



# OLEA HT™ 10

## #GREENvsBLUE

DISCOVER A SUSTAINABLE, NATURAL AND MEDITERRANEAN INGREDIENT TO PROTECT SKIN FROM BLUE LIGHT DAMAGE

*Are you sure to know everything about premature aging?*

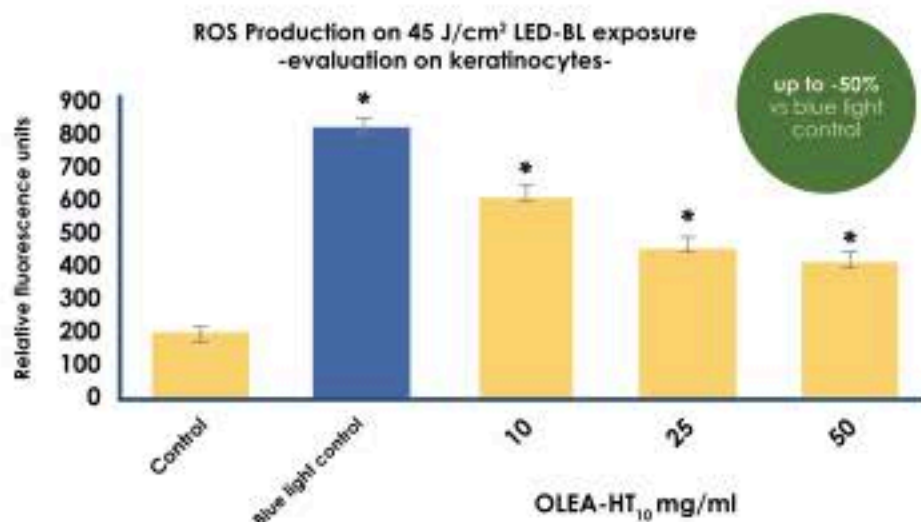
Consumers are getting increasingly aware about sun damage on the skin, but they are still little aware about **premature aging from long-term exposure to electronic devices** such as TVs, smartphones, PCs or tablets which are source of high energy visible blue light (HEV-BL).

### EFFECTS OF BLUE LIGHT:

- OXIDATIVE STRESS • DNA DAMAGE • DELAYED SKIN BARRIER RECOVERY • CITOTOXICITY • UNEVEN PIGMENTATION

### IN VITRO TESTS ON HUMAN EPIDERMAL KERATINOCYTES AND DERMAL FIBROBLASTS DEMONSTRATED THAT OLEA-HT 10:

- Protects against blue light-induced cell proliferation damage
- Reduces significantly blue light-induced ROS production
- Protects DNA from blue light-induced damage
- Promotes collagen restoration and decreases the production of MMP-1 and MMP-12



Results showed that the pre-treatment with OLEA-HT 10 reduces the generation of ROS by 25-50% in human epidermal keratinocytes (p < 0.05).

**INCI NAME:** Olea Europaea (Olive) fruit extract, Maltodextrin

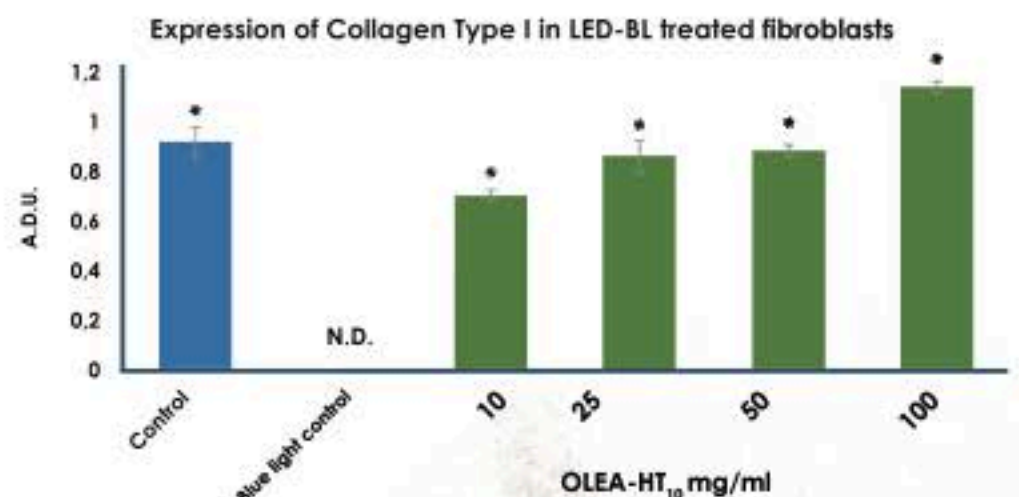
**COUNTRY OF ORIGIN:** Sicily

**PARTICULAR SIGNS:** 100% eco-friendly: obtained from a by-product of sicilian olive oil production  
Contains Hydroxytyrosol and tyrosol (10-12% HPLC)  
Powdered ingredient preservative-free

**ORAC value:** 72000 μmoli TE/g



**COSMOS APPROVED**



Results showed that the pre-treatment with OLEA-HT 10 of fibroblasts, exposed to LED-BL, **not only protects collagen from degradation but stimulates its ex novo synthesis.**  
N.D. not determinate. \*p < 0.05

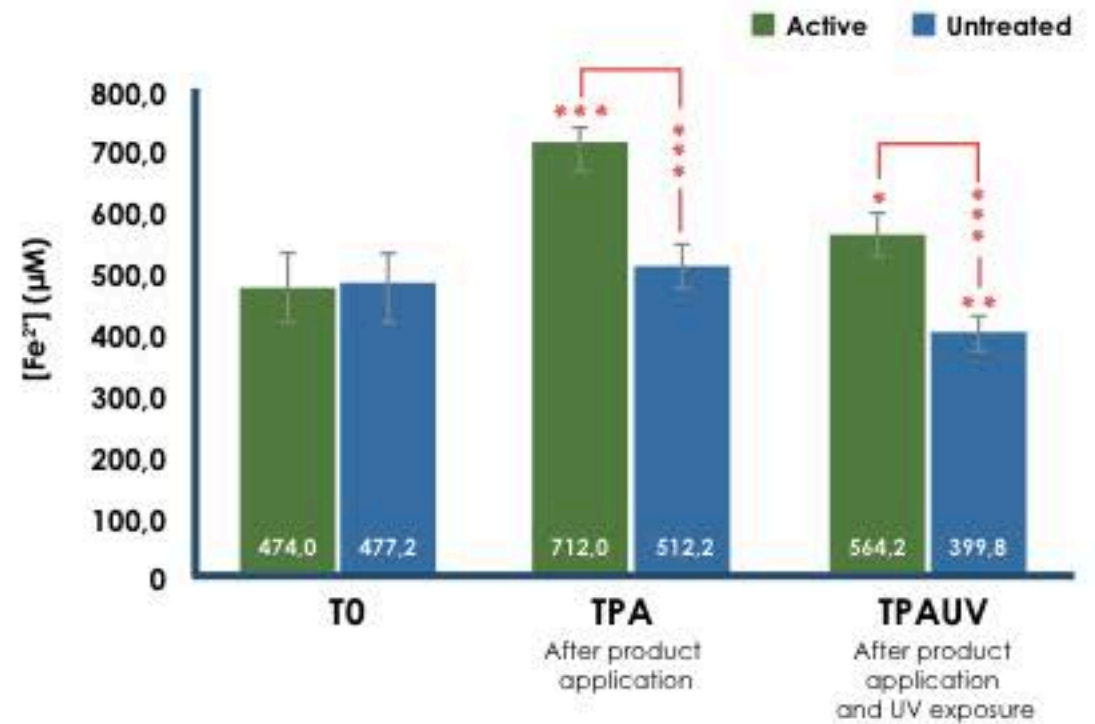
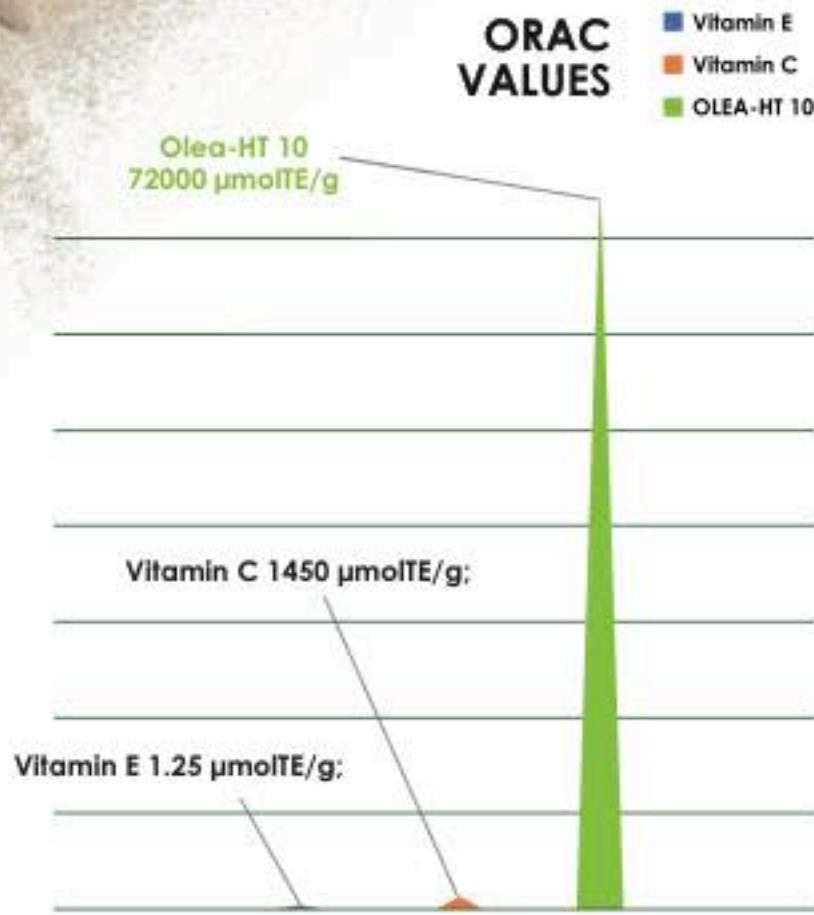
**BIONAP**  
ACTIVE NATURAL EXTRACTS

## OLEA-HT 10 AMONG THE BEST NATURAL ANTIOXIDANTS

## NATURAL HAIR PROTECTION FROM UV-INDUCED OXIDATIVE STRESS

- Olea-HT10 increases antioxidant defense of 50% (p=0.0000)
- After UV exposure, OLEA-HT 10 boosts the pool of antioxidant (+19%, p<0,05)

OLEA HT™ 10



Results of FRAP assay on hair locks

Statistical significance is reported as follows: \* p < 0.05; \*\* p < 0.01; \*\*\* p < 0.001

## Olea-HT 10 activity

## STRONG ANTIOXIDANT EFFECT INHIBITION OF ROS PRODUCTION

### DD CREAM, DAILY DEFENSE CREAM

PHASE	INCI/PCPC	%	
A	Aqua/water	52.37	
	Glycerin	3	
	Panthenol	1	
	Xanthan gum	0.3	
	Phenoxyethanol, Caprylyl Glycol, Potassium Sorbate, Water, Hexylene Glycol	1	
	Disodium EDTA	0.2	
	B	Arachidyl Alcohol, Behenyl Alcohol, Arachidyl Glucoside	3
Ceteareth-25		2	
Glyceryl Stearate		2	
Isoamyl Cocoate		3	
Butyl Methoxydibenzoylmethane		3	
Octylmethoxycinnamate, Diethylamino hydrobenzoyl hexylbenzoate		5	
Dimethicone		3	
Octocrylene		2	
Cynara cardunculus (artichoke) seed oil		1	
Tocopheryl acetate		1	
C	C12-C15 alkyl benzoate, Titanium dioxide, Polyhydroxystearic acid, Aluminum stearate, Alumina	5	
	<b>Olea Europea (olive) fruit extract, Maltodextrin</b>	0.5	
D	Aqua/water	1.5	
	CI 77891, Hydrogenated Polydecene, CI 77492 Hydroxystearic Acid, disteardimonium hectorine, CI 77491, CI 77499	5	
E	Ultramarine (and) Hydrogenated Polydecene (and) Hydroxystearic Acid (and) Disteardimonium Hectorite (and) Propylene Carbonate	0.5	
	Hydrogenated Polyisobutene (and) Polymethylsilsesquioxane (and) Vinyl Dimethicone/Methicone Silsesquioxane Copolymer	4	
	F	Aminomethyl propanol	0.13
	G	Aroma	0.5

### PROTECTIVE HAIR MASK

WITH OLIVE EXTRACT AND POMEGRANATE OIL

PHASE	INCI/PCPC	%
A	Aqua/water	82.27
	Glycerin	1.5
	Panthenol	0.3
	Behentrimonium Chloride	0.6
	Polyquaternium-7	1
	Disodium EDTA	0.2
	Hydroxyethyl cellulose	0.7
B	Cetyl alcohol	3
	Cetearyl alcohol	2
	Glyceryl Stearate	2
C	Ceteareth-25	1
	Punica granatum (pomegranate) seed oil	2
D	<b>Olea Europea (olive) fruit extract, Maltodextrin</b>	0.5
	Aqua/water	1.5
E	Phenoxyethanol, Caprylyl Glycol, Potassium Sorbate, Water, Hexylene Glycol	1
	Parfum/fragrance	0.4
F	Aminomethyl propanol	0.03

## FORMULATIONS

