



BSB  Innovation Award®
NATURAL Products 2022
1. Prize Category Most Innovative Raw Material



COSMOS
APPROVED



NATRUE Approved

MossCellTec™ Aloe
Harmonizes the skin's
moisture flow



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Proficient in Skin Moisture Homogeneity

MossCellTec™ Aloe is an unequaled aloe-moss extract sustainably obtained through our MossCellTec™ technology. Thanks to an intensified connexin-mediated cell-to-cell communication, MossCellTec™ Aloe optimally evens the moisture distribution in the skin and reduces the volume and depth of wrinkles.

Aloe-moss, which is also known as *Aloina aloides*, has high water retention capacity and is considered a rare species. Mibelle Biochemistry's culture technology MossCellTec™ enables the large-scale and sustainable production of endangered moss species which conveys the beneficial properties of aloe-moss for the skin.

Connexins are transmembrane proteins that form channels and connect the cytoplasm of neighboring cells. The resulting gap junctions permit the efficient transfer and propagation of signaling molecules between cells. Thus, a strong network of connexins improves the distribution of molecules within tissues, supporting efficient cell-to-cell communication and a fast and synchronized response of the skin.

In vitro and clinical studies have shown that MossCellTec™ Aloe:

- improves the signal flow in epidermal keratinocytes via gap junctions
- significantly improves skin hydration evenness by 14% after just two weeks and by 20% after four weeks
- significantly reduces wrinkle volume (13.1%) and depth (8.2%) after four weeks.

Therefore, MossCellTec™ Aloe enables a synchronized reaction of the skin granting harmonized skin moisture distribution and reduced signs of skin aging.

MossCellTec™ Aloe is COSMOS approved* and NATRUE approved.

MossCellTec™ Aloe

- Improves hydration evenness
- Activates cell-to-cell communication
- Fades away signs of aging
- Comforts dry skin

Applications

- Moisturizing formulas
- Balancing skin care
- Holistic well-being body and face treatments
- Healthy-aging applications
- SPA, wellness, and forest-bathing concepts

Formulating with MossCellTec™ Aloe

- Recommended use level: 2%
- Incorporation: For cold processes, dissolve MossCellTec™ Aloe into the aqueous phase. In hot/cold processes, add during the cooling phase below 40°C.
- Thermostability: Temperatures of up to 40°C for a short time will not affect the stability of MossCellTec™ Aloe.

INCI (EU/PCPC) Declaration

Xylitol (and) Caprylyl Glycol (and) Ketoglutaric Acid (and) Aqua/Water

Additional Information

Without alcohol



Watch the explanatory movie [here!](#)

* Raw material approved by ECOCERT GREENLIFE in accordance with the COSMOS Standard



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Marketing Benefits

- Sustainable production of rare and endangered moss species
- Moss is one of the oldest plants on earth and it can both take up and restore water
- Moss plants are extremely resistant to dryness thanks to their very efficient water retention and distribution mechanisms
- Perfect active ingredient to support well-being and forest bathing concepts
- Based on a new cell-to-cell communication concept of the epidermis
- Thirst quencher for skin
- 1st Prize at the BSB Innovation Award in the category Natural Products – Raw Materials
- COSMOS approved
- NATRUE approved

Innovating for your success

Mibelle Biochemistry designs and develops innovative, high-quality actives based on naturally derived compounds and profound scientific know-how. Inspired by nature – Realized by science.



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