

## PRODUCT DATA SHEET



### Technical Data

**Production:** enzymatic extraction

**Appearance:** slightly viscous liquid

**Color:** pink - fuchsia

**INCI:** AQUA (WATER), PORPHYRIDIUM CRUENTUM EXTRACT, 1,2-HEXANEDIOL

**Solubility:** water

**Suggested Use:** 2-5%

**Certification:** COSMOS approved, Natural Origin ISO16128

**Compliance:** China approved, Vegan suitable, Halal suitable, Biodegradable product

**Application:** skin care, body care, hair care, sun care

**Storage:** 25°C±5, protected from light

**Shelf life:** 18 months

**Preservative system:** free of preservatives



Thanks to our know-how in enzymatic hydrolysis, we have developed a product from the precious biomass of Porphyridium microalgae, a source of numerous biomolecules.

Through a sophisticated Upcycling enzymatic process, we extract the active molecules trapped within the algae and bound to its membrane.

The result is Lady Purple®, an aqueous extract with exceptional color containing phycobiliproteins and functional polysaccharides. Phycobiliproteins, in particular phycoerythrin, provide important protective activities against free radicals and oxidative stress induced by ultraviolet rays and environmental pollution.

The polysaccharide fraction released from the algae membrane gives the product dermoprotective and microbiome-balancing properties.

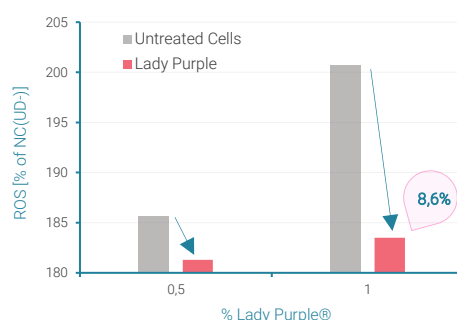


### Benefits

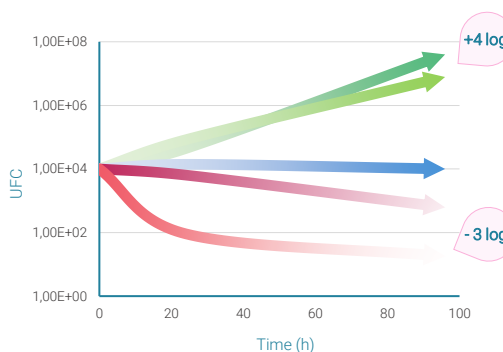
- ✓ Preserves against oxidative stress induced by urban pollution
- ✓ Protects against aging caused by ultraviolet rays
- ✓ Helps restore a healthy skin microbiome
- ✓ Protects the skin from free radical damage due to its antioxidant properties
- ✓ Maintains deep hydration of the skin

### Efficacy

Lady Purple® has demonstrated proven protective activities against oxidative stress induced by UV radiation and environmental pollution. It also possesses marked microbiome balancing activity.



**Anti-pollution:** Lady Purple® significantly reduces the amount of ROS generated by human keratinocytes exposed to a mixture of urban pollution.



**Microbiome balancer:** Lady Purple® possesses an important action on the skin microbiome and is able to modulate the microbial population by stimulating beneficial microorganisms and inhibiting pathogens.