



DEFENSIL[®]-SOFT

The Neuro-Balm from A to Zen wins Innovation Prize



GOLD MEDAL FOR DEFENSIL®-SOFT

Zurich, May 29, 2017

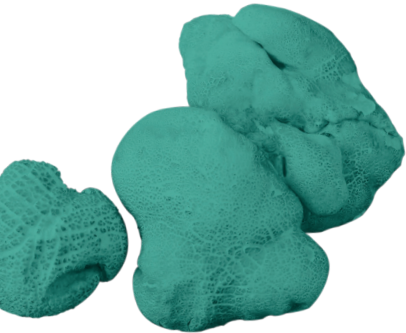
DEFENSIL®-SOFT from RAHN received Gold in the category “most innovative raw material – natural products” of the BSB Innovation Prize for Cosmetics and Raw Materials 2017.

About the Award

During in-cosmetics 2017 in London, the BSB European Innovation Prizes were awarded for the 15th time by the independent German BSB – Beratungs- and Servicebüro Dr. Riedel. This innovation prize was brought to life with the aim to promote the global dissemination of up-to-date knowledge.



1. Prize Category Most Innovative Natural product



About DEFENSIL®-SOFT

DEFENSIL®-SOFT is a neuro-balm from A to Zen, which blocks the pain receptor TRPV1 and upgrades the skin's comfort zone. The active ingredient is based on the edible mushroom *Albatrellus ovinus*, also called the Northern truffle. The pain receptor TRPV1, which is expressed in the epidermis' sensory neurons and keratinocytes, regulates the skin's comfort zone: Elevated levels of TRPV1 may lead to increased skin sensitivity and unpleasant sensations caused by e.g. sunburn or chemical peelings.

On the other hand, heat stress, particularly caused by IR-light, can activate TRPV1, which, in turn, induces typical ageing processes such as enhanced collagen degradation. This modern form of pre-mature skin ageing caused by heat stress is also known as "thermal ageing".

Skin reddening

90% reduction of stress-induced reddening after 10 minutes as compared to placebo.

Skin microcirculation

135% improvement of microcirculation after 10 minutes as compared to placebo.

Calming effect

The overall perception was reduced by 49% and unpleasant skin sensations were significantly diminished:

- 100% less stinging as compared to placebo
- 31% less burning as compared to placebo
- 54% less tingling as compared to placebo



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