



Organia®

Anti-Wrinkle Moisturizing Cream

Reducing Wrinkles naturally.

Wrinkles are a natural part of aging, as people age, skin cells divide more slowly, and the inner layer, called the dermis, becomes thin and dry. The skin has an elastic quality due to elastin fibers (the protein which causes skin to stretch) and collagen fibers (the major structural proteins in the skin), which support the outer layer and plays a part in preventing wrinkles. Aging reduces both collagen and elastin and the skin loses its elasticity, is less able to retain moisture, oil-secreting glands are less efficient and becomes thin and dry. Subcutaneous fat layer begins to disappear and the skin starts to sink. All of these contribute to the development of wrinkles.

Exposure to ultraviolet radiation (too much sun) can result in damaged collagen fibers and excessive production of abnormal elastin causing premature aging of skin (photoaging) and intensifying the appearance of wrinkles.

However, nothing stops the aging process of skin. It is difficult to repair photoaging deep wrinkles, but fine wrinkles, dark spots, and rough skin may be improved with the use of topical medications containing retinol or glycolic acid may help somewhat. Dermatologists may also recommend more aggressive prescription such as Retin A (tretinoin) or Tazorac (tazarotene). More recently, dermatologists have begun to use injectable materials to help soften wrinkles.

Organia® *Anti-Wrinkle Moisturising Cream* (OAW) is unique cream based on a scientific formula enriched with natural herb extracts. The cream penetrates into deep skin layer and improves its elasticity, stimulates collagen synthesis and reduces wrinkles and fine lines. Regular use maintains skin normal moisture levels and youthful looking.

Composition: *Nigella Sativa, Citrus Medica Limon Oil, Citric Acid, Saponaria Officinalia Extract, Olive Oil, Nigella Sativa Seed Oil, Jojoba Oil, Theobroma Cacao (Cocoa) Seed Butter, Butyrospermum Parkil (Shea Butter) Oil, Aloe Barbadosis Leaf Extract, Triticum-Vulgare Wheat Germ Oil, Salicylic Acid, Candelilla Wax Hydrocarbons, Phenoxyethanol, Hydrogenated Castor Oil, Sorbitol, Ricinus Communis Castor Oil, Cetyl Alcohol and Deionized Water.*

Indications:

Anti Wrinkle, firming and anti aging spots.

Actions:

Stimulates collagen synthesis, moisturizer, and reduces wrinkles.



Although wrinkles can signify wisdom, most people nowadays would rather not have them.

What is so special about Organia® *Anti-Wrinkle Moisturising Cream* (OAW)?

- Reduces premature aging (photoaging effects) and environmental hazards on the skin.
- Stimulates collagen synthesis.
- Penetrates into deep skin layer and improves its elasticity and reduces wrinkles.
- Maintains skin natural moisture levels.
- Powerful anti-oxidant effect .
- Safe natural product.

Scientific Data

1. Cytotoxicity and Cell Viability Tests:

LDH test-

Measuring the integrity of the cellular plasma membrane as reflected by the release of lactate dehydrogenase enzyme (LDH) from cells. LDH release indicates plasma membrane rupture and cellular damage.

Exposure of human hepatocytes (HepG2) to increasing concentrations of (OAW)

 **Organia**™
Natural Products

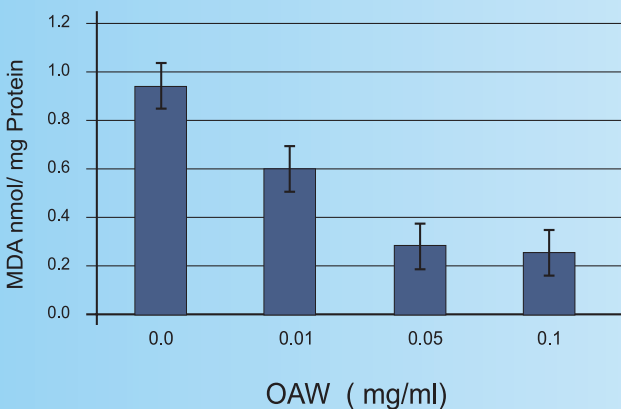
extract did not affect LDH release from the cells as compared to controls. The basal release of LDH from control cells was not statistically different from treated cells. This assures plasma membrane integrity during incubation of the cells with the extract. Human hepatocytes (HepG2) exposed to **Organia**[®] Anti-Wrinkle extract (OAW) continued to grow normally and did not exhibit any signs of toxicity.

2- Antioxidant Effect of (OAW):

Oxidative stress causes cell damage by producing reactive oxygen species (ROS) which are either free radicals, or molecules containing oxygen atoms that can produce free radicals. ROS play an important pathogenetic role in different disease states. The main damage to cells results from the ROS-induced alteration of macromolecules such as lipid peroxidation in membrane lipids, essential proteins, and DNA. Lipid peroxidation has damaging effects on cell membranes.

The extent of lipid peroxidation was measured using a technique based on a thiobarbituric acid reactive substance (TBARS) assay that detects malondialdehyde (MDA), an end product of peroxidative decomposition

Fig1- Anti oxidant effect of Organia Anti wrinkle (OAW) extract on lipid peroxidation in rat liver homogenate



of polyenoic fatty acids in in-vitro systems. Antioxidant properties of Organia Anti Wrinkle extract (OAW) were investigated in rat liver cells.

As shown in fig 1, the OAW extract showed a significant dose-dependent antioxidant effect, as expressed by decreased MDA concentration which reflects inhibition of lipid peroxidation. This means that Organia Anti Wrinkle extract has a protective effects against cellular damage by lipid peroxidation and reactive oxygen species (ROS) generated by oxidative stress (fig-2).

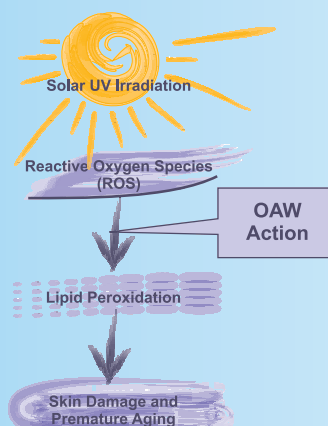
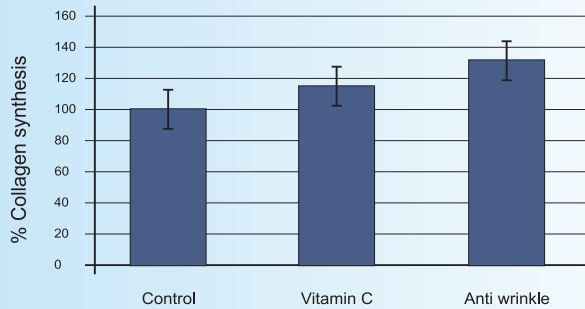


Fig 2- OAW Action in Oxidative Stress

3- Effect of **Organia**[®] Anti-Wrinkle Extract on Collagen Synthesis:

The effect of (OAW) extract on the collagen synthesis was tested in human fibroblast cultured cells.

Fig-3 Effect of (OAW) extract on collagen synthesis in human fibroblast cells compared with vitamin C



Incubation of the fibroblast cultured cells with (OAW) extract for five days significantly stimulated collagen synthesis (32% Increase) compared to control as shown in Fig 3. The collagen values were determined using [H3] Proline incorporation assay.

Conclusion: *Organia Anti Wrinkle Cream penetrates into deep skin layer and improves its elasticity, reduces cellular damage, wrinkles and aging signs by directly stimulating collagen synthesis and anti-oxidation effects.*

References

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