mibelle GROUP biochemistry

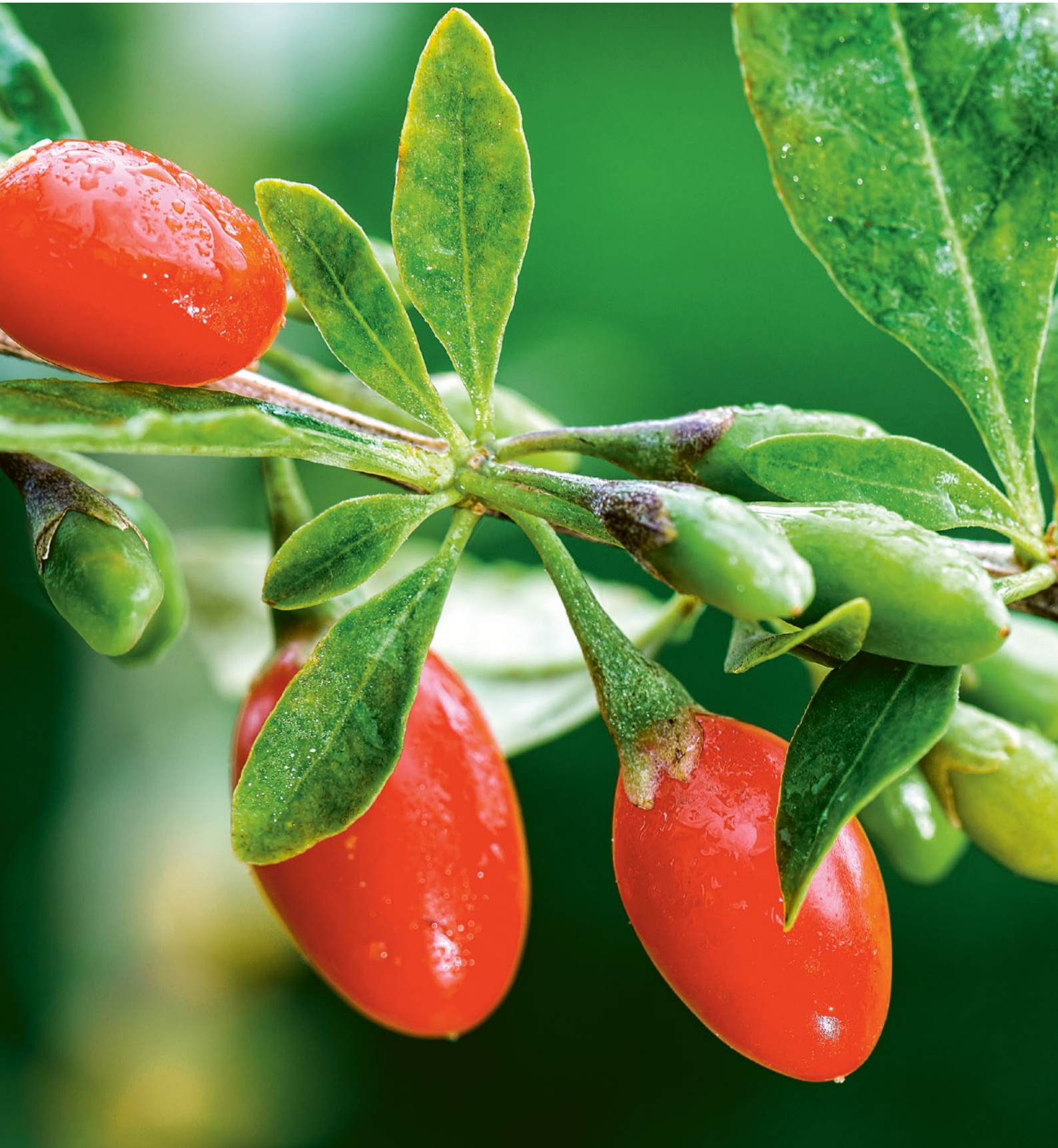
PLANT STEM CELLS
PhytoCellTec.ch™
SKIN CELL PROTECTION

PhytoCellTec™ Goji

Stem cell activation for a V-shaped face and a lifted breast

BSB Innovation Award® Cosmetics 2019
3. Prize Category Most Innovative Raw Material

SWISS QUALITY PRODUCT



PhytoCellTec™ Goji
Stem cell activation for a V-shaped face and a lifted breast

Goji Plant Stem Cells Vitalize Skin Stem Cells for an Improved Face Shape and Lifted Breast
PhytoCellTec™ Goji is based on a plant stem cell culture of a goji seedling that vitalizes mesenchymal stem cells to ensure an improved V-shaped face and lifted breast.

Goji *(Lycium barbarum)* plants are native to Southeast Europe and Asia. The red-orange goji berries that are harvested from this plant are one of the most famous superfruits. And thanks to our PhytoCellTec™ technology, we are able to produce goji plant stem cells that can be used in cosmetic formulations in order to improve the function of skin stem cells.

As we age, the production of collagen and elastin is reduced, which results in sagging skin that can most notably be observed at the face contours of the jawline. Continuous gravity further leads to a gradual lowering of the breast resulting in less fullness and sagging breasts.

Mesenchymal stem cells have been shown to improve collagen production and regenerate the skin, for example during wound healing. These processes are mediated by vesicles known as exosomes which are produced and secreted by these stem cells.

PhytoCellTec™ Goji was shown to:
- improve the stemness of aged mesenchymal stem cells
- increase exosome signaling by mesenchymal stem cells, which in turn improves extracellular matrix production in fibroblasts.

The improved extracellular matrix rejuvenates the skin by improving skin densitiy and elasticity, reducing wrinkles and reshaping the face and breast.

PhytoCellTec™ Goji
- Stimulates exosome signaling
- Increases collagen and elastin expression
- Improves skin density and elasticity
- Tightens facial contours
- Minimizes fine wrinkles and deeper lines
- Breast lifting effect

Applications
- Tightening and contouring serums for the face and neck
- Collagen boosting formulations
- Contouring masks
- Lifting and firming anti-aging formulas
- Breast lifting treatment

Formulating with PhytoCellTec™ Goji
- Recommended use level: 0.4–1%
- Incorporation: For cold processes, dissolve PhytoCellTec™ Goji into the aqueous phase. In hot/cold processes, add during the cooling phase below 40 °C.
- Thermostability: Temperatures of up to 40 °C for a short time will not affect the stability of PhytoCellTec™ Goji.

INCI (EU/PCPC) Declaration
Lycium Barbarum Callus Culture Extract (and) Isomalt (and) Lecithin (and) Aqua/Water

Additional Information
- Not preserved
- Without alcohol

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Marketing Benefits
- 3rd Prize at the BSB Innovation Award in the category Cosmetics – Raw Materials – Actives
- Advanced stem cell cosmetics
- Plant stem cells from a superfruit
- Application of exosome signaling
- Proven efficacy on mesenchymal stem cells
- Sustainable production of raw material
- www.phytocelltec.ch

Innovating for your success
Mibelle Biochemistry designs and develops innovative, high-quality actives based on naturally derived compounds and profound scientific know-how. Inspired by nature – Realized by science

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