

Extreme summer and winter conditions combined with environmental factors often dehydrate the skin, negatively affecting condition, skin radiance and cell regeneration.

Myravive is a clinically proven solution for prevention of dermal water loss, dry dull skin, epithelial cell mortality and visible wrinkling.

Myravive is aimed at providing a rapid hydration solution for the formulator and user.

ZUPLEX
BOTANICALS

MYRAVIVE

MYRAVIVE

INCI NAME

Myrothamnus flabellifolia
leaf extract, glycerine, water

CHARACTERISTICS

Appearance: Amber liquid with pleasant mint overtones

Solubility: Water soluble, partially soluble in ethanol

pH: 5.4

pH range: 4.5–6.5

- Cosmos approved
- China compliant
- Non-irritant
- Standardised
- Derived from nature
- Safe and clinically tested

USAGE

Use level: 2–5%

Shelf-life: 24 months

EFFICACY

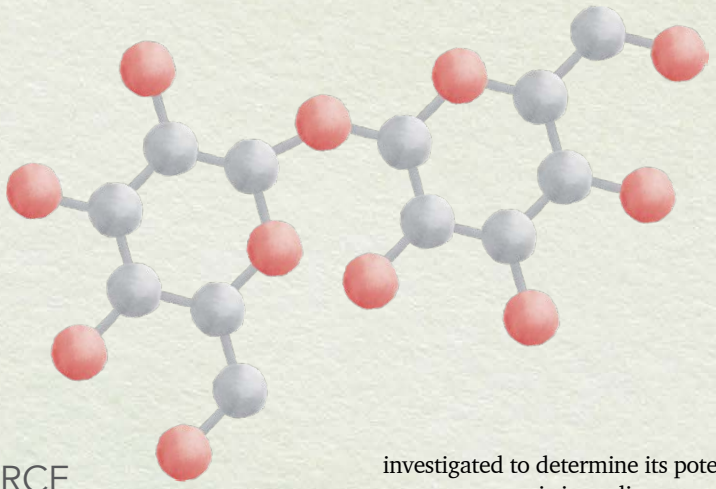
Skin hydration:
↑ 47 % (2hrs) ↑ 32 % (4hrs)
↑ 17 % (8hrs)

Skin firming:
↑ 5.9 % (14 days) ↑ 9.4 % (28 days)

Skin elasticity:
↑ 5.2 % (14 days) ↑ 9.2 % (28 days)

Skin smoothness:
↑ 8.0 % (14 days) ↑ 9.6 % (28 days)

Wrinkle depth:
↓ 6.7 % (14 days) ↓ 11 % (28 days)



SOURCE

Myrothamnus flabellifolia is a remarkable plant possessing an extensive root system which extends into the crevices of the rocky slopes on which it grows. The plant grows from South Africa to Kenya on the African continent. During times of drought, the plant appears to die completely and the leaves appear to be dark and desiccated. After rain a miracle occurs, the plant resurrects itself within hours and the leaves become green and lush again. A miracle of nature!

TRADITIONAL USES

In African traditional medicine, the uses of this plant include the treatment of wounds, haemorrhoids, skin complaints, herpes simplex and gum disorders. Its wide usage in traditional medicine has been the motivation for scientific adaptation as a cosmetic ingredient for skin hydration.

ACTIVE COMPONENTS

The leaf extract contains 3,4,5-galloylquinic acid, trehalose, polysaccharides and arbutin.

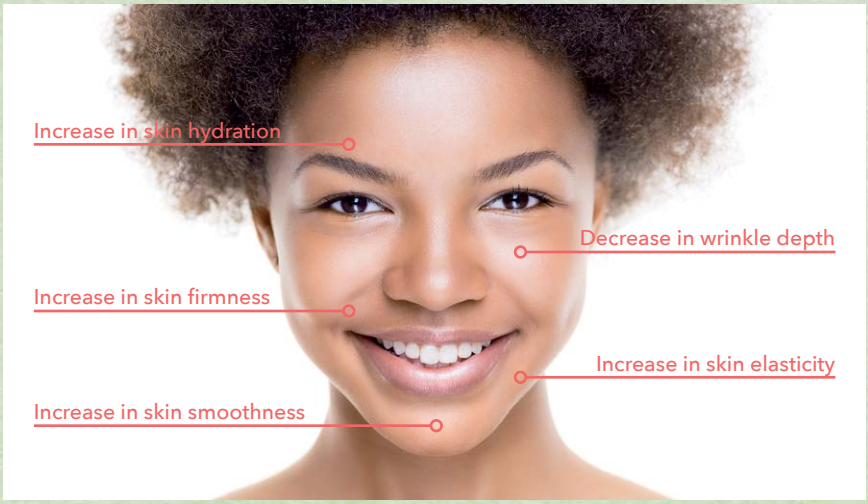
CLAIMS

The ability of the plant to rehydrate and revitalise itself has been scientifically investigated to determine its potential use as a cosmetic ingredient.

Clinical studies confirm that a combination of the polyphenolic tannin, 3,4,5-tri-*O*-galloylquinic acid, and a disaccharide (Trehalose) is responsible for the activation of rapid hydration and protection of the skin against desiccation. Trehalose is associated with anhydrobiosis which is the ability of plants to withstand extended periods of desiccation due to high water retention capabilities. The sugar forms a gel phase as cells dehydrate, which prevents disruption of internal cell structures by binding them in position. Rehydration then allows normal cellular activity to be resumed without any damage that would normally follow a dehydration/rehydration cycle.

3,4,5-tri-*O*-galloylquinic acid protects the skin in two ways, firstly interposing with the lipid layer by reducing desiccation, and secondly the polyphenol is a potent antioxidant, protecting the membranes against free radical-induced damage.

Myravive also contains unique additional polysaccharides that nourish the skin cells and contribute to its use as an anti-ageing agent. It is well known traditionally for softening and smoothing the skin.



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