



*Cannabis sativa* is a mysterious and ancient remedy that is being rediscovered for its skin calming and sebum reducing properties. **Cannavive**, a targeted cannabis extract, is an ideal ingredient for combating acne and reducing skin inflammation while providing remarkable anti-ageing qualities.

**Cannavive** is available as a full-spectrum extract to ensure a full benefit from the range of cannabinoids and terpenes, with an emphasis on Cannabidiol or CBD.

# THE CANNAVIVE



**ZUPLEX**  
— BOTANICALS —



## INCI NAME

*Cannabis sativa* leaf extract,  
propanediol, water

## CHARACTERISTICS

**Appearance:** light golden  
liquid with characteristic  
terpene fragrance

**Solubility:** Soluble in water,  
partially soluble in ethanol

**pH:** 5.5-6.5

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

## USAGE

**Use level:** 1-3%

**Shelf-life:** 24 months



## SOURCE

*Cannabis sativa* for Zuplex cosmetic extracts is grown under licence in the cooler region of the KwaZulu-Natal Province of South Africa. It is grown naturally from EU-certified strains of hemp without the use of chemical fertilisers or pesticides. Only the aerial parts are used to prepare this full-spectrum extract.

## TRADITIONAL USES

Cannabis has been used for thousands of years to treat pain, inflammation and nausea. It was traditionally used by the elderly to relieve discomfort and aching muscles and bones. A poultice of cannabis leaves was used for treating rashes and broken skin, and the seeds were crushed to extract the oils and apply to the skin and hair. It has also been used in Chinese, European and African traditional medicine to treat serious diseases.

## ACTIVITY

Cannabidiol or CBD is one of the principal compounds in cannabis. It binds to a special set of receptors in the skin known as TRPV-1 receptors, where it can help reduce feelings of heat, itching, and pain. This explains why it has a soothing effect on the skin. While CBD is the compound frequently sought in beauty products, it is not the only one effective compound within the cannabis plant. There are nearly 100 naturally occurring compounds called cannabinoids, and CBD is the one that is most well-known for its health and wellness benefits.

When CBD works with the other compounds to provide beneficial impacts on the skin it is known as the “entourage effect”.<sup>1</sup> That is the reason why Zuplex performs a full-spectrum extraction process to manufacture an extract that contains all the effective compounds.

The full spectrum of cannabinoids work in concert more efficiently and effectively than one on its own—hence it is good to look for the whole plant extract in beauty products. Also important is to ensure that the content of tetrahydrocannabinol (THC) is low enough to ensure the extract does not have any psychoactive effect or contravene any national law or regulation.

## CLAIMS

Studies have shown that CBD can give the skin a more youthful appearance, thanks to its inflammation-fighting properties. The anti-inflammatory and antioxidant properties of cannabinoids help to reduce puffiness, swelling, and discomfort and this ingredient is regarded as an all-in-one solution because of its ability to target all these problems at the same time.

The compounds in cannabis have also been shown to be helpful in fighting acne. Some recent findings suggest that CBD has the potential to decrease excessive sebum production and sebocyte proliferation as well as slowing down other triggers of acne. Another way in which cannabis is used is for helping to relieve pain, where cannabis provides quick relief from inflammation. This can also help with relief after AHA treatments.

1: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4151231/> Cannabidiol exerts sebostatic and anti-inflammatory effects on human sebocytes. Attila Oláh, Balázs I. Tóth, István Borbíró, Koji Sugawara, 3Attila G. Szöllösi, Gabriella Czifra, Balázs Pál, Lidia Ambrus, Jennifer Kloeppe, Emanuela Camera, Matteo Ludovici, Mauro Picardo, Thomas Voets, Christos C. Zouboulis, Ralf Paus, and Tamás Bíró. (Journal of Clinical Investigation)

