

China's anti-pollution tech is booming

The Guardian, April 2016

On newspapers...

Pollution: A Business Opportunity for Cosmetics

EuroMonitor International, March 2017

Antipollution is undoubtedly creating one of the biggest buzzes in the industry right now

Lucy Whitehouse, Cosmetics design Europe March 2017

Antipollution has sped the top of the industry's agenda in recent years, particularly when it comes to skin care

Lucy Whitehouse, Cosmetics design Europe November 2017

Mintel unveils new research demonstrating the increasing popularity of anti-pollution in cosmetics

Mintel Nov.2016

Oxisol

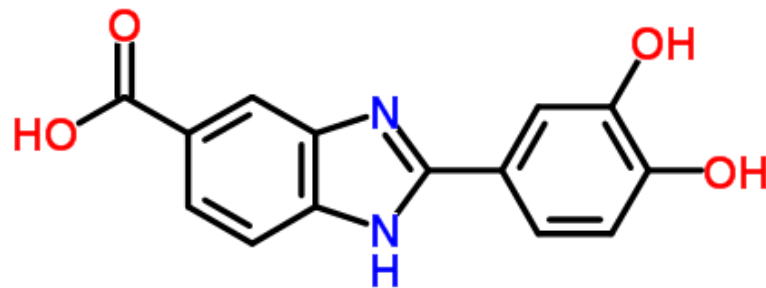
NEW AGE REJUVENATION PANACEA

- ANTI- POLLUTION
- STABLE FREE RADICAL SCAVENGER
- INFRARED AGEING PREVENTION
- UNMATCHED ANTIOXIDANT
- UV-A AND UV-B BOOSTING
- PHOTOSTABLE

Rev. 12-07-21




Kalichem
a lamberti company



UNIVERSITÀ
DEGLI STUDI
DI FERRARA
- EX LABORE FRUCTUS -

DI-HYDROXY PHENYL BENZIMIDAZOLE CARBOXYLIC ACID

Made in Italy innovation peak

Multi-Functional anti-aging active

Sinergistic action acting on several aging factors
(Pollution, Free Radicals, InfraRed,
Wrinkle Prevention, UV-A, UV-B)

Smart chemistry: the first anti-aging specialty able to
stabilize its structure and activity

PATENTED

Oxisol





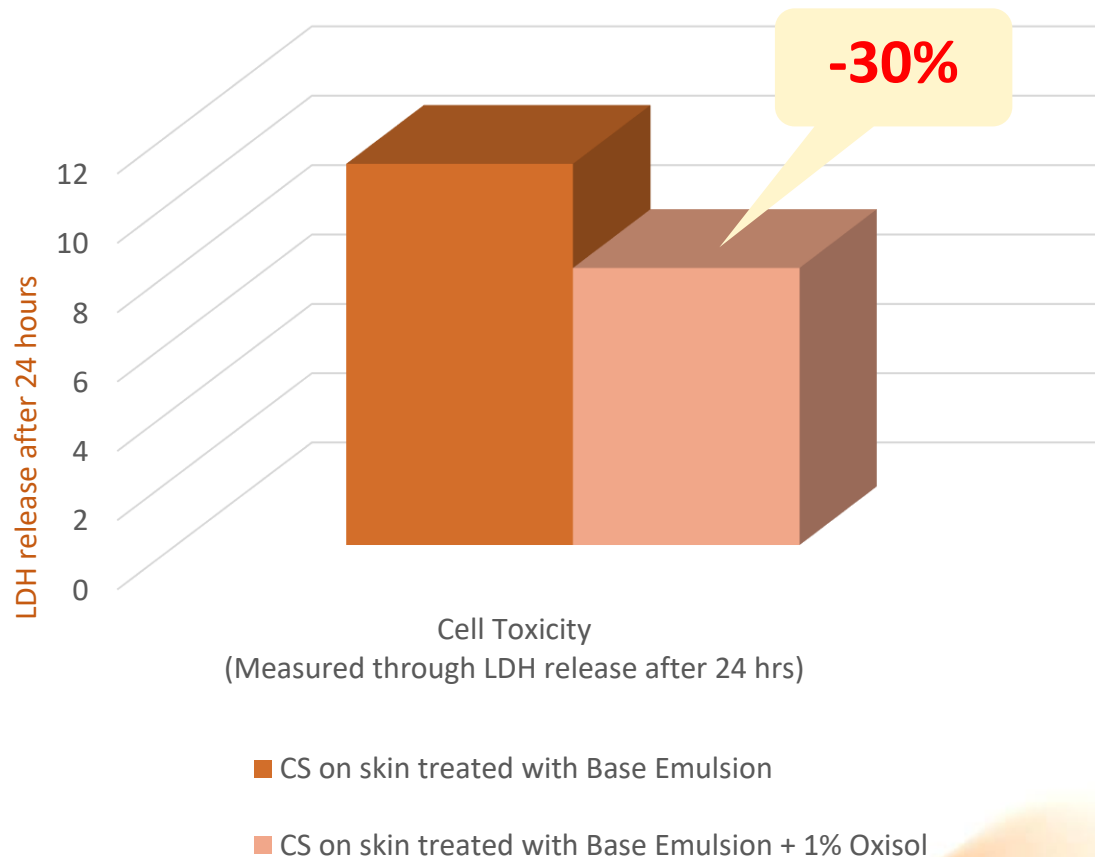
Oxisol

decrease of Cell death by 30 %
compared to base creams
working also as a synergic booster

REDUCTION of POLLUTION HARMMS

POLLUTION TEST (LDH RELEASE)

Test carried out on Reconstructed Epidermal Model (RHE). The Cells were pre-treated with Chemical Smoke; comparison of the levels of LDH on areas of the skin treated without cream, treated with base emulsion and base emulsion + Oxisol. LDH (Lactate DeHydrogenase) is a marker of cell necrosis and apoptosis.



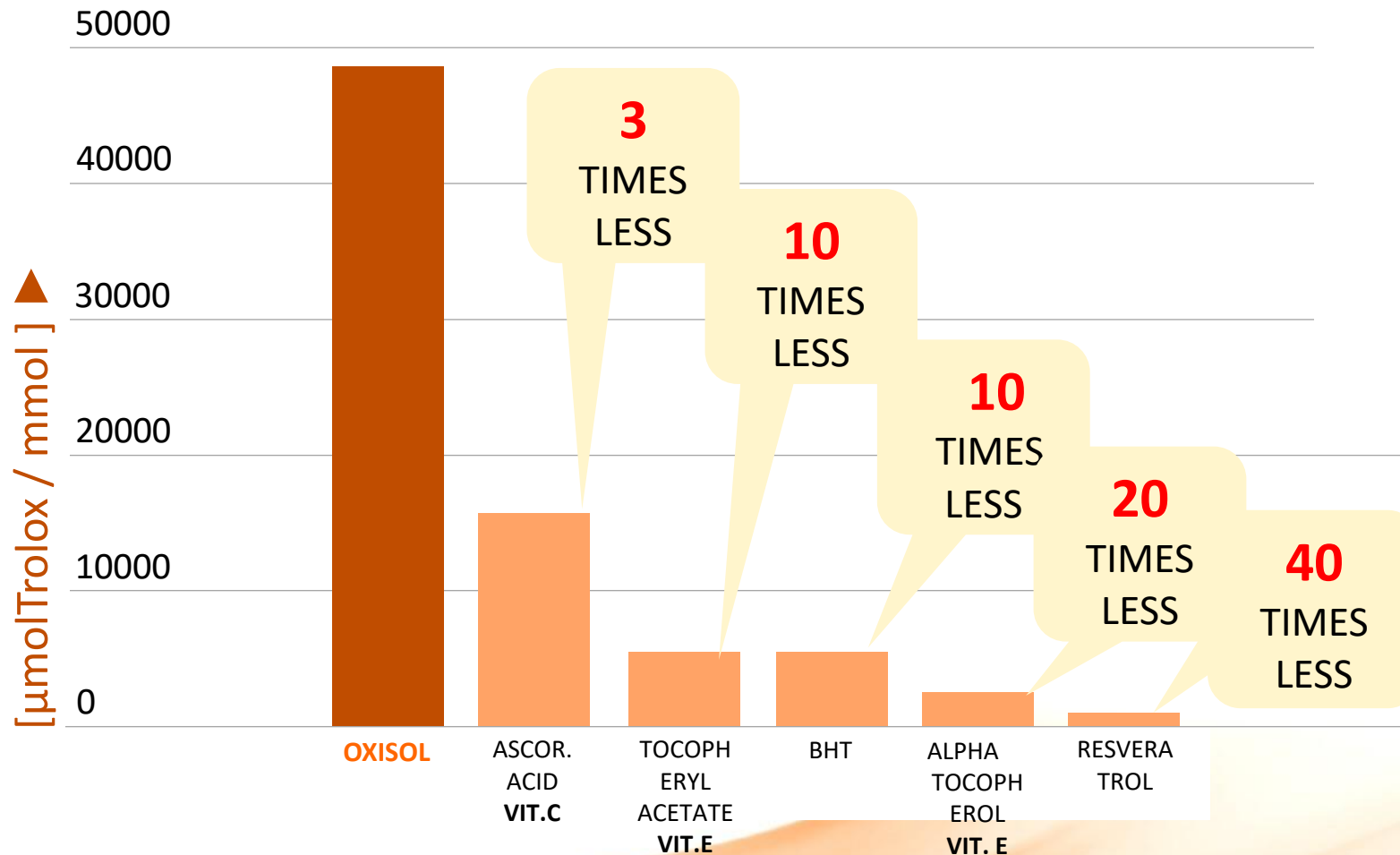
Traditional skin care creams can amplify the toxic effects related to pollution exposure

Oxisol reduces by **30%** the pollution-related toxicity compared to traditional creams used in cosmetics

* Tests carried out by Ferrara University

FREE RADICALS SCAVENGING TEST ON *RAW MATERIAL*

PCL- PHOTOCHEMILUMISCENCE : shows the anti-oxidant capacity through chemiluminescence. The marker used (Luminol) is a molecule that when gets oxidized by free radicals, emits a light measured through a specific tool (Photochem) . The presence of anti-oxidant substances deactivates the radical species, inhibiting the chemiluminescence



Oxisol works much better than

Vitamin C
(stabilized version)
Vitamin E
Resveratrol

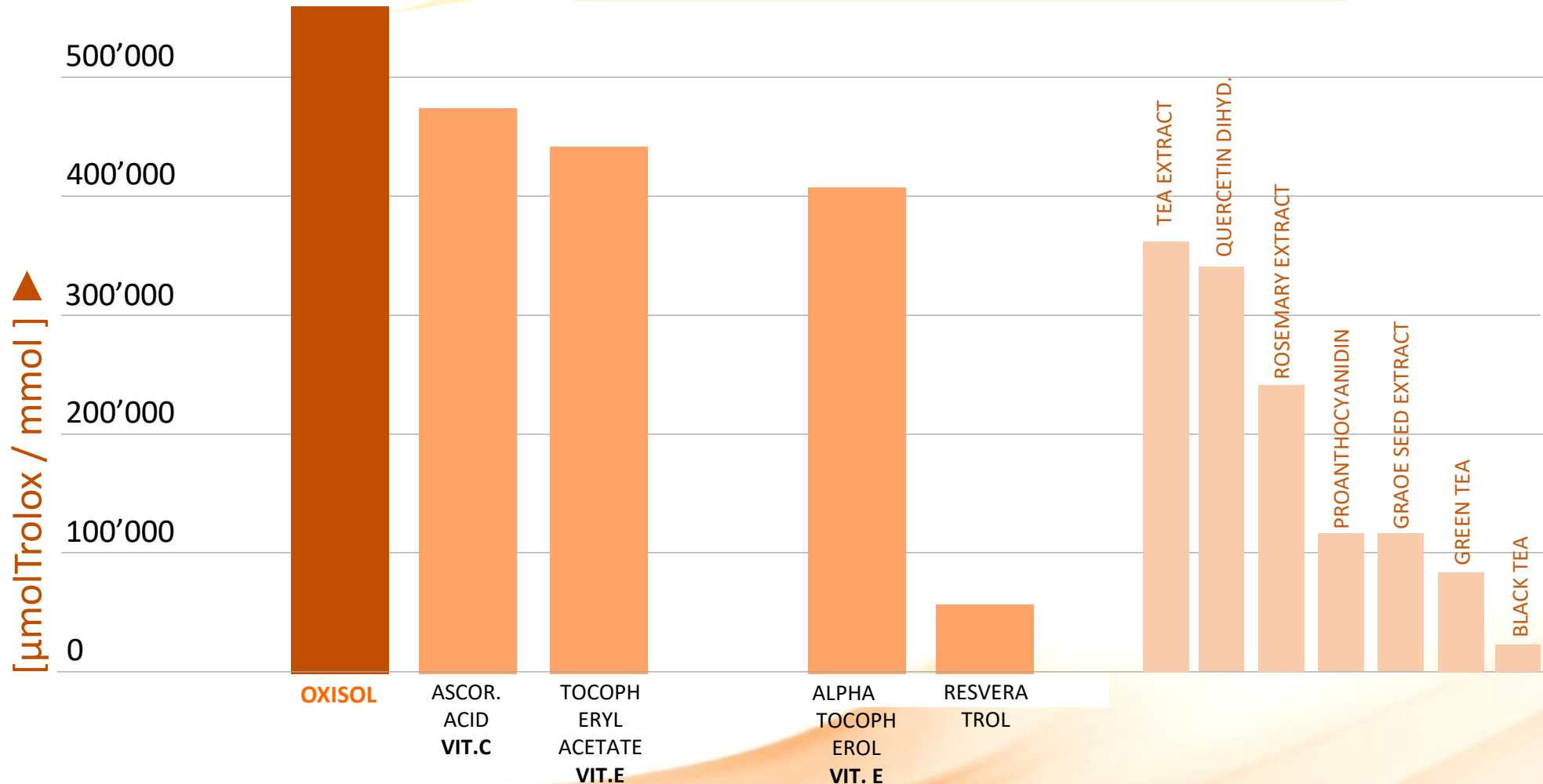
Oxisol



FREE RADICALS SCAVENGING TEST ON *RAW MATERIAL*

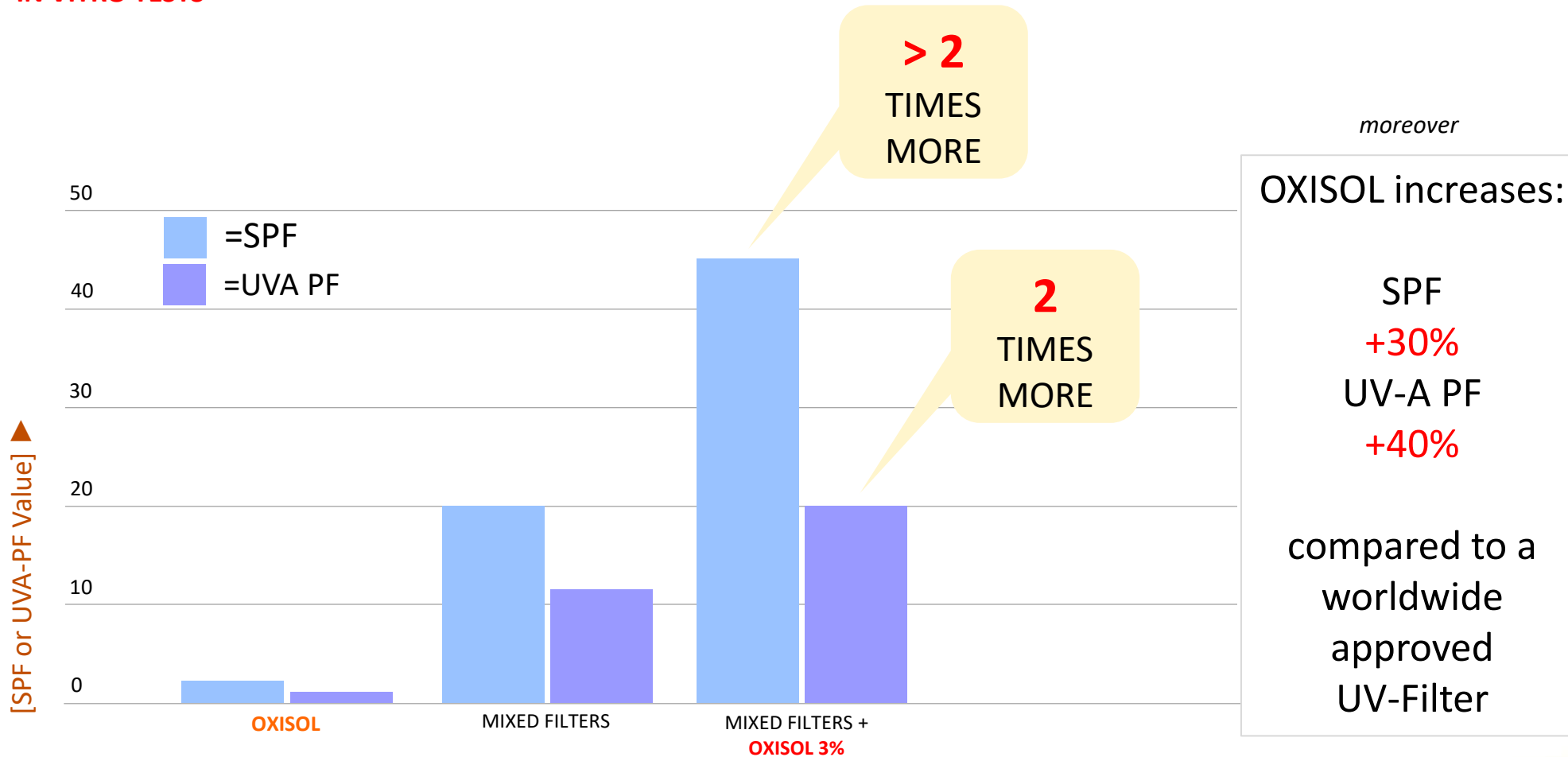
DPPH: Test carried out with DPPH (DiPhenyl-Picril-Hydrazyl), stable cationic radical chromophore, reduced in presence of antioxidant compounds

OXISOL IN FORMULA AT DIFFERENT CONCENTRATIONS WORKS **MUCH BETTER** THAN MOST COMPETITORS



INFLUENCE ON UV-A & UV-B PROTECTION [TEST 2]

IN VITRO TESTS



MIXED FILTERS:

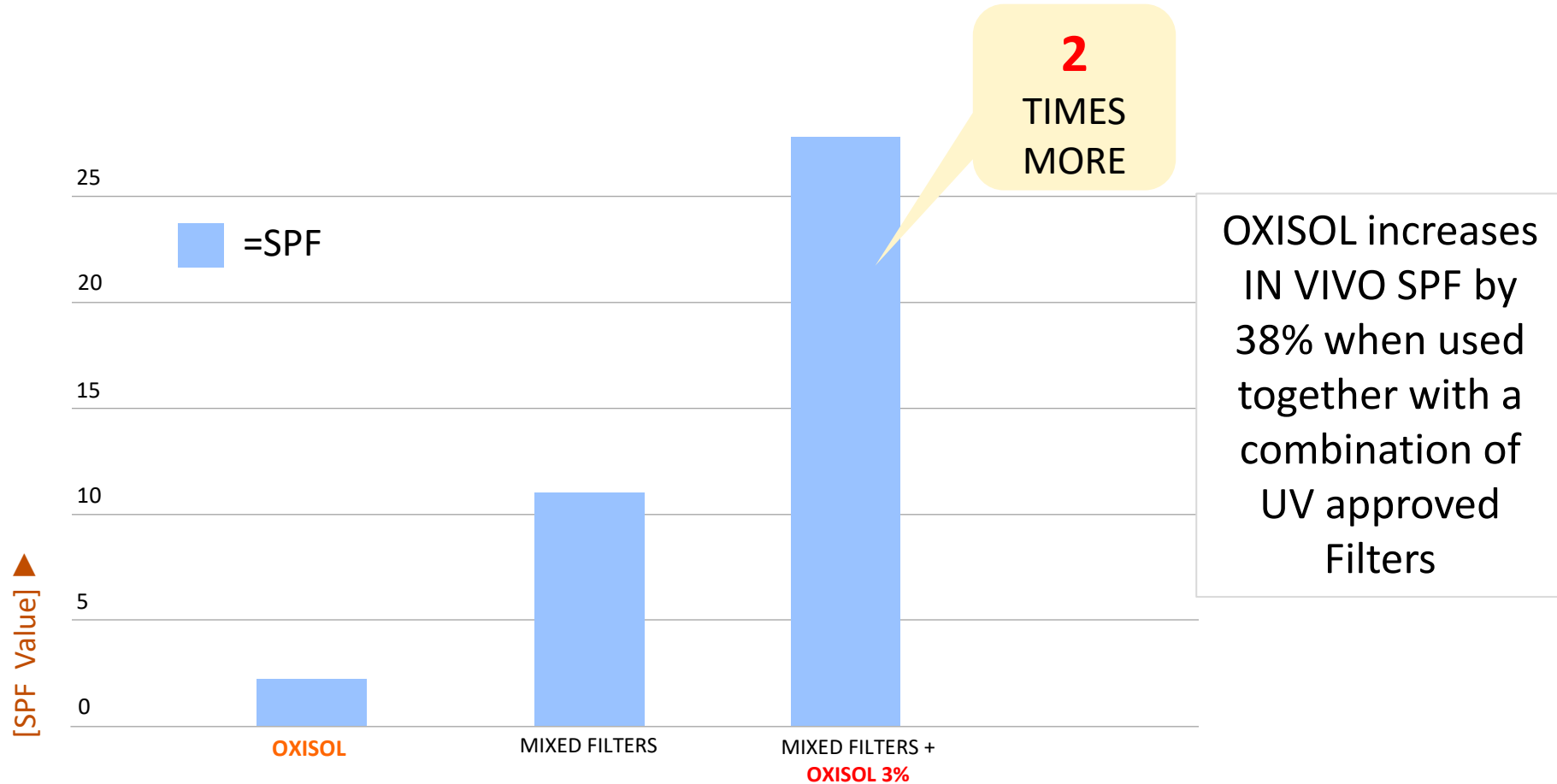
Avobenzone	4,7 %
Octocrylene	8 %
OctylMethoxycinnamate	8 %

Oxisol



INFLUENCE ON *UV-B PROTECTION* [TEST 3]

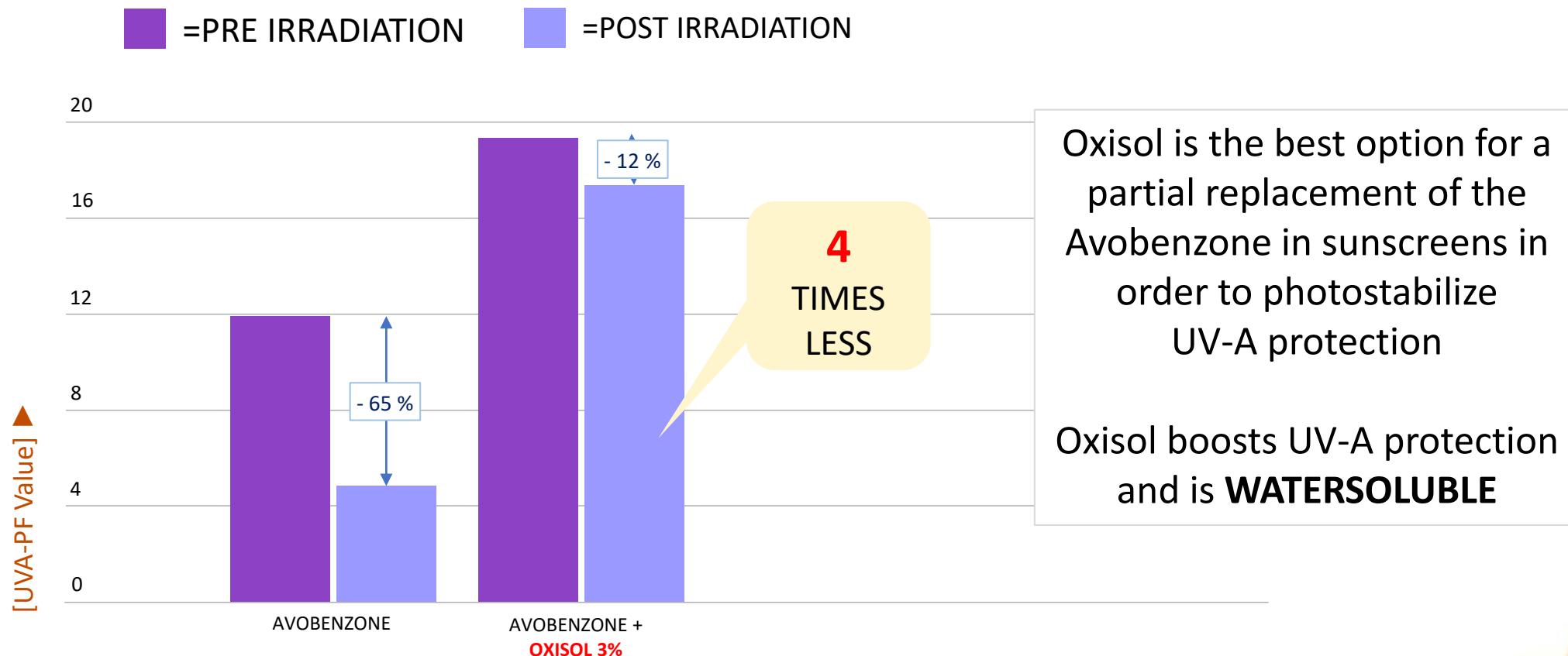
IN VIVO SPF TESTS



MIXED FILTERS:
Avobenzene 2 %
Octocrylene 4 %
OctylMethoxycinnamate 4 %

INFLUENCE ON POST IRRADIATION UV-A STABILITY

IN VITRO TESTS



Oxisol



Oxisol

Oxisol is a water soluble compound to be preferentially solubilized in water at pH 8.5 (with Arginine) or 9,5 (with NaOH)

After solubilization, it should be added to the rest of the formula.

After being added, it bears pH adjustments, remaining solubilized

It can also be solubilized with the following ratio:

33 Water: 1 Oxisol: 0.25 NaOH

WATER SOLUBLE





Oxisol

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Oxisol

NEW AGE REJUVENATION PANACEA



Oxisol

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REDUCTION of POLLUTION HARMS



FREE RADICALS SCAVENGER

Unmatched Anti-Oxidant Power
Intrinsic and in-formula tested
Innovative stability mechanism

Oxisol



Oxisol

SUN PROTECTION

In Vitro & In Vivo tests

UV-A & UV-B protection positive
(Oxisol is water-soluble)
(more effective than UV-B approved filter)

Stabilizing UV-A Filters (like Avobenzone)
Photo stable



Oxisol

protection against:

- POLLUTANTS**
- FREE RADICALS**
- UV-A RAYS**
- UV-B RAYS**
- IR RELATED AGING PROCESS**