



MenoShe

pro-aging phytotherapy for menopausal skin

Hormonal balance is a key factor influencing skin aging. The decrease in estrogen concentration during menopause causes a deterioration in skin quality and functioning. This causes thinning, drying and loss of skin elasticity, as well as deepening of wrinkles. It results from a decrease in the amount of collagen in the dermis, including water-binding collagen, elastin, and a loss of the extracellular matrix composed of glycosaminoglycans^[1,2]. **MenoShe** is an innovative raw material created for women in perimenopause and beyond. Its formula is based on three extracts rich in bioactive phytoestrogens, polyphenols, microelements, acids, vitamins, polysaccharides and many other ingredients that have a beneficial effect on mature skin. **Pomegranate extract** is a source of phytoestrogens such as genistein, daidzein and coumestans. Their mechanism of action is based on structural similarity to 17- β -estradiol^[3]. Thanks to the capacity to bind to estrogen receptors, skin thickness, firmness and elasticity increase^[4] through the stimulation of fibroblasts to increase the synthesis of collagen and elastin. Thanks to gallic acid content it also has a brightening effect. **Resveratrol** obtained from dark grape skins, thanks to the high content of polyphenols, mainly stilbene, has enormous antioxidant power. Resveratrol neutralizes free radicals and therefore the signs of oxidative stress, stimulates skin renewal and regeneration processes. It also stimulates the synthesis of glycosaminoglycans and polysaccharides that maintain the appropriate level of skin hydration. **Ginseng extract** complements the broad spectrum of effects of MenoShe. Its main active substances are ginsenosides - triterpene saponins, which increase the ability of hemoglobin to absorb oxygen. Thanks to this, the skin is better oxygenated and nourished. It restores vitality and natural skin illumination.

INCI

Aqua, Glycerine, Punica Granatum L. Fruit Extract, Ginseng Extract, Resveratrol, Potassium Sorbate, Sodium Benzoate

properties

- anti-aging, antioxidant, firming, increasing flexibility, moisturizing, soothing, photoprotective
- brightens and whitens discolorations
- astringent, regulating the functioning of the sebaceous glands due to the presence of tannins, and gallic and ellagic acid in the pomegranate pericarp

advantages

- MOQ 1 kg, suitable for vegans and vegetarians
- ISO 16128 naturalness index close to 1
- PEG-free, paraben-free, GMO-free
- Stable at temperatures from -14 to +40°C

application

- cosmetics for mature skin care in the perimenopausal period creams, masks, serums, ampoules

indications

- mature skin with signs of aging: wrinkles, loss of firmness and elasticity, sensitive
- skin exposed to external factors, with discoloration

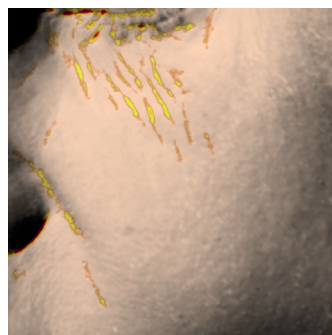
use

- recommended use 1-5%
- raw material added cold, at a temperature below 40°C

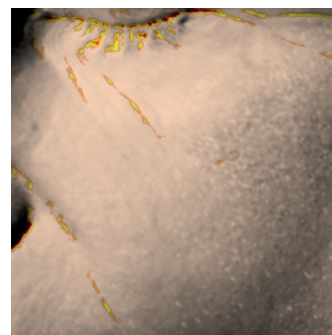
technical data

- clear, liquid with a characteristic smell
- water-soluble
- pH 5.5 - 7.5

wrinkle reduction after a month of using MenoShe

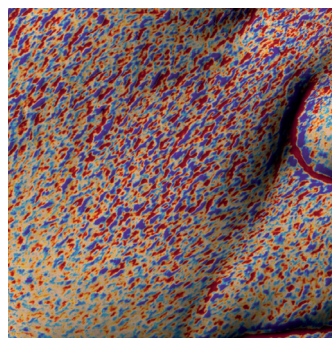


BEFORE

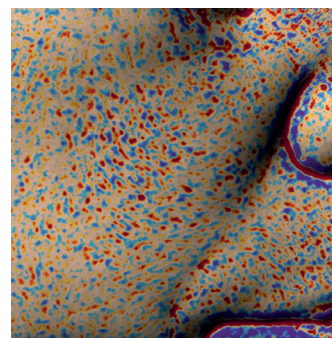


AFTER

Eye and cheek area - reduction in the number of wrinkles by 33%, average width by 14%, average depth by 12%. The photos were taken using ANTERA 3D (Miravex).



BEFORE

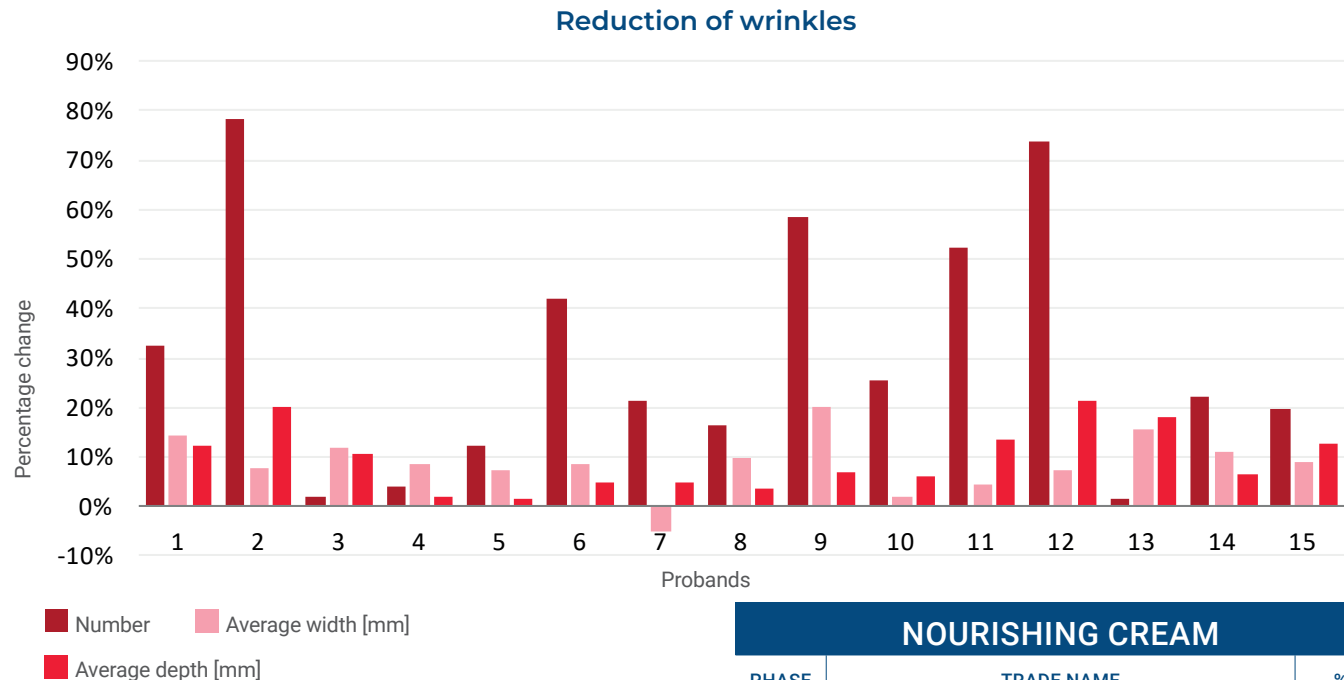


AFTER

Right cheek - skin texture smoothed by 44%. The photos were taken using ANTERA 3D (Miravex).

The effectiveness of MenoShe confirmed by tests:

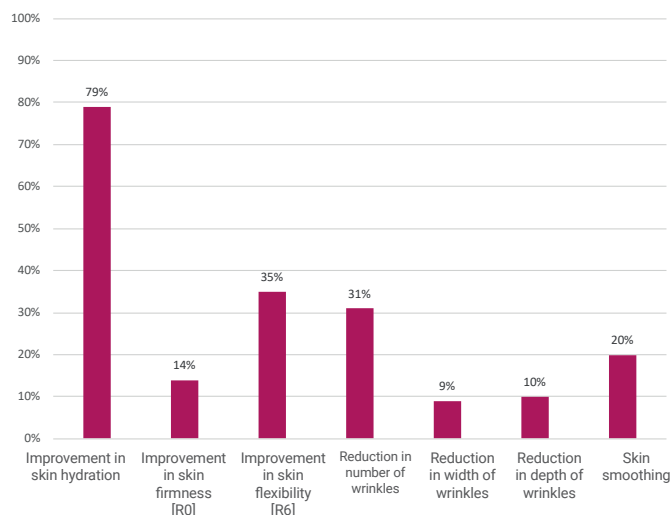
- in **100%** of probands a **reduction in the number of wrinkles, a reduction in the depth of wrinkles, and smoothing of the skin was showed**
- in **94%** a reduction **in the width of wrinkles was showed**
- in **90%** an improvement **of skin hydration was showed**
- in **89%** an improvement **in skin flexibility was showed**



The use of MenoShe guarantees

- Increased skin hydration by **79%**
- Improved skin flexibility by **35%**
- Reduced number of wrinkles by **31%**
- Skin smoothing by **20%**

Results of effectiveness tests



Average results after application for 30 days

Literature:

1. Schwartz RA. Cosmeceuticals. <http://emedicine.medscape.com/article/1067778-overview>
2. Martini MC. Kosmetologia i farmakologia skóry. Wydawnictwo Lekarskie PZWL. Warszawa 2007
3. Barnes S., Kim H., Darley-Usmar V., Patel R., Xu J., Boersma B., Luo M.: Beyond ERα and ERβ: estrogen receptor binding is only part of the isoflavone story. The Journal of nutrition 2000, 130(3), 656S-657S
4. Miyazaki K., Hanamizu T., Sone T., Chiba K., Kinoshita T., Yoshikawa S.: Topical application of Bifidobacterium-fermented soy milk extract containing genistein and daidzein improves rheological and physiological properties of skin. Journal of cosmetic science 2004, 55, 473-481

NOURISHING CREAM		
PHASE	TRADE NAME	%
A	Water	57,99
	Cheladrem- SP*	0,2
	Flocare PSD 100	0,50
B	Glycerine	3,00
	Rheocare® XGN / Verdessence™ Xanthan	0,10
	Symbiomuls GC	2,00
C	Ercawax GMS V	3,00
	Verstatil PC	1,00
	Waglinol 1449NG	4,00
	SP Crodacol CS90 MBAL-PA-(RB)	2,00
	Cetiol C5	6,00
	Tegosoft TN	2,00
	Neossance™ Squalane	2,00
	Shea Butter Care	1,50
	MenoShe	5,00
	ECM Tripeptyd*	2,00
D	Promodermist*	1,00
	HydroHyaluron HM*	4,00
	24 h Hyaluronat*	2,00
	fragrance composition	0,70
E	Sodium hydroxide	0,01

*Popławska Group

technology:

1. Add the ingredients of phase A and the premix of the ingredients of phase B to the main container, mix until obtaining a mass without clusters of solid substances
2. Heat the whole system to 75°C and add the ingredients of phase C, mix until the solids dissolve
3. Add the ingredients prepared in point 2 to the main container, start homogenization
4. Cool the whole system below 40°C
5. Add the ingredients of phase D to the main container and mix
6. Add the ingredient of phase E to regulate the pH