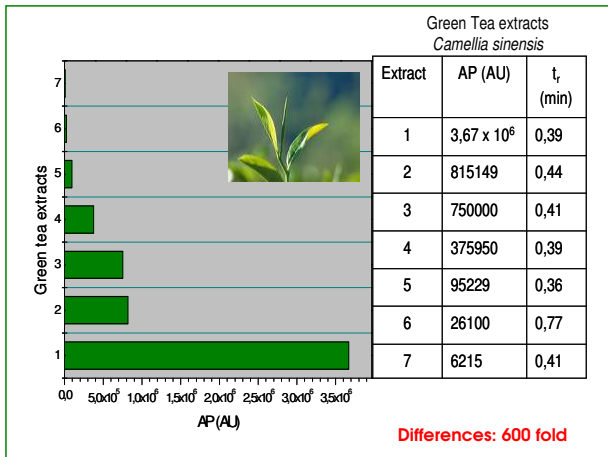


CHOOSING THE RIGHT ANTIOXIDATIVE ACTIVE FOR YOUR COSMETIC FORMULATIONS



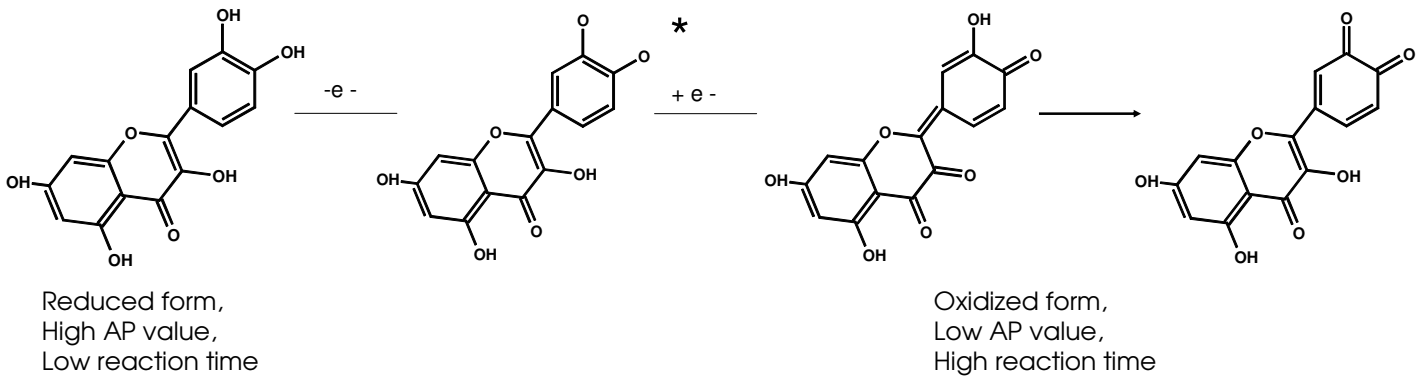
Many antioxidative raw materials may be suitable to support your claims for your product.

Which ones should be chosen?

The AP (Antioxidative Power) Method allows to:

- Differentiate raw materials based on their activity against free radicals;
- Control the activity and stability inside your particular formulation;
- Optimize the production process and storage conditions to maintain the highest activity
- Quantify synergistic effects of different actives directly in your formulation.

1. NATURAL EXTRACTS



2. VITAMINS AND DERIVATIVES

