

**Other Inside Beauty Solutions of include:**

Branded mineral ingredients to prevent skin premature aging and promote a healthy glowing skin and branded botanical ingredients to prevent premature aging by reducing oxidative stress.

Microencapsulated Minerals

**LIPOFER™**

microcapsules  
Bioavailable and stable source of iron

Lack of iron causes hemoglobin levels to decrease, resulting in the subsequent reduction of red blood cells which leads to a pale skin and dark circles <sup>(1)</sup>.

**ZINCNOVA™**

microcapsules  
Stable and tasteless source of zinc

Zinc contributes to the maintenance of normal skin<sup>(2)</sup> increasing the transport of Vitamin A, helping to protect body tissue from damage and repair any damage present and healing, proper connective tissue formation <sup>(3)</sup>.

Botanical Ingredients

**ASTAGILE™**

microcapsules  
Naturally stable astaxanthin for healthy aging

Astaxanthin has been shown to have anti-inflammatory and anti-oxidant properties, which further encourages its usage to maintain skin health and tackle skin damage <sup>(4)</sup>.

**CURCUSHINE™**

microcapsules  
Bioavailable and soluble curcumin with anti-aging benefits

Curcumin has been shown to protect skin from oxidative stress and accumulation of Advanced Glycation End products (AGEs) therefore prevents skin from aging <sup>(5)</sup>.

**References**

<sup>(1)</sup> Screening of nutritional and genetic anemias using elastic light scattering Lieshu Tong, et al. <sup>(2)</sup> Art. 13 (1) Commission Regulation (EU) 432/2021 of 16/05/2012 <sup>(3)</sup> Potential medicinal importance of zinc in human health and chronic disease Debjit Bhowmik, Chiranjib, et al <sup>(4)</sup> Protective effects of astaxanthin on skin: Recent scientific evidence, possible mechanisms, and potential indications Kritarth Naman Singh, et al. <sup>(5)</sup> Curcumin against advanced glycation end products (AGEs) and AGEs-induced detrimental agents Mohammad Alizadeh and Sorayya Kheirouri.

A healthy diet...

...can impact appearance of skin



Beauty from within



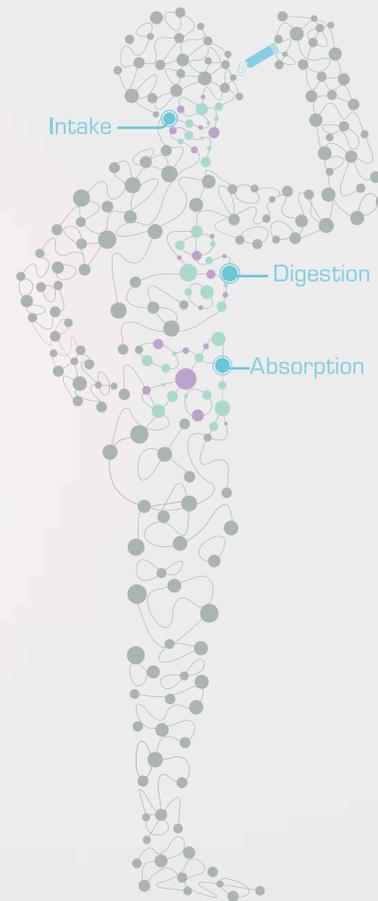
**ENABLING DIFFERENTIATED NUTRACEUTICAL SOLUTIONS**



Botanical Ingredients



Microencapsulated Minerals



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HEALTH

LUBRIZOL LIFE SCIENCE



Inside Beauty Solutions



## Inside Beauty Solutions by Lubrizol

Demand for ingestible beauty products, or nutraceuticals, is now rapidly spreading across the globe, as consumers everywhere gain more and more confidence in their proven benefits.

Nutraceuticals Market is Poised to Reach **US\$14.1 billion** by 2026

CAGR: 5%



Main functional beauty benefits:

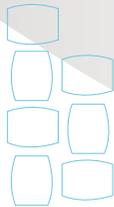
### TOP CLAIMS



As nutrition and diet play a big role in skin health, there is a growing demand for 'Beauty From Within' solutions to manage skin health concerns from the inside out. There is also an increasing consumer interest in beauty supplements that can work in unison with topical products and form part of a more thorough wellness, supplement and skin/haircare routine.

## Benefits

- ✓ High solubility in water
- ✓ Superior curcumin absorption
- ✓ Protection vs oxidative stress
- ✓ Collagen care



# CURCUSHINE™

microcapsules

Bioavailable and soluble curcumin with anti-aging benefits



Lubrizol offers Inside Beauty Solutions that provide skin benefits from within.

Botanical Ingredients



## Nutraceutical Applications



A wide range of applications including: dietary supplements, functional foods and functional beverages is possible.



UV irradiation



Mineral and botanical ingredients to boost beauty from the inside out

**LUBRIZOL LIFE SCIENCE**