

Trade Name INCI Nomenclature Use Level	Description	Applications
ViaPure® Andrographis <i>Andrographis paniculata</i> leaf extract Use level: 0.1-0.2%	Highly effective for sensitive skin. Inhibits Platelet Activating Factor (PAF) and reduces production of isoprostane, an inflammatory mediator associated with oxidative damage. Inhibits Endothelin-1 release from keratinocytes, and has been shown to lighten skin. Works synergistically with tyrosinase inhibitors.	<ul style="list-style-type: none"> • Acute inflammation • Oxidative damage • Dark circles • Skin lightening
ViaPure® Boswellia ViaPure® Boswellia Green <i>Boswellia serrata</i> resin extract Use level: 0.1-0.2%	Highly effective soothing agent able to firm the skin and protect the skin's barrier. Stops acute inflammation by inhibiting neutrophil release of inflammatory mediators and destructive proteases. Inhibits 5-lipoxygenase and elastase to soothe and firm the skin while inhibiting Cathepsin D to preserve the skin's barrier. ViaPure Boswellia Green is COSMOS-compliant.	<ul style="list-style-type: none"> • Acute / Chronic irritation • Firming • Barrier repair
ViaPure® Citrus <i>Citrus grandis</i> peel extract Use level: 0.1-0.2%	Protects hyaluronic acid in the skin by inhibiting its breakdown, and down-regulates MMP expression, thus encouraging a firmer and suppler skin. Acts as a potent soothing agent by inhibiting inflammatory pathways such as PLA ₂ , UV-induced PGE ₂ and TNF- α . Known to prevent and repair UV-induced DNA damage by inducing and stabilizing p53.	<ul style="list-style-type: none"> • Protects ECM • Protects from photodamage • Anti-aging • Soothing
ViaPure® Coleus ViaPure® Coleus DPG <i>Coleus barbatus</i> root extract Use level: 0.05-0.1%	Protects and repairs UV-induced DNA damage to the epidermis and basal keratinocytes. Rebuilds and strengthens the skin barrier by stimulating keratinocyte differentiation. Induces fat breakdown, thus recommended for cellulite treatments. ViaPure Coleus is 5% ViaPure Coleus in DiPropyleneGlycol, for easier handling.	<ul style="list-style-type: none"> • Repair DNA damage • Cellulite • Barrier repair
ViaPure® Hops <i>Humulus lupulus</i> (Hops) extract (and) Linoleic acid (and) Linolenic acid Use level: 1%	A refined extract that inhibits the arachidonic acid inflammatory cascade by blocking PLA ₂ and COX-2. Strongly inhibits angiogenesis. Recommended for sensitive skin, and products designed for rosacea, telangiectasia.	<ul style="list-style-type: none"> • Acute / Chronic irritation • Sensitive skin / rosacea • Spider veins • Under eye
ViaPure® Licorice Glycyrrhethinic acid Use level: 0.5-1%	Ultra purified triterpene known to reduce chronic inflammation, edema and erythema. Highly recommended for products designed for sensitive skin and under-eye puffiness.	<ul style="list-style-type: none"> • Chronic irritation • Puffy eyes
ViaPure® Licorice White <i>Glycyrrhiza glabra</i> (licorice) root extract Use level: 0.03-0.05%	Extremely potent skin-tone lightener. Inhibits the production of human melanin in cell culture and panel study. Works on multiple pathways. Significantly more effective than arbutin or kojic acid. Anti-inflammatory and anti-oxidant activity. Ultra pure Glabridin.	<ul style="list-style-type: none"> • Skin-tone lightening • Age spots • Inflammation
ViaPure® Poria <i>Poria cocos</i> extract Use level: 0.1-0.2%	Potent refined extract based on Traditional Chinese Medicine. Anti-inflammatory and anti-edema activity. Highly recommended for products designed for sensitive and atopic skin, and products that reduce eye area puffiness and redness.	<ul style="list-style-type: none"> • Acute / Chronic irritation • Edema • Puffy eyes
ViaPure® Rice <i>Oryza sativa</i> (Rice) bran extract Use level: Up to 1%	Highly purified compound from rice bran. More effective exfoliator than glycolic acids. Effective chelator and skin-tone lightener. Useful anti-aging active. COSMOS-compliant.	<ul style="list-style-type: none"> • Exfoliation • Skin-tone lightening • Chelation
ViaPure® Sabal <i>Serenoa serrulata</i> fruit extract Use level: 0.1-1%	Decolorized Saw Palmetto extract, useful for troubled, acne-prone skin. Potently inhibits 5 α -reductase type 1, an enzyme associated with hair loss and oily skin. Shown to significantly reduce sebum production in a panel study. Strongly inhibits inflammatory mediators, thus relieving additional problems associated with acne-prone skin or hair loss. COSMOS-compliant.	<ul style="list-style-type: none"> • Oily skin • Acne-troubled skin • Hair care • Inflammation

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ViaDerm™ ActivC

3-O-Ethyl Ascorbic Acid
Use level: 3-5%

Stabilized form of Vitamin C provides all the healthy skin benefits of the vitamin, while avoiding difficult formulation challenges associated with it. Protects the extracellular matrix by preventing oxidative damage to skin components. Inhibits inflammatory processes activated by ROS, UV and environmental particulates. Inhibits tyrosinase, a key enzyme involved in melanogenesis.

- Antioxidant: ROS scavenger
- Anti-inflammatory
- Skin-tone lightening
- Anti-pollution

ViaFerm® White Shiitake
ViaFerm® White Shiitake
SP

Lentinus edodes mycelium extract
Use level: 2%

Water-soluble mushroom extract has been shown to biocatalytically degrade melanin *in vitro*, and lighten skin-tone *in vivo*.

ViaFerm White Shiitake SP utilizes a non-phenoxyethanol preservative system.

- Skin-tone lightening
- Melanin degradation
- Dark spots

Red Tourmaline

Tourmaline
Use level: 0.5 – 1%

Micronized powder uses the piezo-electric property of the tourmaline gemstone to boost microcirculation, leading to improved radiance and a healthy-looking complexion

- Enhance microcirculation
- Masks
- Facial treatments