



Ageing causes the skin's regenerative processes to slow down, resulting in a loss of firmness and a reduction in softness and radiance. To maintain a youthful natural appearance, we need to feed our skin with the necessary nutrients to reduce destructive processes as well as stimulate regenerative processes.

**Miramor** is a miracle herb extract with a remarkable range of nutrients clinically proven to enhance epithelial nutrition.

**Miramor** offers the formulator and the consumer a pathway to minimising the effects on the skin of blue light and UV pollution that results in oxidative stress.



**ZUPLEX**  
— BOTANICALS —

MIRAMOR

## INCI NAME

*Moringa oleifera* leaf extract, propanediol, water

## CHARACTERISTICS

**Appearance:** Light green liquid with pleasant smell

**Solubility:** Water soluble, partially soluble in ethanol

**pH:** 6.1

**pH range:** 5.5-6.5

- Cosmos approved
- China compliant
- Non-irritant
- Standardised
- Derived from nature
- Safe

## USAGE

**Use level:** 2-5%

**Shelf-life:** 24 months

## EFFICACY

A significant reduction in transepidermal water loss and a remarkable increase in skin hydration can be noted.<sup>1</sup>

Significant decreases in skin roughness, wrinkles and skin scaliness when using Moringa test cream.<sup>2</sup>

## SOURCE

*Moringa oleifera* is a highly valued plant, distributed in many countries of the tropics and subtropics. It is commonly known as 'the drumstick tree' or 'horseradish tree' growing up to 10 – 12m high. *Moringa oleifera* leaves are recognised as a vibrant and affordable source of essential phytochemicals, vitamins and minerals.

## TRADITIONAL USES

All parts of the *Moringa oleifera* tree have been used in a number of countries for a variety of ailments, possessing both nutritional and medicinal properties. The leaves of *Moringa oleifera* have been used to treat swellings, fevers, arthritis, malaria, diseases of the skin, hypertension and diabetes. Due to the range of micronutrients occurring in the plant, its unusual restorative properties have often seen it referred to as the "Miracle Tree".

## ACTIVE COMPONENTS

The active components include flavonoids (kaempferol, quercetin, rutin, myricetin), glucosinolates (glucosinoin), vitamins (A, B1, B2, B3, C, E), carotenoids ( $\beta$ -carotene, lutein), phenolic acids (chlorogenic acid, gallic acid), alkaloids, minerals (Iron, Calcium, Magnesium, Potassium), phytosterols (stigmasterol, sitosterol and kampesterol).

## CLAIMS

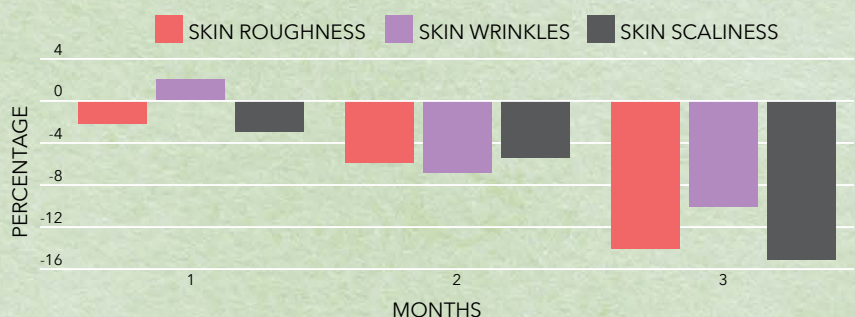
**Miramor** is a dermal rejuvenator. It is rich in essential polyphenols, vitamins and minerals which migrate through the epidermis protecting the skin against degradation.

The rich polyphenols offer protection against enzymes that cause the breakdown of collagen and elastin in skin. The high vitamin C content works together with the polyphenols to protect the skin from oxidative stress and is essential for the biosynthesis of collagen, providing a natural collagen booster.

$\beta$ -Carotene, a precursor of vitamin A, has topical photo-protective outcomes showing an increase in protein and collagen levels resulting in increased epidermal thickening. Vitamin B acts as a humectant, attracting water into the stratum corneum thereby softening the skin and keeping skin moisturised.

**Miramor** has been clinically proven to increase skin hydration and decrease transepidermal water loss by repairing and protecting the skin barrier. The extract nourishes the skin causing skin to feel smoother and softer.

**Miramor** has all the necessary components to revitalise skin, enhancing a younger and healthier appearance.



1: Ali, A., et al., Moisturizing effect of cream containing *Moringa oleifera* (Sohajana) leaf extract by biophysical techniques: In vivo evaluation. Vol. 7. 2013. 386-391.

2: Ali, A., N. Akhtar, and F. Chowdhary, Enhancement of human skin facial revitalization by moringa leaf extract cream. Advances in Dermatology and Allergology/Postępy Dermatologii i Alergologii, 2014. 31(2): p. 71-76.

