



# BUSINESS PLAN 2024

PERSONAL CARE



## FOCUS ITEM

### REJUVENATE

This emulsified active ingredient from the lipid and aqueous fraction of passion fruit is upcycled and manufactured by Rubian, an essentially Brazilian company. This ingredient is rich in piceatannol, an antioxidant more powerful than the reference resveratrol. It also contains linoleic acid and carotenoids in its composition. It drastically reduces ROS and also inhibits the action of MMPS, leading to a significant increase in collagen and elastin in the skin. It stimulates the production of new fibroblasts. Furthermore, Rejuvenate inhibits the action of tyrosinase with the same potency as kojic acid and provides hydration to the skin by increasing aquaporin channels by 30%. This comprehensive active ingredient also stimulates cellular renewal by 35%.

## TOOLS: PRESENTATIONS

- Rubian Rejuvenante MCassab

## PROTOTYPES

- Passiflora Luminous - SKC 1.270422.ctd

## SALES TEAM FOCUS:

- Skin Care
- Brazilian Biodiversity
- L'Occitane (Aline com Deda)
- Argentina and Colombia