

## VERTICAL FARMING

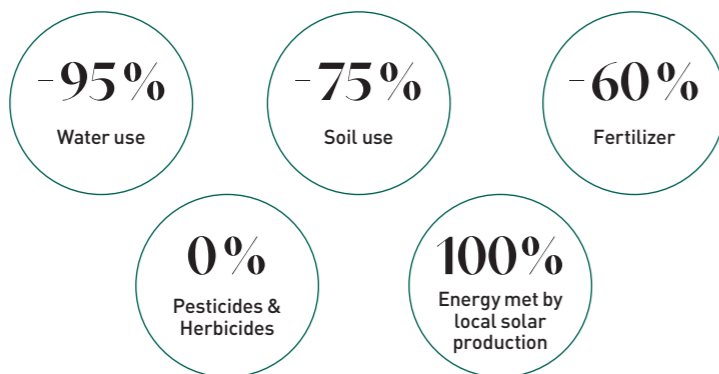
In the delicate realm of agricultural innovation, Vertical Farming arises, presenting a plethora of advantages to enhance the production of select molecules. Employing exacting precision, Vertical Farming coordinates a seamless interplay of environmental elements, fostering the expression of desired traits in cultivated plants.

Within the controlled environment, every element, from temperature to light intensity, is finely tuned to create an optimal growing environment. This scientific tailored approach ensures consistent and reliable yields, transcending the limitations imposed by seasonality and geography while respecting the nature and genetic integrity of the plant.



Moreover, the controlled nature of Vertical farming mitigates the risks of contamination, reducing the use of chemicals, preserving the purity and integrity of extracted molecules. This technic optimized by Artificial Intelligence maximizes resource efficiency, minimizing waste while maximizing productivity.

In essence, by choosing Vertical farming Virivea embodies a delicate balance between art and science, offering a refined solution to meet the demands of modern industry: Naturality, Efficacy, Traceability & Responsibility.



## SPECIFICATIONS

INCI Name: Propanediol, Aqua, Cistus Incanus Flower / Leaf / Stem Extract

Solubility: Water

Color: Transparent, slight brown

Tested in Vivo: 1,5%

Active molecules: Quercetin, Myricetin, Kaempferol

Preservatives: NONE

COSMOS/ ECOCERT APPROVAL: YES

China compliance: YES

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# [ INSULARIA VF ]



## VIRIVEA

Enhancing Beauty, Preserving Nature.

## CISTUS

In the Mediterranean's gentle embrace, the *Cistus incanus*, or pink rockrose, emerges, a delicate poem in pink petal form. Amidst parched soils and scorching mountain sun, this botanical marvel thrives.

Elevated to the status of panacea in the realms of traditional medicine, the pink rockrose unveils its millennial secrets. Its potent

polyphenols weave a protective shield, defying the ravages of time and the assaults of inflammation. Within its essence resides the power to regenerate and fortify, offering a restorative balm to the ailments of body and spirit.

In the rockrose's fleeting elegance, nature whispers its timeless secrets of renewal and resilience.

**Botanical Name:** *Cistus Incanus*

**Common Names:** Pink Rock Rose, Hoary rock-rose, Greek cistus

**Traditional properties associated:** stimulate the immune system in infusion



## INSULARIA VF

In the embrace of the sun's life-giving warmth and vitality, INSULARIA VF beckons one to bask in its nourishing embrace, safeguarding the skin from the sun's potent rays. Inspired by the unyielding resilience of the Pink Rockrose, which thrives amidst adversity and flourishes under the eternal gaze of the sun, INSULARIA offers a companion to the skin, protecting and supporting it after moments under the sun's gentle caress.

## IN VITRO:

Using concentrated cistus polyphenols, INSULARIA VF targets the inner layers of the epidermis, protecting collagen I to strengthen skin and cellular structures, and preserving DNA integrity against a broad spectrum of UV radiation. INSULARIA VF restores and enhances skin's natural radiance, blurring the subtle signs of age.

Pro-collagen I protection  
**100%\*\***  
Of recovery of the UVB reduced pro-collagen I protein in NHDF at 1%

DNA protection  
**-51,6%\*\*\*\***  
Thymine dimers released in NHEK after UVB induced DNA lesions at 0,1%

Whitening  
**-44,7%\*\***  
UVA-induced Melanin level in melanocytes at 0,1% vs control



Insularia attends to the signs of photoaging across the intricate layers and components of the skin for a healthy glow.

## IN VIVO

While the sun graces the skin with a delicate bronze, over time, lingering spots emerge, veiling its natural clarity. As the glow fades, age lends its subtle elegance, leaving a timeless imprint upon the complexion.

INSULARIA VF is a graceful companion to the skin, slowing down the appearance of the telltale signs of ageing such as wrinkles, fine lines and pigmentation spots.

UV Spots number  
**-72%\***  
After 56 days

Crow's feet wrinkles volume  
**-15,88%\***  
After 56 days

Skin glow  
**83%**  
Of the volunteers see an improvement in skin luminosity



INSULARIA VF embodies a potent antioxidant blend crafted to rejuvenate and illuminate sun-damaged skin, restoring its natural radiance and uniformity.

Clinical study parameters: 30 volunteers tested at 1,5% during 56 days, 2 applications/day, face. Mixed-gender panel age between 48 - 55 year old. First evaluation at D28, then at D56. Results expressed vs placebo. Significance of the results: \* p<0,05, \*\* p<0,005, \*\*\* p<0,001.