

VegeMoist

The Natural Secret from Sugar Beet



INCI Name:

Betaine
(also known as Trimethylglycine)

Recommended Use Level: 1 - 10%

Certifications: EcoCert, UK Soil Association, NSF, NPA, Kosher

Key Product Attributes for Skin:

- Long Lasting Moisturization
- Promotes Collagen Production
- Non-Occlusive Humectant
- Water Balance (Osmo-Protection)
- Buffering Properties
- Solubilizer of Sal Acid & Allantoin
- Texture & Feel Improver

Key Product Attributes for Hair:

Deep Conditioner
Hair Strengthenener
Foam Enhancer
Perm Improver
Ease of Combing
Scalp Protection

Key Product Attributes for Oral:

Relief for Dry-Mouth Formulations
Effective Against SLS Irritation
Moisturizing



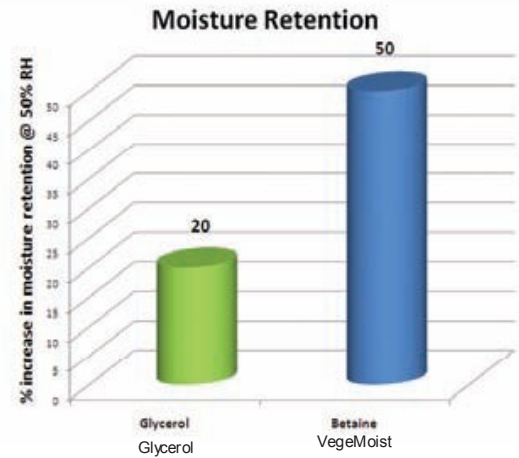
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CLAIMS SUBSTANTIATION:

Dynamic Vapor Sorption

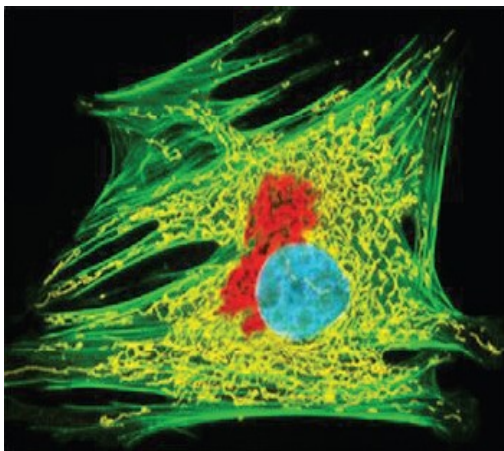
Objective: To determine the moisture retention properties for glycerol and betaine.

Results: VegeMoist demonstrates superior moisture retention properties when compared to glycerol. Betaine shows over 50% weight increase from absorption of water.



In Vitro Collagen Synthesis

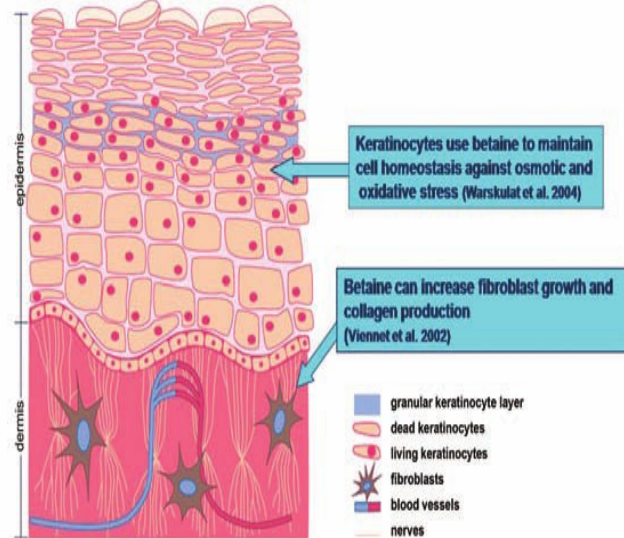
Fibroblasts & VegeMoist



VegeMoist (1%) stimulates fibroblast growth and collagen production

- VegeMoist may counteract the UV induced degradation of collagen fibers and premature apoptosis of skin cells
- Gene microarray data shows upregulation of prolyl-4-hydroxylase, TIMP₁ and TIMP₂, COL1A₁ and COL1A₂

VegeMoist and Skin Health



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In Vivo Conditioning Study

Leave-On Conditioner Evaluation

Objective: To determine the efficacy of 2% VegeMoist in a basic hair conditioner.

- 10 panelists with a range of hair lengths, treatments and styles
- Subjective questionnaire used to evaluate at the end of the study

Results:

The use of 2% VegeMoist immediately afterwards resulted in a brighter gloss on the hair and softer hair feel. After 24 hrs treatment, panelists noticed hair was smoother and had more body than control without VegeMoist.

