

ViaPure[®] Coleus

Description

ViaPure[®] Coleus is an extract from the roots of coleus barbatus (Coleus barbatus) with > 97 % forskolin. Forskolin is one of only a few compounds that elevate intracellular cAMP levels by directly binding to adenylate cyclase. Adenylate cyclase is responsible for the conversion of ATP to cAMP, a secondary messenger involved in numerous intracellular and extracellular processes. Direct activation of adenylate cyclase eliminates the negative side effects associated with other cAMP-enhancing ingredients. Elevated levels of cAMP induced by forskolin offer several activities beneficial in the cosmetic industry. In addition, to enhance lipolysis (fat breakdown), ViaPure[®] Coleus stimulates keratinocyte differentiation, leading to increased production of skin lipids, a thicker stratum corneum, and improvement of the skin barrier. ViaPure[®] Coleus also provides photoprotection and stimulates DNA repair. It is also an excellent ingredient for anti-cellulite products.

Adenylate cyclase is an enzymatic complex that converts ATP to cyclic-AMP, a signaling molecule that initiates numerous cellular responses. Directly activating the enzyme responsible for the production of cyclic-AMP prevents undesirable side effects associated with indirect approaches to the same goal. By elevating intracellular cAMP levels, ViaPure[®] Coleus also has a positive effect on the response of cells to UV energy.

Efficacy

- improves barrier repair and barrier function
- contributes to healthier stratum corneum
- prevents UVB and DNA damage
- stimulates DNA repair
- acts anti-inflammatory
- supports lipolysis in human adipocytes (anti-cellulite)
- stimulates keratinocyte differentiation

Appearance

white powder

INCI

Coleus Barbatus Root Extract

Registration

CAS-No.....223748-52-5

EC-No.....-/-



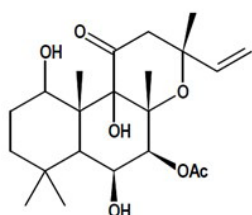
ViaPure[®] Coleus

Preservatives / Stabilizers

none

Characteristics

HPLC assay forskolin.....>= 97 % w/w
loss on drying.....<= 1 % w/w



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molecular formula.....C₂₂H₃₄O₇
molecular weight.....410.50 g/mol

Application

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

Application concentration

skin care formulations.....0.05 % - 0.1 %

Incorporation

ViaPure[®] Coleus is soluble in glycols. It is recommended to prepare a premix in glycol or other formula ingredient with gentle heating and stirring if necessary 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[®] Coleus should be stored in original sealed containers in a dry, well-ventilated and light protected place at temperatures between 10 – 25 °C.

In closed original containers the shelf life is 24 months.