

A high-angle photograph of matcha tea preparation on a dark wooden surface. In the center is a light-colored ceramic bowl containing a small amount of bright green matcha powder. A wooden-handled bamboo whisk (chasen) is positioned diagonally across the bowl. To the left of the bowl is another bamboo whisk. Above the bowl is a small, round, textured ceramic container with its lid off, revealing more matcha powder. In the background, there are rolled-up items, possibly tea towels or cloths, in shades of grey and white. The overall lighting is soft and natural, highlighting the textures of the wood, ceramic, and bamboo.

AC Skimmuni-Tea

INCI: Water (and) Lactobacillus (and) Camellia Sinensis Leaf Extract (and) Lactobacillus Ferment

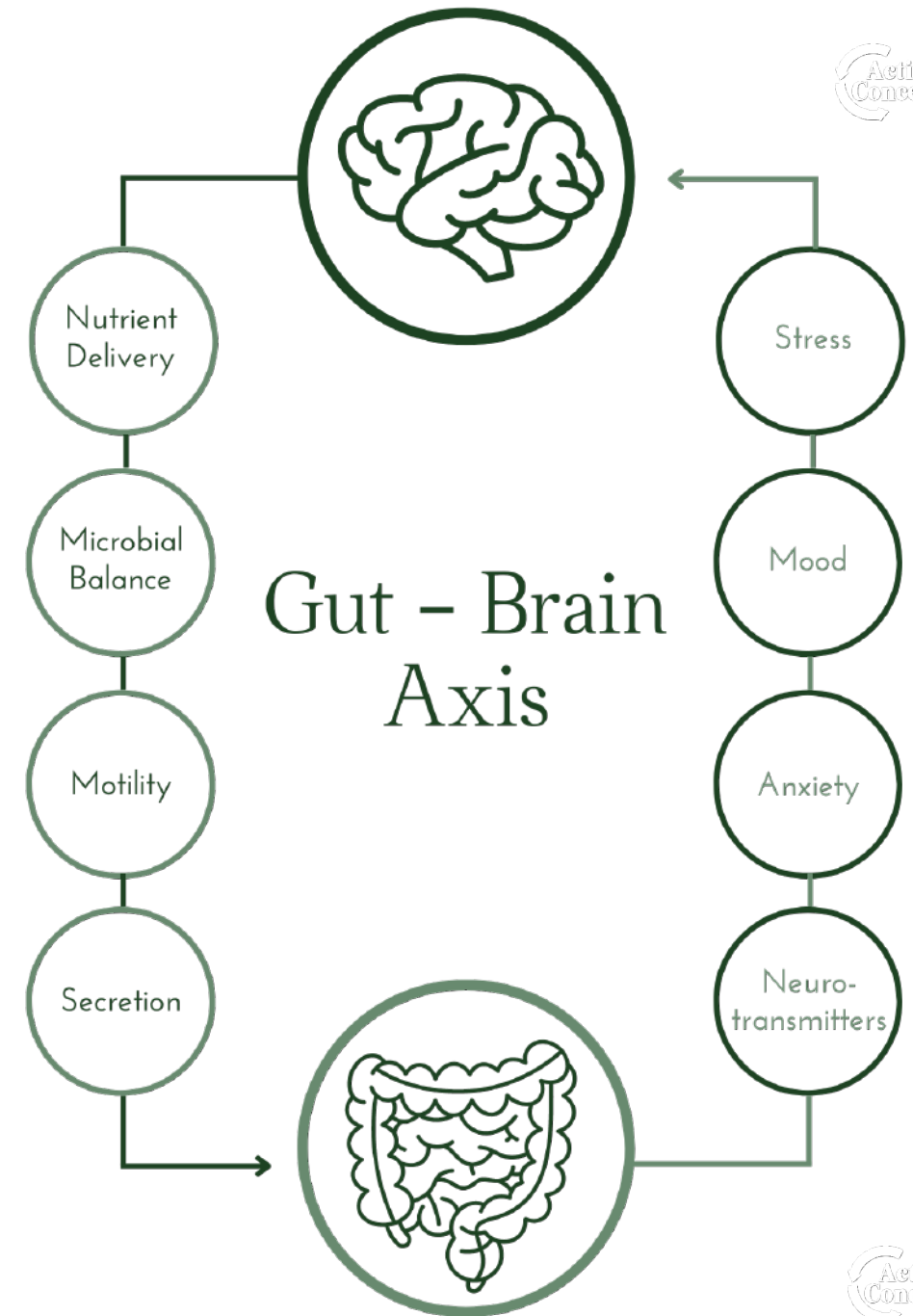
A Gut Feeling

The idea of a bidirectional communication between the **brain** and the **gut** has been studied since the 18th century.

The term **gut-brain axis** is a two-way communication network that links the **central nervous system** (the brain and spinal cord) with the **enteric nervous system** (the gut).

This communication occurs through various pathways, including the vagus nerve, neurotransmitters, the immune system, and gut microbiota.

Recent research suggests that **gut bacteria** may influence our **emotions** and **cognitive capabilities**.



Gut-Skin Connection



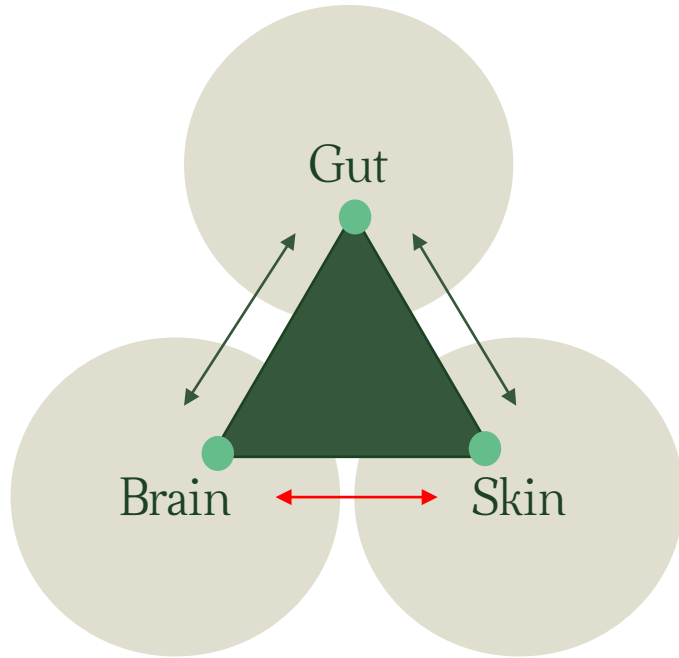
The gut-brain axis has led to the exploration of the connection between **the gut** and **the skin**.

The gut and skin **share many features**. Both are supported by a dense network of blood vessels, nerves, and immune cells.

When the balance of either microbiome is disrupted, an imbalance called **dysbiosis** can occur. This can alter the immune response and potentially lead to skin disease.

Research suggests **modulating the gut microbiome** could be a new therapeutic approach for skin diseases such as psoriasis.

Anti-Stress Skincare



It's all connected.

Based on existing research of the Gut-Brain-Skin relationship, Active Concepts hypothesizes a bidirectional connection between the **brain** and the **skin** and explores how the mind and our **mood** are related to the skin.

Our research shows skincare can be an **effective** tool for achieving clear luminous skin but also for boosting our mood and mental health which offers a **holistic approach** to beauty and wellness.

Wellness-Focused Approach

In recent years, a notable shift in consumer priorities towards **wellness** has transformed the landscape of beauty and personal care. Consumers are seeking products that enhance not only their external appearance but also their **health and internal balance**. The idea of beauty is expanding, and consumers are thinking beyond traditional beauty categories when looking to fulfill their **self-care needs**.

This shift presents opportunities for brands to cater to the desires and needs of older consumers who are embracing **well-aging** and looking for products and messages that support their holistic well-being.

Unlike anti-aging, which focuses on combating fine lines and wrinkles, well-aging prioritizes **emotions** and **well-being** in the aging process, preferring the mental and emotional balance that comes with taking care of one's self.

Mind-Body Beauty

As consumers prioritize their mental well-being alongside their physical appearance, the concept of **mind-body beauty** or **psychodermatology** has gained momentum.

Psychodermatology explores the **interplay** between psychological well-being and skin health. It recognizes the **intricate connection** between the mind and the body.

Stress, anxiety and negative emotions can trigger or exacerbate skin conditions. In a similar fashion, can a positive emotional experience reduce inflammation and result in healthy skin?

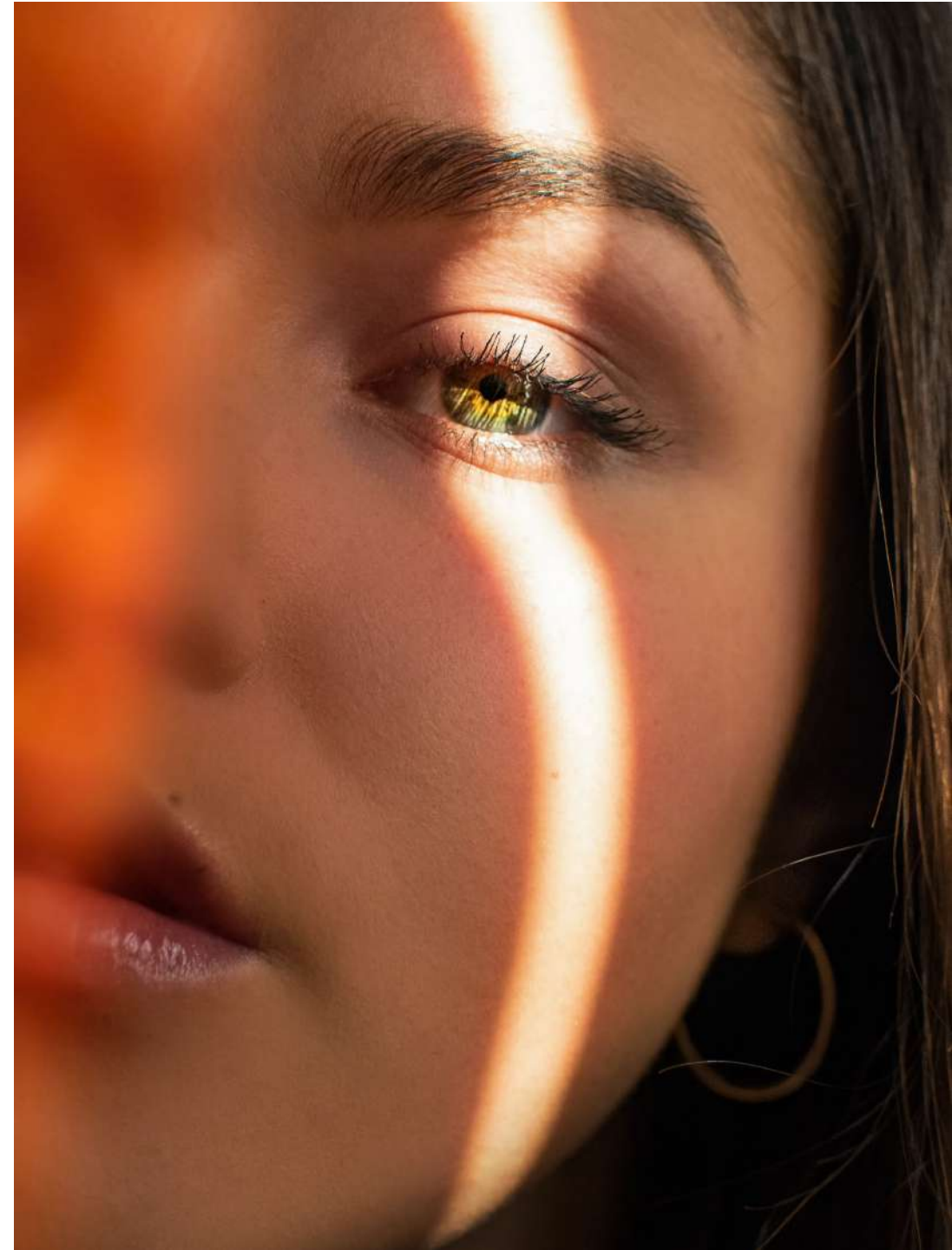


Skin Immunity

At the intersection of health, wellness and beauty, we can find the evolving trend of **immunocosmetics** – products that boost the skin's natural defense system against external aggressors.

Skin immunity is the skin's defense system against external threats. It's a combination of the skin's **physical barrier**, **microbiome** and sophisticated network of **immunity cells** which allow it to both resist and actively fight infections.

When the immune system is dysregulated it often results in impaired tissue restoration, function and diminished healing.



Barrier Boost

By selecting barrier building ingredients, we can support the skin's **immune system** and strengthen the **skin's microbiome**.

Topical antioxidants such as vitamin B and C can boost the skin's immunity. **Niacinimide**, vitamin B3, reduces inflammation and strengthens the skin's moisture barrier while **vitamin C** neutralizes free radicals and stimulates collagen production.

Together, these key vitamins can support and fortify your **skin's natural defenses**.



Zen-Minded Matcha

Introducing... AC Skinmuni-Tea

Active Concepts harnessed the power of matcha tea to create a **unique anti-stress active** capable of improving mood and promoting relaxation.

Our research explores the link between **mood** and **skin** with AC Skinmuni-Tea. This ingredient optimizes skin immunity and reduces inflammation.

This antioxidant powerhouse is standardized for **niacinamide** and **vitamin C**, delivering a potent dose of vitamins to boost dermal wellness.



The Art of Tea

- 🍵 Tea has been a significant part of Japanese culture for centuries, with the **traditional tea ceremony** being integral to the country's cultural heritage. This traditional tea ceremony is a ritual involving the preparation and serving of **matcha tea**, a type of powdered green tea highly valued for its health benefits and unique flavor.
- 🍵 For Japanese culture, matcha is more than just a drink. It is a **meditative ritual** or bonding experience of mindfulness, respect, and a focus on the present.
- 🍵 Matcha's health-promoting properties are attributed to the high content of antioxidant and anti-inflammatory substances making it a wellness must-have!





Magic of Matcha



Matcha has a unique traditional cultivation method. Matcha leaves are grown on green tea bushes kept under shade. The shade increases the amount of chlorophyll content in the leaves, which is what makes them bright green and full of nutrients.



Unlike traditional steeped tea, matcha is made from finely ground green tea leaves, offering a concentrated dose of antioxidants, vitamins and minerals. In comparison to other tea offerings, it is considered to be the highest quality of tea.



Active Concepts sources green tea leaves from a family-run tea farm in Japan that cultivates high-quality organic matcha leaves. Traditional agricultural techniques and knowledge are passed on from generation to generation. Additionally traditional agriculture maintains diverse ecosystems and protects biodiversity.

Benefits

- + AC Skinmuni-Tea is a fermentation of matcha leaves with *Lactobacillus* to create a potent active that enhances mood and promotes relaxation.
- + AC Skinmuni-Tea explores the link between mood and the skin. This ingredient optimizes **skin immunity** and reduces **inflammation**.
- + AC Skinmuni-Tea is standardized for niacinamide and vitamin C for **antioxidant** protection and **well-aging** support. This ingredient promotes moisture retention and boosts cellular renewal.



AC Skimmuni-Tea

Code: 12048

INCI: Water (and) Lactobacillus (and) Camellia Sinensis Leaf Extract
(and) Lactobacillus Ferment

Appearance: Clear to Slightly Hazy Liquid, Pale Yellow to Amber

Suggested Use Level: 1 - 10%

Suggested Applications: Mood-Boosting, Skin Immunity, Well-Aging

Standardized for: 3.0 - 7.0% Niacinimide, 1.0 - 5.0% Vitamin C



In Vitro



In Vivo



ISO 16128
NI & NOI



Vegan
Compliant



COSMOS
Compliant



China
Compliant



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