



Extreme summer and winter conditions combined with environmental factors often dehydrate the skin, negatively affecting condition, skin radiance and cell regeneration.

**Myravive** is a clinically proven solution for prevention of dermal water loss, dry dull skin, epithelial cell mortality and visible wrinkling.

**Myravive** is aimed at providing a rapid hydration solution for the formulator and user.



**ZUPLEX**  
BOTANICALS

MYRAVIVE

## INCI NAME

*Myrothamnus flabellifolius* leaf extract, propanediol, water

## CHARACTERISTICS

**Appearance:** Amber liquid with pleasant mint overtones

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

**pH:** 5.4

**pH range:** 4.5-6.5

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

## USAGE

**Use level:** 2-5%

**Shelf-life:** 24 months

## EFFICACY

**Skin hydration:**

↑ 47 % (2hrs)    ↑ 32 % (4hrs)  
↑ 17 % (8hrs)

**Skin firming:**

↑ 5.9 % (14 days)    ↑ 9.4 % (28 days)

**Skin elasticity:**

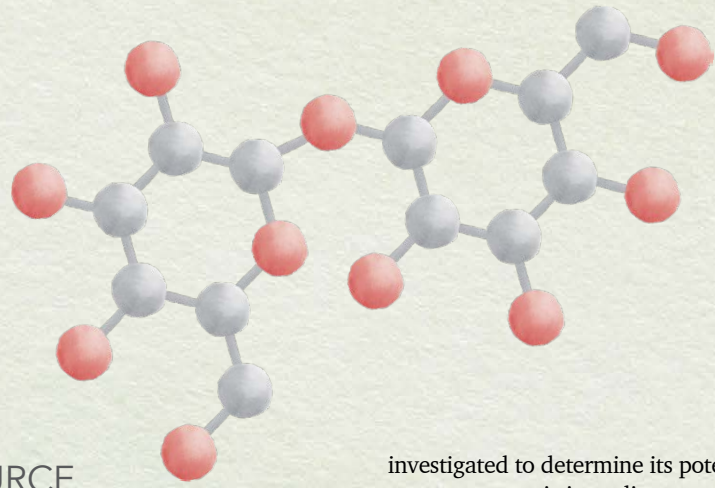
↑ 5.2 % (14 days)    ↑ 9.2 % (28 days)

**Skin smoothness:**

↑ 8.0 % (14 days)    ↑ 9.6 % (28 days)

**Wrinkle depth:**

↓ 6.7 % (14 days)    ↓ 11 % (28 days)



## SOURCE

*Myrothamnus flabellifolius* is a remarkable plant possessing an extensive root system which extends into the crevices of the rocky slopes on which it grows. The plant grows from South Africa to Kenya on the African continent. During times of drought, the plant appears to die completely and the leaves appear to be dark and desiccated. After rain a miracle occurs, the plant resurrects itself within hours and the leaves become green and lush again. A miracle of nature!

## TRADITIONAL USES

In African traditional medicine, the uses of this plant include the treatment of wounds, haemorrhoids, skin complaints, herpes simplex and gum disorders. Its wide usage in traditional medicine has been the motivation for scientific adaptation as a cosmetic ingredient for skin hydration.

## ACTIVE COMPONENTS

The leaf extract contains 3,4,5-galloylquinic acid, trehalose, polysaccharides and arbutin.

## CLAIMS

The ability of the plant to rehydrate and revitalise itself has been scientifically

investigated to determine its potential use as a cosmetic ingredient.

Clinical studies confirm that a combination of the polyphenolic tannin, 3,4,5-tri-*O*-galloylquinic acid, and a disaccharide (Trehalose) is responsible for the activation of rapid hydration and protection of the skin against desiccation. Trehalose is associated with anhydrobiosis which is the ability of plants to withstand extended periods of desiccation due to high water retention capabilities. The sugar forms a gel phase as cells dehydrate, which prevents disruption of internal cell structures by binding them in position. Rehydration then allows normal cellular activity to be resumed without any damage that would normally follow a dehydration/rehydration cycle.

3,4,5-tri-*O*-galloylquinic acid protects the skin in two ways, firstly interposing with the lipid layer by reducing desiccation, and secondly the polyphenol is a potent antioxidant, protecting the membranes against free radical-induced damage.

**Myravive** also contains unique additional polysaccharides that nourish the skin cells and contribute to its use as an anti-ageing agent. It is well known traditionally for softening and smoothing the skin.

