



DN-AGE® PW LS 9827

Hair Care – Hair youthfulness from the inside

BASF Beauty Creations has taken inspiration from plant defense strategies to supply human hair follicles with protection against UV and stress-induced DNA damage which accelerates hair aging. Extracted from *Cassia alata* leaves and titrated in flavonoids, DN-Age™ has demonstrated its benefits to preserving hair from graying and keeping with its strength properties.

New results prove that DN-Age® helps skin to protect against the deleterious effects of Blue Light.

Product Description

Extract from the leaves of the candle tree

Consumer Benefits

Hair strengthening

Hair graying delay

Vitalisation

Energizing

Blue Light Protection

Colored hair applications



Properties

Counteracts the effect of natural or artificial Blue Light. Helps promote the skin's natural DNA repair process. Improves the three major consequences of hair aging by protection of papilla melanocytes and fibroblasts from oxidative stress. Hair graying and hair fall are delayed; re-growing hair is less fragile.

In Vivo

Fiber diameter and tensile properties on emerging hair fiber

Increase of hair in anagen growth phase (Phototrichogram)

Slow-down of hair graying

Preservation of skin relief after UV irradiation (preventive application)

Ex Vivo

Reduction of DNA oxidation under Blue Light exposure

In Vitro / In Tubo

Senescence prevention of dermal papilla fibroblasts

Reduction of stress level marker ATM protein in hair follicle melanocytes

Decrease of inflammation mediator IL-1 α

Reduction of sebum oxidation

Reduction of mitochondrial DNA damages (UV-A)

Reduction of thymin dimerisation (UV-B)

Support of DNA repair

Clinical Study Results

Age of Volunteers: Volunteer panel >30

Results Time Scale: 24 weeks, 1 week

Tested Skin Area: Scalp

Scientific Concept

Senescence

Gene regulation



Target Molecules in the Skin

Dermis components

Epidermis components

Nature of Active

Active Substance / Technology: Polyphenols, Plant Extract

Compliance: Listed in IECIC

Tested Skin Area: Cosmos approved

Geography: South America

Origin: Leaf extracts

Preservatives

None

Solubility

Water-soluble

Recommended dose of use

0.1-0.25%

INCI

Cassia Alata Leaf Extract (and) Maltodextrin

A liquid version is also available (LS 9547)

Form of Delivery

Powder