

## 86% Agree that skin texture has improved

## PeptiProtect

# Innovation rooted in wisdom

## Ayurvedic cosmetic ingredients

Unlock the secrets of Ayurveda - the ancient Indian science behind a new generation of natural, high-performance beauty products.

Our innovative ingredient blends combine years of wisdom with modern studies to deliver proven results. Each plant-powered complex features time-tested botanicals, rooted in a rich heritage of classical Ayurvedic formulations.

Welcome to the future of wellness, reimagined.

Natural, vegan & zero waste blends

## Sustainable sourcing

Beyond product performance, we're committed to social responsibility and sustainability. In addition to embracing a zero-waste philosophy by reusing any leftovers from ingredient production, we source our materials from small-scale Indian farmers and women-led self-help groups, empowering local communities.

## What is PeptiProtect?



Skin Texture Improving Beauty Botanicals

PeptiProtect is a specially blended, meticulously prepared, combination of three standardized plant extracts with an unparalleled safety profile.

This has been used for thousands of years in Ayurvedic formulations to treat skin for improving its texture, brightness, and calming benefits, keeping it moisturized, and preventing UV damage thanks to presence of natural peptides.

Clinical studies at only 1% concentration have shown excellent 24 hours moisturization, wrinkle correction, improvement in skin texture and skin brightening benefits.

## Ingredients

## Indian Winter Cherry

INCI name - Withania somnifera root extract Ayurvedic name - Ashwagandha

#### Benefits:

- Potent antioxidant properties help repair oxidative stress induced damage reducing aging signs like wrinkles, fine lines, blemishes and dark spots
- Imparts a relaxing, soothing and revitalizing effect on body, lowering cortisol level
- Boosts collagen formation enhancing skin-repair and cell-regeneration
  processes
- Stimulates the production of hyaluronan which helps in keeping skin hydrated and supple

## Green Gram/Mung Bean

INCI name - Vigna radiata seed extract Ayurvedic name - Moong dal



#### Benefits:

- Phyto-actives (phyto-proteins, peptides, polysaccharides, and polyphenols) help achieve smooth, hydrated, nourished, younger-looking skin
- Phyto-proteins lower depth of wrinkles while smoothing out rough, dry skin caused by UV damage
- Peptides help stimulate the skin to produce more collagen resulting in firmer, younger-looking skin, being also critical in skin repair and skin renewal processes
- Polysaccharides hydrate and retain water within skin layers
- Polyphenols help reverse signs of aging sun spots, fine lines, and wrinkles



#### Sweet Potato

INCI name - Ipomoea batatas root/tuber extract Ayurvedic name - Sthool kand

#### Benefits:

- Anti-bacterial and anti-fungal properties help prevent skin from infections
- Wound healing properties help repair micro damages and improve skin appearance
- Natural phyto-glycosides help stimulate collagen production and impart an anti-aging effect, keeping skin hydrated while improving its texture

## **Functions & Benefits**

- Helps improve skin texture
- Moisturizes and softens the skin
- Helps improve skin radiance
- Helps promote anti-aging benefits



(Jp)

Dermatologist approved

Clinically



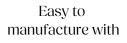
Zero waste

Cold

processable

100% natural







## Typical Properties

INCI names	Withania somnifera root extract, Vigna radiata seed extract, Ipomoea batatas root/tuber extract				
Appearance	Off white to yellowish white, fine powder				
Solubility	Soluble in water				
pH of 1.0% solution	5.5 - 8.0				
Applications	Creams, Lotions, Serums, Gels, Sunscreens, Masks; Waterless formulations				
Usage level	1.0% - 2.5%				
Storage	Store in tightly sealed containers at room temperatures. Avoid exposure to excessive humidity & heat				

## **Clinical studies findings**

## Skin Smoothness & Texture

Results observed in 60 days from application of PeptiProtect 1% cream twice daily on right side of the face in terms of skin smoothness and texture.

Visual pictures of skin smoothness and texture improvement.

Day 1



Day 60











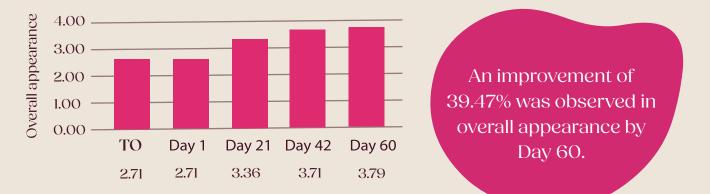
Table showing mean Skin Smoothness and Overall Appearance data at baseline (TO) to Day 60.

Parameter	ТО	Day 1	Day 21	Day 42	Day 60	% Improvement
Skin smoothness	2.50	2.50	3.00	3.50	3.57	42.86
Overall appearance	2.71	2.71	3.36	3.71	3.79	39.47

#### Graph showing skin smoothness results at TO to Day 60.



Graph showing skin overall appearance improvement results at TO to Day 60.



## Further Clinical Studies Findings

#### **Skin Elasticity**

- By Day 60, 32.77% improvement on Right Crow's feet area has been seen in terms of skin elasticity
- By Day 60, 48.39% improvement on Right Cheekbone area has been seen in terms of skin elasticity

#### **Skin Moisturization**

By Day 60, 32.68% improvement on Right Cheekbone area has been seen in terms of skin moisturization

#### **Skin Brightening**

By Day 60, 19.40% improvement on Right Cheekbone area has been seen in terms of skin melanin content

For further details (data, graph, pictures), please contact us.

## Dermatologist Assesment

Degree of wrinkle, skin moisture, skin firmness, skin smoothness, skin colour, and overall appearance of skin were visually evaluated by the dermatologist.

Parameter	ТО	Day 1	Day 21	Day 42	Day 60	% Improvement
Degree of wrinkle	4.71	4.71	4.00	3.21	2.79	40.91
Skin moisture	2.64	3.00	3.21	3.71	3.79	43.24
Skin firmness	2.50	2.50	3.21	3.57	3.86	54.29
Skin colour	2.36	2.36	2.79	3.00	3.21	36.36

As per the dermatologist an overall improvement in the parameter like degree of wrinkles (40.91%), skin moisture (43.24%), skin firmness (54.29%) and skin colour (36.36%) were observed from the baselline till day 60.

### Subject Feedback

- Has your skin tone become more even?
- Has your skin brightened/lightened?
- Has your overall appearance of dull, rough skin improved?
- Has your skin texture improved?
- · Has appearance of fine lines & wrinkles reduced?
- Does your skin feel smoother?
- Does your skin feel softer and supple?
- Does your skin feel hydrated and moisturized?



#### Summary

- 100% subjects agreed that their skin tone had become more even, skin had become lighter and appearance of fine lines & wrinkles had reduced
- 92.86% subjects agreed that their appearance of dull & rough skin had improved, that their skin felt softer, smoother & more supple and appeared hydrated & moisturized
- 85.71% subjects agreed that their skin texture had improved

### References

Withania somnifera (L.) Dunal whole-plant extracts exhibited anti-sporotrichotic effects by destabilizing peripheral integrity of Sporothrix globosa yeast cells. Sudeep Verma, Ashish Kumar Gupta et al. Published online 2022 Jun 17.doi: 10.1371/journal.pntd.0010484

Inhibitors of Intracellular Signaling Pathways that Lead to Stimulated Epidermal Pigmentation: Perspective of Anti-Pigmenting Agents. Genji Imokawa and Koichi Ishida et al. Int J Mol Sci. 2014

Withaferin A—A Promising Phytochemical Compound with Multiple Results in Dermatological Diseases.Simona Bungau, Cosmin Mihai Vesa et al. Molecules. 2021 May; 26(9): 2407.

In vitro protective effects of Withania somnifera (L.) dunal root extract against hydrogen peroxide and β-amyloid(1-42)-induced cytotoxicity in differentiated PC12 cells. Kumar S, Seal CJ, Howes MJ et al. Medicinal Plant Research Group, School of Agriculture, Food and Rural Development, Newcastle University, Newcastle upon Tyne NE1 7RU, UK. Phytother Res. 2010 Oct;24(10):1567-74.

The relationship between chondroprotective and antiinflammatory effects of Withania somnifera root and glucosamine sulphate on human osteoarthritic cartilage in vitro. Sumantran VN, Chandwaskar R et al. Interactive Research School for Health Affairs (IRSHA), Bhartiya Vidyapeeth Deemed University Medical College Campus, Dhankawadi, Pune 411043, India. Phytother Res. 2008 Oct;22(10):1342-8.

Protective effect of Withania somnifera (Solanaceae) on collagen glycation and cross-linking. Babu PV, Gokulakrishnan A et al. Department of Biochemistry, Islamiah College, Vaniyambadi 635 752, Tamil Nadu, India. Comp Biochem Physiol B Biochem Mol Biol. 2007 Jun;147(2):308-13. Epub 2007 Jan 31.

Mung Bean (Vigna radiata L.): Bioactive Polyphenols, Polysaccharides, Peptides, and Health Benefits. Dianzhi Hou, Laraib Yousaf et al. Nutrients. 2019 Jun; 11(6): 1238. Published online 2019 May 31.

Inhibitory effects of mung bean (Vigna radiata L.) seed and sprout extracts on melanogenesis. Yoo Min Jeong, Ji Hoon Ha et al. Food Sci Biotechnol. 2016; 25(2): 567-573. Published online 2016 Apr 30.

A critical review on phytochemical profile and health promoting effects of mung bean (Vigna radiata). Panel Kumar Ganesan, Baojun Xu et al. Food Science and Human Wellness Volume 7, Issue 1, March 2018, Pages 11-33

Phytochemical constituents and pharmacological activities of Ipomoea batatas I. (Lam) – A review. Vandana Panda et al. prin. K .M. Kundnani college of pharmacy November 2011

Influence of purple sweet potato extracts on the UV absorption properties of a cosmetic cream. Chin-Feng Chan, Ching-Yi Lien et al. J Cosmet Sci. 2010 Sep-Oct;61(5):333-41.

Biological activities of sweet potato (Ipomoea batatas L.) tips and tubers. Chae Young Hong, Yeon Jae Jo et al. First published: 26 July 2022. https://doi.org/10.1002/fsn3.2999

"Ayurveda teaches us to live in harmony with ourselves, others, and the environment to achieve true wellbeing"

#### About us

Yurvani is a UK-based ingredient manufacturer specialising in Ayurvedic blends. We help brands unlock the secrets of Ayurveda - the ancient Indian science behind a new generation of natural, high-performance beauty products.

Looking for something specific? We also develop custom blends. Get in touch to find out more! Yurvani

## Get in touch



@yurvani\_uk



@yurvani

www.yurvani.com moon@ascotl.com

