

# INFINITY INGREDIENTS

Inspiring Cosmetics

Tanning



## Tanning

Skin colour, which is dependent on the type and amount of Melanin present along with the number of active Melanocytes, is an important attribute of beauty. Asian cultures associate lighter and more even complexions with higher social status, compared to Western cultures for whom a tanned complexion is associated with a healthy glow.

Sadly there is no such thing as tanning safely in the sun. With growing consumer awareness of the damaging effects of the sun, the sunless tanning market is booming. The most popular method is by applying products containing DHA topically. The skin initiates a non-enzymatic Maillard (browning) reaction between the DHA and the commonly found Amino acids in the skin, namely Lysine, Glycine and Histadine. A brown complex known as Melanoidins is then formed.

Spray tanning and home self-tanning creams and lotions remain the most popular. There is also a growing market for tanning pills or the injectable peptide Melanotan, but these methods are not recommended and will not be covered in this document.

We can separate this market category into three sections; exfoliation to prepare the skin, tanning and finally moisturisation to preserve the tan for as long as possible.

# Exfoliation

## Eco Scrub Murumuru

(INCI: *Astrocaryum murumuru* seed powder)

Eco Scrub Murumuru represents a natural and sustainable alternative to the use of exfoliating synthetic polymers. The product has natural colouration without the addition of synthetic additives and brings all the benefits of the fruit to the exfoliation in the final formulation.

It is rich in lauric and myristic fatty acids, in addition to vitamin E constituent tocopherols. It can be used in gels for face and body, as well as liquid soaps, creams and bath lotions.

Recommended usage level: 0.1 - 1.5% liquid and bar soaps; 0.1 - 1% creams, lotions and gels

## Tanning

### Andiroba oil

(INCI: Carapa guaianensis seed oil)

Andiroba oil is composed of fatty acids: myristic, palmitic, stearic, oleic, linoleic and linolenic. Studies show its use as a natural insect repellent, anti-cellulite and the activation of melanin production (acting preventively in the appearance of gray hair). It also offers an anti-inflammatory and regenerative action.

Recommended usage level: 2 - 5% as phytocosmetic in creams and moisturisers, shampoos, conditioners, creams, lotions and gels. Creams/ lotions and repellents 1 - 5%

### Lupine Oil

(INCI: Lupinus Albus Seed Oil, Triticum Vulgare (Wheat) Lupinus Albus Seed Oil)

Lupine is a legume whose seeds are very high in protein and secondary oil. This plant is an important source of molecules for cosmetic and nutritional products.

Lupine oil is extracted from sweet white lupine seeds sustainably farmed in France. Low in lipids, the seeds produce a rare oil that provides a natural amber colour, due to the presence of  $\beta$ -carotenes (a known photoprotector), to formulations.

Lupine oil protects the skin from external aggressions thanks to its high content of carotenoids and vitamin E.

Recommended usage level: 0 - 100%

## MelinOil™

(INCI: Isopropyl Palmitate, Lecithin, Aqua, Acetyl Hexapeptide-1)

MelinOil™ is an oil-soluble version of a patented  $\alpha$ -MSH biomimetic peptide. The smart lipophilisation technology used in MelinOil™ leads to a transparent micro dispersion of the peptide in an oil allowing its formulation into clear oil-based products.

MelinOil™ binds MC1-R both on melanocytes and keratinocytes to stimulate the natural skin defence system against sun and also stimulate melanin production in the hair bulb to reverse the signs of greying (hair and beards).

MelinOil™ acts effectively and simultaneously on melanogenesis to improve natural cell UV protection by melanin, on DNA repair to limit photo ageing and on the inflammatory cascade to soothe sun-ravaged skin.

Recommended usage level: 0.5 - 5%

## Melitane®

(INCI: Glycerin (and) Water (and) Dextran (and) Acetyl Hexapeptide-1)

Melitane® is a Peptide agonist of the  $\alpha$ -MSH ( $\alpha$ -Melanocyte stimulating hormone). Due to its affinity with the receptor MC1-R, Melitane® can be used as a natural photo-protector and as an inflammation modulator.

Melitane® stimulates pigmentation and Melanin (natural protection factor) under UV-inducing condition. Melitane® represents an ideal complement to the skin's own level of natural Melanin and strengthens the skin's defence.

In addition, Melitane® makes the skin less sensitive to UV-induced erythema. When used in hair applications, Melitane® helps reduce the greying of the hair bulb.

Recommended usage level: Tanning effect: 0.5 - 5% Soothing effect: 1 - 5% Protective effect: 1 - 2.5% DNA protection and repair: 0.5%

# Moisturising

## Exo-H™

(INCI: Butylene Glycol (and) Alteromonas Ferment Filtrate)

Exo-H™ restores Hyaluronic Acid secretion in aged skin cells, stimulates lipid synthesis, supports the DEJ and induces Filaggrin expression in the skin. It's also Cosmos certified!

Exo-H™ helps maintain an optimal skin barrier function and has excellent hydrating properties due to its action on natural moisturising factors and lipid synthesis, making it ideal for dry skin.

When used together, Exo-H™ and Exo-T™ regenerate skin texture and natural hydration for a smooth, radiant and healthy looking skin complexion.

Recommended usage level: 1 - 3%

# Contact Us

Interested?

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