URBAN STOP

Effective protection of skin from pollution attacks













Placebo Strip 3



Urban-Stop Strip 3

URBAN-STOP PROVIDES SIGNIFICANT PROTECTION AGAINST POLLUTION (+79%)

INTRODUCTION

Airborne particulate matter (PM) pollution, especially particles with an aerodynamic diameter under 2.5 μ m (fine particles, PM2.5) is recognized as a crucial risk factor in skin diseases as atopic dermatitis, impairment of skin immune defense, skin pigmentation and aging. Urban-Stop is an innovative active ingredient that actively protects skin from damages induced by over-polluted environments. Urban-stop forms a natural film barrier able to reduce the adhesion and accumulation of airborne particulate matter PM2.5 on the skin and protects skin against free radicals thanks to the extraordinary detoxifying properties of pulp extract obtained from Amazonian fruit Camu Camu (Myrciaria dubia) rich in vitamin C, ellagic acid, niacin, riboflavin, phosphorus, potassium, beta-carotene, calcium, and amino acids.

WHAT IS IT:

the new antipollution system based on combination of a concentrated cold pressed and solvent free Camu Camu pulp fruit extract and Aureobasidium Pullulans Ferment extract.

BENEFITS FOR SKIN

Urban-stop anti-pollution system is designed to:

- protect skin from damage caused by aging pollutants and environmental aggressors
- minimize the appearance of wrinkles and temporarily tighten skin
- promote, moisture, antioxidant and anti-inflammatory activities.
- protect the skin from aggressive cleaners

HOW DOES IT WORK:

Urban-stop acts by forming a flexible, uniform and non-occlusive film on the skin surface that prevents contact of PM 2.5 particles with living cells of the skin. The extraordinary detoxifying properties of Camu Camu pulp fruit extract, due to the high vitamins and anti-oxidants content, reduce the harmful effects of toxic substances contained in the PM2.5.

EFFICACY DATA: ANTI-POLLUTION ASSAY ANALYSIS

28 volunteers (33-56 years) were asked to apply 5 mg of each tested materials: 1) cream containing 3% Urban Stop; 2) Placebo cream, on their volar forearms. After complete absorption the areas were treated with 10 mg of black iron oxide with particle size of 2,5 microns that mimics the PM 2.5 found in the polluted air. Two hours later treated area were washed with deionized water, dried and stripped with a Tesafilm 2 x 3,0cm (Beiersdorf, Germany). Each tape was collected and treated with 5 ml of nitric acid (65%) and analyzed by ICP-MS to evaluate the content of iron.



IN VITRO TEST: PROTECTIVE EFFECT OF URBAN-STOP ON CELL VIABILITY



Reconstructed Human Epiderm Model was treated with different dosages of PM 2.5 obtained from NIST (US) SRN-2783 (0, 20, 50, 100 and 200 μ g/ml) for 24 hours to simulate environmental pollution. Cell viability was evaluated by MTT test and IL-1 α by ELISA.

Significant decrease in IL-1 α (-88%) and increase in cell viability (+51%)





Significant improvement of the Skin texture (+57%)



IN VIVO TEST: EFFECT ON SKIN TEXTURE IMPROVEMENT

Test protocol: 22 volunteers (age between 34-56 years); 2 applications/Day on split face with a cream with 3% Urban-stop vs placebo; period of treatment 28 days. Analysis of skin texture carried out with numerical picture using VISIA-CR (Canfield US)

IN VIVO TEST: EFFECT ON TRANS EPIDERMAL WATER LOSS (TEWL)

Test protocol: 22 volunteers (age between 34-56 years); 2 applications/Day over a period of four weeks, on the subject's volar forearms with a cream containing 3% Urban-stop vs placebo; Analysis of TEWL was carried out using a Dermalab multiparameter Combo (Cortex Technology Danmark).



PRODUCT DESCRIPTION:

INCI NAME: Aqua (and) Myrciaria Dubia Fruit Extract (and) Aureobasidium Pullulans Ferment Extract (and) Glycerin

SPECIFICATION:

Density (at 20°C)1,05-1,10 g/mlpH4,0-5,0AppearanceAmber viscous and cloudy solutionRefractive index1,40-1,44Dry Matter15% minBacteria< 100 cfu/ml</td>Yeast & Moulds< 10 cfu/ml</td>

PRESERVATIVE:

Sodium Benzoate (0,2%) Potassium Sorbate (0,12%)

SOLUBILITY: Soluble in water phase

DOSAGE: 3,0-5,0%

OPTIMUM PH: 4.0-7.0

CERTIFICATION STATUS: Natural product, ECOCERT Approved, GMO Free, Not Tested on animals

SAFETY & TOXICITY: Non Irritating, Non Toxic (EC N° 897/2008; EC N° 1907/2006 REACH)

PACKAGING: 10 kg Plastic drums

COMPLIANT WITH REGULATION: China, EU, US Japan, Canada, Australia



Naturalis Srl Via Ozanam, 20811 - Cesano Maderno (MB) - Italy Phone +39 0362 545457 - Fax +39 0362 526364 - www.naturalis.it - info@naturalis.it

The brochure is not intended for consumer and any extract must be used in order to market products. No design, photography or other extract derived from this brochure are to be used without our prior written approval. The person using the active ingredient set out in this brochure in the formulation of finished products is solely responsible for ensuring that the ingredient is in compliance with all applicable laws and regulations. We hereby disclaim all warranties of suitability of the principle set out in this brochure for any purpose. Any potential user of the principle must himself determine the suitability of the ingredient for its intended use.