs no cosmetics,
but cosmetics need nature



ViaPure[®] Andrographis

Preservatives / Stabilizers

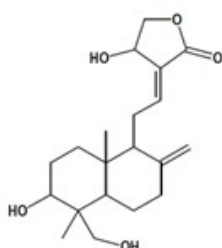
none

Application concentration

skin care formulations.....0.1 - 0.2 %

Characteristics

andrographolide.....>=98 %
loss on drying.....<= 1.0 %
particle size.....100 % pass 80 mesh



Andrographolide

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Incorporation

ViaPure[®] Andrographis is soluble in glycols. It is recommended to make a premix using a suitable ingredient from the formulation. Gentle heat and stirring will probably be required. Add premix to the formulation during cool-down.

Toxicology

non hazardous in normal use concentration

Storage & Shelf life

ViaPure[®] Andrographis should be stored in original sealed containers in a dry and light protected place at temperatures between 10 - 25°C.

In closed original containers the shelf life is 24 months.

Application

daily cosmetic products
creams and lotions
face masks
gels and ampoules
body care