



COSMETIC ACTIVES

NEWS RELEASE

SWISS EXPERTISE 

RAHN
Your partner for excellence

RADICARE®-GOLD

Your Personal Faraday Shield

ZURICH, JANUARY 2019: NEW PRODUCT LAUNCH FROM RAHN AT IN-COSMETICS 2019

Did you know that the freshwater algae *Tetrademus obliquus* uses a strategy to protect itself against UV stress? Once exposed to light, it develops an envelope of carotenoids that acts rather like a Faraday shield and stops radiation getting to it.

Likewise, the skin needs to safeguard itself against various types of radiation such as UV, HEV and WiFi that can induce a damaging cascade effect. Initially, ROS are generated, followed by impairment of proteins, DNA and lipids on a cellular level that leads to subsequent weakening of the skin barrier and eventually premature skin ageing. RADICARE®-GOLD reproduces the protective concept employed by *Tetrademus obliquus* and can be applied to the skin to provide it with a natural "Faraday shield" to screen it from radiation. Natural carotenoids have a dual effect on skin cells and arrier: as they activate PPAR γ , they both defend skin cells against the effects of ROS and inhibit lipid peroxidation. Furthermore, RADICARE®-GOLD replenishes the carotenoid depot of the skin barrier and provides a more juvenile appearance of the skin. So, put on your personal Faraday shield to help your skin resist intrinsic ROS stress and the stress caused by radiation from the natural and more recent digital sources – such as blue light and even WiFi.

Efficacy

- Absorbs high-energy visible light (*in-vitro* study)
- Activates cells' oxidative stress defence system (*in-vitro* study)
- Alleviates cellular oxidative stress (*in-vitro* study)
- Reduces blue light-induced oxidative stress (*in-vitro* study)
- Reduces WiFi-induced oxidative stress (*in-vitro* study)
- Stimulates the epidermis (*in-vitro* study)
- Attenuates the skin's carotenoid loss in summer (*in-vivo* study)
- Reduces lipid peroxidation and strengthens the skin barrier (*in-vivo* study)
- Increases skin hydration and decelerates skin ageing (*in-vivo* study)



For further information, please contact cosmetics@rahn-group.com

About RAHN

RAHN-GROUP

SPECIALISING IN MARKET-ORIENTATED COSMETIC ACTIVE SUBSTANCES SINCE 1999

RAHN AG is a financially independent Swiss family company with three business areas, Cosmetics, EnergyCuring and Scent & Taste. RAHN AG has been a key player in the international marketplace since 75 years and has more recently grown into an internationally acclaimed expert in the development and sale of speciality chemicals.

In 1999 RAHN launched its own cleverly devised RAHN-Cosmetic Actives for use in a variety of applications.

RAHN-COSMETIC ACTIVES

A HOLISTIC PLATFORM SATISFYING INDIVIDUAL CUSTOMER REQUIREMENTS

We at RAHN speak the language of cosmetic science and strive to generate new inspiration for our customers. This message is reflected in RAHN-Cosmetic Actives where we recognise and harness the potential of nature, whilst combining it with modern technology to generate market-orientated, tried and tested active concepts. Constantly at the cutting edge of skin biology, we transform our scientifically proven systems into cosmetic statements. With its extensive platform, RAHN-Cosmetic Actives is capable of meeting a wide range of customer requirements be it in terms of marketing, science, product development or product safety.

UNCOMPLICATED CUSTOMER SERVICE – SECOND NATURE TO US!

Our customers are at the very heart of our business and we recognise the importance of responding swiftly to customer requests to offer workable solutions. The documentation for RAHN-Cosmetic Actives is comprehensive and practical. Our customers are delighted to use the intelligent trade names on their cosmetic packaging to further enhance pack claims. We are also equipped to deal with formulation problems in our technical applications laboratory as well as providing a wide range of tailor-made, state-of-the-art formulations.

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Version: 01/20199

