ABS Pueraria Mirifica Extract PF
Anti Aging + Conditioning

Tomorrow’s Vision… Today!®
ABS Pueraria Mirifica Extract PF

Technical Information:

- **Code:** 10642
- **INCI Name:** Water & Butylene Glycol & Pueraria Mirifica Root Extract
- **INCI Status:** Conforms
- **Suggested Use Level:** 1.0-10.0%
- **Suggested Applications:** Anti-Aging, Conditioning
Estrogens

• Primary female sex hormones

• Functions in the body:
  • Development of sex characteristics, such as breast tissue
  • Maintenance of healthy skin and bones

• Production decreases overtime during a gradual shift in hormone levels, known as menopause

• Decreased estrogen effects:
  • Hair growth
  • Wrinkle formation
  • Epidermal elasticity
Hormone Replacement Therapy

- Hormone Replacement Therapy (HRT) has become a common treatment used to combat symptoms of menopause and to prevent bone loss in postmenopausal women.

- Contraindications of HRT which include the risk of developing breast cancer, deep vein thrombosis, pulmonary emboli and stroke have discouraged the use of certain HRTs.

- These risks drove the desire to find a natural alternative to HRT.
Phytoestrogens

- Phytoestrogens are chemicals produced by plants with mild estrogenic effects
- Flavonoids are the primary class of phytoestrogens
- Flavonoid sub-classes include:
  - Coumestans
  - Prenylated flavonoids
  - Isoflavones
- It is generally understood that phytoestrogens have structural similarities to estrogen which explains why these plant compounds would have similar effects in vivo
Pueraria Mirifica

- Commonly known as Kwao Krua
- Naturally rich in phytoestrogens
- Known for its antioxidant properties

Benefits:
- Reduces appearance of wrinkles
- Improves elasticity
- Increases collagen production
ABS Pueraria Mirifica Extract PF
Efficacy Assay Results

Moisturization Study

Figure 1. Percent increase in moisturization after application of ABS Pueraria Mirifica Extract PF.
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Additional Data

• Dermal and Ocular Irritation Tests: Non-Irritating
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THANK YOU

For more information – Visit our website!
www.activeconceptsllc.com