

ViaPure[®] Citrus

Description

ViaPure[®] Citrus is an extract from the peel of young grapefruits (*Citrus grandis*) with > 95 % apigenin (unique flavonoid). Apigenin, a unique flavonoid with a broad spectrum of activities beneficial for the skin, is known to be a potent anti-oxidant, anti-irritant, and anti-allergen. ViaPure[®] Citrus contains a highly refined apigenin derived by modification of bioflavonoids. ViaPure[®] Citrus effectively protects the skin from the harmful effects of UV exposure by modulating inflammatory mediators, PGE2 and TNF- α , as well as by supporting the components of the extracellular matrix (ECM). In addition, ViaPure[®] Citrus induces the expression of p53 protein (the „Guardian Gene“), providing protection against DNA damage and helping to maintain genomic integrity.

The damaging effects of human exposure to sunlight include inflammation, oxidative damage, breakdown of ECM components, immunosuppression, DNA damage, modulation of cellular proliferation and apoptosis, and photo-carcinogenesis. ViaPure[®] Citrus is an excellent soothing agent for both chronic and acute inflammatory conditions. It potently inhibits PLA2, an initiator of the arachidonic acid cascade, and has been shown to quickly reduce SOS-induced erythema. ViaPure[®] Citrus helps to keep skin firm and prevent premature aging by protecting the extracellular matrix in the skin. It strongly inhibits hyaluronidase activity, preventing the breakdown of the glycosaminoglycan hyaluronic acid. ViaPure[®] Citrus also down-regulates hyaluronidase and MMP gene expressions, while up-regulating the expression of TIMP, an MMP inhibitor.

Efficacy

- protects body's own hyaluronic acid
- reduces inflammations
- soothes acute and chronic inflammations
- enhances skin repairs
- protects the DNA from UV-damage
- prevents photo-aging and firms the skin

Appearance

yellow powder

INCI

Citrus Grandis Peel Extract

Registration

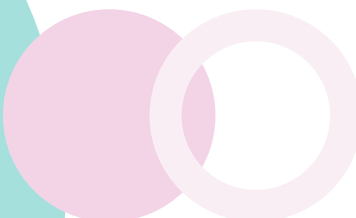
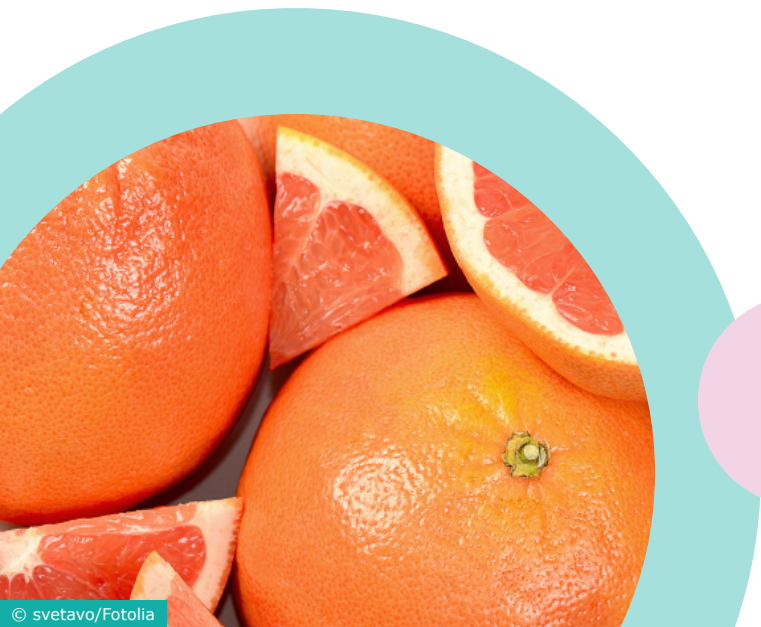
CAS-No.....90045-43-5

EC-No.....289-904-6

chemical name.....apigenin

CAS-No.....520-36-5

EC-No.....208-292-3



The power behind cosmetics!
Nature & Science in perfect balance

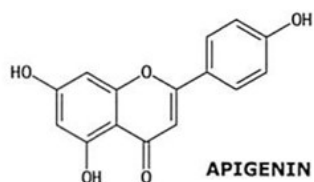
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Preservatives / Stabilizers

none

Characteristics

apigenin (dry basis).....>= 95 %
loss on drying.....<= 5 %
melting point.....345 - 350 °C



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synonym.....4',5,7-Trihydroxyflavone
molecular weight.....270.24 g/mol
molecular formula.....C₁₅H₁₀O₅

Application

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

Application concentration

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

Incorporation

ViaPure[®] Citrus is insoluble in water. It is partially soluble in methanol and ethanol and some amphiphilic polar solvents. 1 % is soluble in DMSO at RT, or when heated in Tween 20, polyethylene glycol.

It is recommended to prepare a premix using lipophilic or amphiphilic ingredients in the formula. Gentle mixing and gentle heating can be used to speed solubilization. Add the premix to the rest of the formulation during the cool-down phase.

Toxicology

non hazardous in normal use concentration

Storage & Shelf life

ViaPure[®] Citrus 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 5 years.