

HYVIA™ (Chia Seed Extract)

Description

Chia (*Salvia hispanica*), produces seeds which have been one of the basic foods of Central American civilizations for centuries dating back to 1500 BC, but very little has been published on its benefits for skin. HYVIA™ is a novel, proprietary chia seed extract developed to enrich for omega 3, α -linolenic acid (ALA) and omega 6, linoleic acid (LA).



These two essential fatty acids play an important role in maintaining normal skin function and activate Protein Phosphatase 2A (PP2A), a master regulator protein shown to be important for epidermal barrier function. Unlike most commercial chia seed extracts, HYVIA™ activates PP2A and upregulates key skin moisturization genes to promote hydration. Thus, its multi-functional properties can be utilized in a broad range of formulations and products to help promote skin health.

Appearance

Off yellow to yellow oil. When formulated at recommended concentration becomes clear.

INCI

Salvia Hispanica Seed Oil

Registration

CAS- No:
93384-40-8

EINECS-No:
297-250-8

Preservatives/Stabilizers

None

Characteristics/Specifications

α -linolenic acid (ALA), free fatty acid content: >24.5%

Linoleic acid (LA), free fatty acid content: >8%

Efficacy

-Moisturizing properties: application of 0.1% HYVIA applied to human skin shows immediate benefits, providing 16% better hydration when compared to placebo at 2h and 58% improved moisture over placebo at 24h (moisturization measured via Corneometer®)

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- Skin barrier protection: TEWL measurements demonstrate HYVIA™ significantly decreases skin dryness at 2h and 24h when compared to untreated skin
- HYVIA™ significantly upregulates key hydration markers aquaporin-3 (AQP3) and hyaluronic acid synthase-2 (HAS2), which are not upregulated by commercial chia seed extracts, oils
- Anti-cellulite properties: HYVIA™ significantly induces lipolysis of adipocytes
- Anti-aging: HYVIA™ protects against blue light induced cell death
- Antimicrobial properties VS *s. aureus*

Application concentration

0.1% to 0.5%

Toxicology

- non-irritating to skin
- non-irritating to under eye area
- non-phototoxic

Storage & Shelf life

- Recommend storage temperature 4°C, but < 20°C is also accepted.
- Keep tightly sealed, store away from moisture, strong heat and sunlight
- Minimum 2 years shelf-life

Application

Lotions, Creams, Serums, Face Masks, Lip Care, Body Care, and Make Up

Compatibility

Miscible with hydrocarbons, ethers, fats, oils and alcohols. Insoluble in water. It is necessary to use a solubilizer in aqueous preparations. Stable in formulations.



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