



# Ayuredi<sup>®</sup>



## Holistic anti-ageing active ingredient

**Eco-designed** active ingredient  
**Holy basil** polyphenols (*Ocimum sanctum*)  
Ayurvedic plant sourced in **Thailand**

o Anti-exposome (psychological & environmental stresses)

o Anti-wrinkles & firming

o Skin radiance



A PIONEER AND EXEMPLARY  
CSR STRATEGY ADOPTED IN 2004

**EXPANSCIENCE<sup>®</sup>**  
**LABORATOIRES**

# Identity

## Botanical Information

**Botanical name:** *Ocimum sanctum*  
**Local names:** Holy Basil, Tulsi  
**Family:** Lamiaceae (mints)  
**Characteristics:** erect, many-branched subshrub, 30–60 cm tall with hairy stems  
**Environment:** tropical and sub-tropical regions



## A thousand virtues plant sourced in Thailand

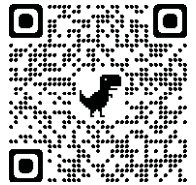
Sourced by Expanscience in Thailand, in the Chiang Mai region (north of Thailand), holy basil, commonly known as tulsi, is a very well-known plant used in Ayurvedic medicine. Acting as an adaptogenic plant by helping the body adapt to stress and find deep reserves of energy, the holy basil is considered as an "elixir of life".

# Concept

## Ayuredi®, a serene feeling for your skin

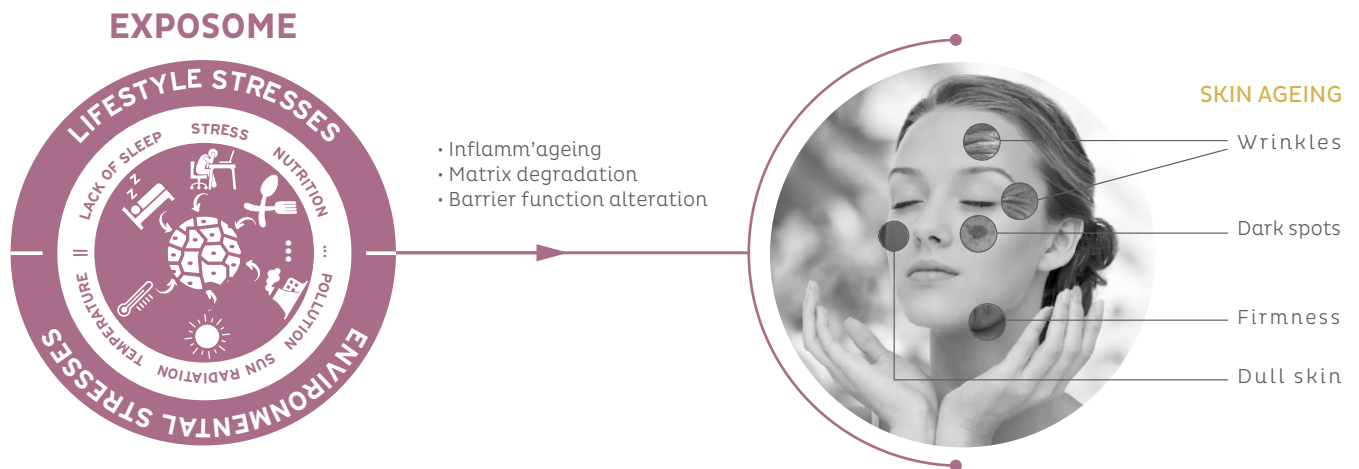
Flash to discover  
your **Dosha** profile!

<https://iamsaharose.com/dosha-quiz/>

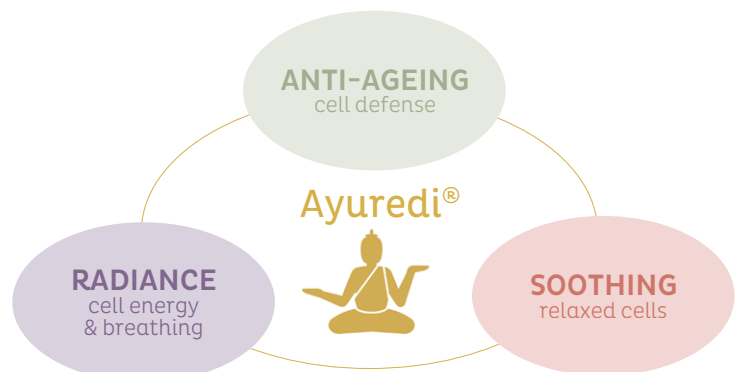


### NAMASTE\*!

Ayurveda is the oldest holistic medicine in the world, based on the mind-body connection : **the Doshas**. The **three Doshas** (Vāta, Pitta, Kapha) represent our physical processes, personality and emotional traits and reflect our skin profile. They change through life & depend on your exposome. The balance of the doshas allows to move towards serenity, health and longevity.



Ayuredi®, a holy basil extract rich in polyphenols, protects the skin against daily stresses (environmental as well as psychological) to restore **the skin's balance for a serene skin!**



# Ayuredi<sup>®</sup>, a holistic anti-ageing ingredient

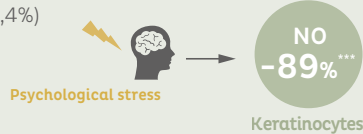
## In vitro tests ▶ Clinical study

- Randomized, double-blind, 8-weeks study
- A: 22 women (cream with Ayuredi<sup>®</sup> 3%)
- B: 23 women (placebo)
- Average 53 y.o.
- Phototype I to III : ITA<sup>°</sup> from 28° to 55°
- Facial application (2 x day)
- Assessments at 4 & 8 weeks

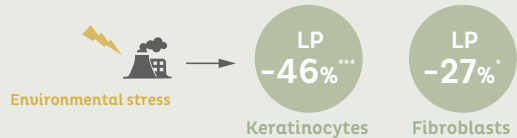
### Protects the skin from oxidative stress

- **Cortisol** is the **main stress hormone** in our body. High cortisol levels generate Nitric Oxide (NO). NO unbalances skin homeostasis.

Under cortisol stress, Ayuredi<sup>®</sup> (0,4%) **protects from skin damages.**

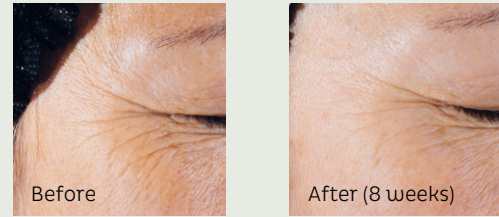


- Under pollution stress, lipid peroxidation (LP) increase. Ayuredi<sup>®</sup> (0,08%) preserves **the hydrolipidic film** to maintain a healthy skin barrier function.



### with Ayuredi<sup>®</sup>, wrinkles are visibly reduced

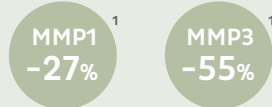
Crow's feet wrinkles analyzed by topography



Area (mm<sup>2</sup>): **-13%\*\***  
Length (mm): **-14%\*\***

### Protects & restores dermal matrix

- **dermal matrix** degradation markers



- dermis **hyaluronic acid synthesis (HAS2 +18%)<sup>1</sup>**
- **cell adhesion** and **dermal structure (DPT +6%)<sup>1</sup>**

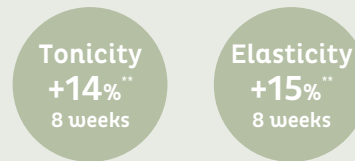


- **collagen I synthesis**

<sup>1</sup>Bioalternative inflamm'ageing model (PMA stress) Ayuredi<sup>®</sup> 3% (topical) vs placebo

### with Ayuredi<sup>®</sup>, the skin regains its firmness

Skin firmness evaluated by cutometer (suction test)



### Inhibits inflammatory markers to soothe the skin

- IL1 $\alpha$ , IL8 & IL6 are signaling proteins secreted by cells and are involved in the inflammatory response.



<sup>1</sup>Bioalternative inflamm'ageing model (PMA stress) Ayuredi<sup>®</sup> 3% (topical) vs placebo

### with Ayuredi<sup>®</sup>, redness is attenuated

Red polarized light analysis (10-subject subpanel)

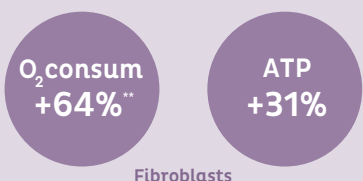


Hb: **-4%\*\***  
 $\alpha^*$ : **-3,3%\*\***

Hemoglobin (Hb) is the main component of red blood cells  
 $\alpha^*$  is the red skin color value

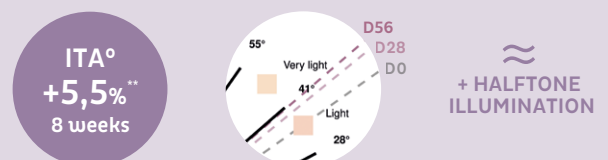
### Boosts energy to increase the cellular renewal

- Mitochondria are the energy factories of the cells. Under pollution stress, Ayuredi<sup>®</sup> (0,4%) **restores mitochondrial functions.**



### with Ayuredi<sup>®</sup>, the complexion is more radiant

ITA<sup>°</sup> : skin tone indicator (↗ ITA<sup>°</sup>= ↗ glow)  
Results vs D0



# Notes & formulation

## General information

INCI name: *Propanediol, Water, Ocimum sanctum Leaf Extract* (IECIC - 2021 listed (China))

Use percentage: 1-3%

Water soluble

No preservative system

Packaging: 1 kg and 10 kg

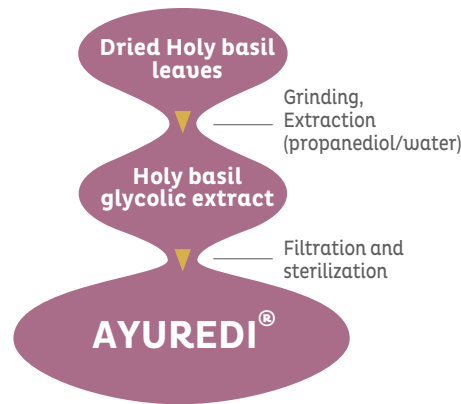
Patent: FR2100513



**COSMOS APPROVED**

Raw material approved by Ecocert Greenlife, conform to the COSMOS Standard

## Eco-friendly patented process



## Inspirational formulations with Ayuredi®

According to your Dosha, discover your personal biphasic lotion that matches your skin profile!

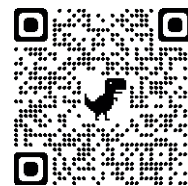
- Vāta's caress for dry skins
- Pitta's spark for sensitive skins
- Kapha's confidence for oily skins

### Vāta's caress

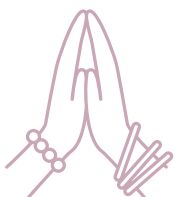
A	<b>SESALINE® BIO</b> Laboratoires Expanscience	<b>Sesamum Indicum (Sesame) Seed Oil Unsaponifiables</b>	<b>2,00%</b>
	ORGANIC SESAME OIL	Sesamum Indicum Seed Oil	25,85%
	<b>ORGANIC VIRGIN AVOCADO OIL</b> Laboratoires Expanscience	<b>Persea Gratissima (Avocado) Oil</b>	<b>2,00%</b>
	TOCOMIX L70 IP CO (353552)	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	0,10%
	PATCHOULI ESSENTIAL OIL	Pogostemon Cablin Leaf Oil	0,05%
B	DEMINEALIZED WATER	Water	60,33%
	CLEARTHIX S	Cellulose Gum, Algin	0,12%
	GREENDIOL	2,3-Butanediol	6,00%
	<b>AYUREDI®</b> Laboratoires Expanscience	<b>Propanediol, Water, Ocimum sanctum Leaf Extract</b>	<b>3,00%</b>
	SODIUM BENZOATE	Sodium Benzoate	0,30%
	VANILLA AROMATIC EXTRACT	Saccharum officinarum extract, Vanilla planifolia extract, Alcohol	0,10%
20% AQUEOUS CITRIC ACID SOLUTION	Water, Citric Acid	0,15%	

Formulation instructions on demand

Flash to discover the **3 formulas!**



Ready to know more about Ayuredi®?  
Contact our team!



- [www.expanscience-ingredients.com](http://www.expanscience-ingredients.com)
- [@expanscience.ingredients](https://www.instagram.com/expanscience.ingredients)
- [Laboratoires Expanscience](https://www.linkedin.com/company/laboratoires-expanscience)
- [contact-ingredients@expanscience.com](mailto:contact-ingredients@expanscience.com)

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