

## State of the art of cosmetic products: Antioxidative Power (AP) as a screening tool

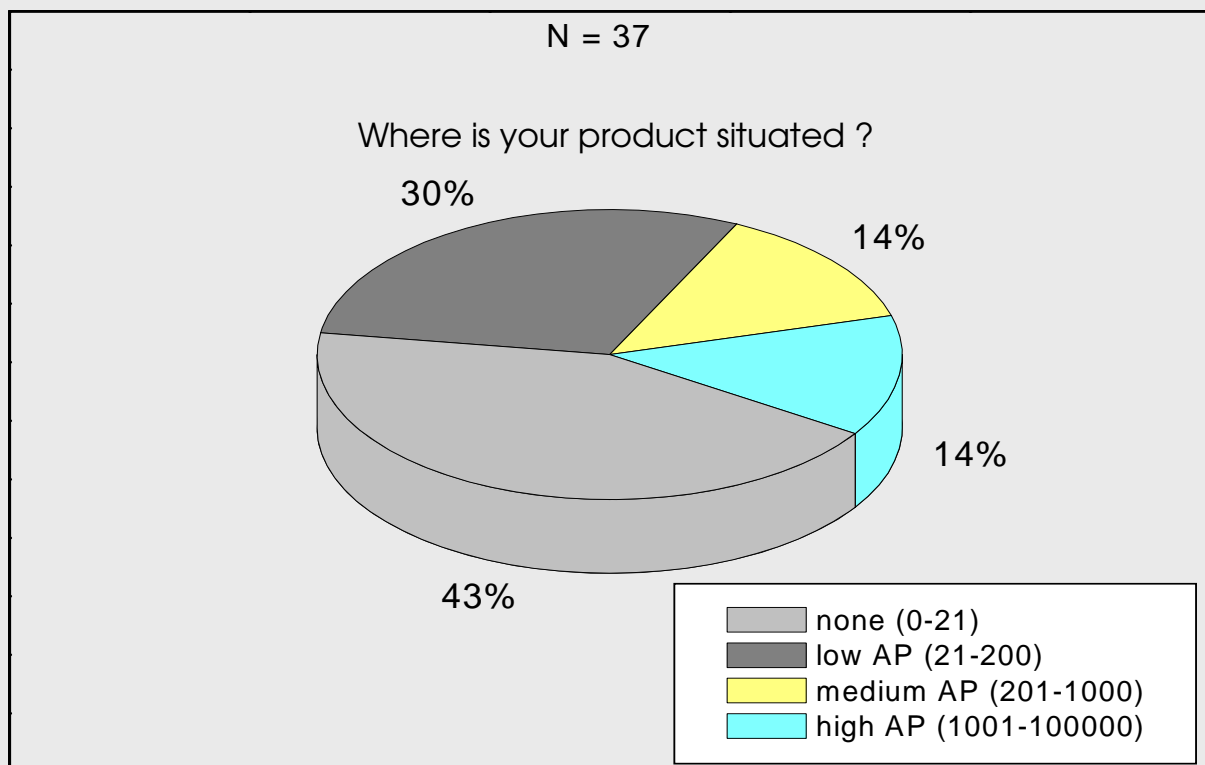


Antioxidative activity can be determined by using the AP (Antioxidative Power) method. This technique enables to quantify the antioxidative capacity and reactivity in raw materials as well as in final products. A direct comparison between different products is possible.

The AP (Antioxidative Power) of 37 cosmetic daycare products claiming antioxidative / anti-ageing activity and having almost one antioxidative active in the INCI was determined.

All products claimed one of the following properties:

- **Antioxidant free radical scavenger** - **combat and repairs free radical damage**
- **attack free radicals** - **enemy for free radicals** - **Radical protection complex**



**73 % of the tested products have no or very low Antioxidative Power !**

An improvement of the quality and quantity of the used antioxidative actives is advisable.

Choosing the right ingredients, utilizing synergistic effects, preparing a product with higher penetrability and finally testing the EFFICACY on the skin : these are the milestones for the development of highly antioxidative/antiageing products.