

ROSACALM



Modern environmental conditions with prevalent atmospheric pollution, extreme weather patterns and stressed lifestyles can result in damaged, distressed skin.

Rosacalm is targeted at relieving skin redness, inflammation and puffiness and restoring youthful vital skin.



ZUPLEX
— BOTANICALS —

ROSACALM

INCI NAME

Harpagophytum procumbens
root extract, propanediol, water

CHARACTERISTICS

Appearance: Amber to brown liquid with characteristic smell

Solubility: Water soluble, partially soluble in ethanol

pH: 5.8

pH range: 5-6.5

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

USAGE

Use level: 2-5%

Shelf-life: 24 months

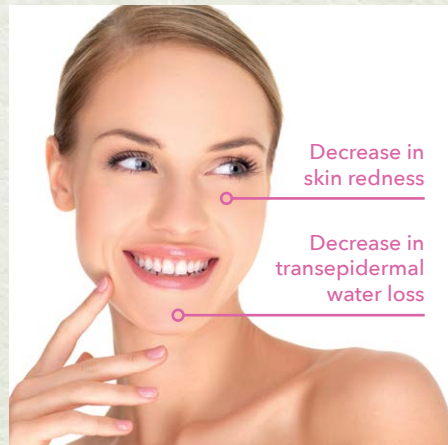
EFFICACY

Skin redness:

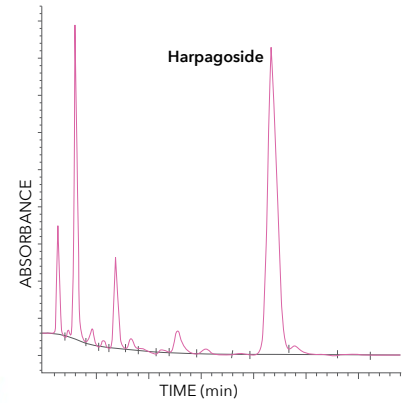
- ↓ 9.1 % (24hrs)
- ↓ 14.7 % (48hrs)

Transepidermal water loss:

- ↓ 16.7 % (24hrs)
- ↓ 22.95 % (48hrs)



PHYTOCHEMICAL PROFILE



SOURCE

Rosacalm is a targeted extract of the African botanical, *Harpagophytum procumbens*, which is indigenous to the north western parts of South Africa, dry and arid deserts of Namibia, and the adjacent parts of Angola, Botswana, and Zimbabwe. The plant material is Organic and Fair Trade certified and the harvesting creates livelihoods for rural communities. The word “harpago” in the genus name means ‘hook’ in Latin and the fruit has long protrusions with sharp, grapple-like hooks hence the common name, Devil’s Claw.

TRADITIONAL USES

The use of the secondary roots of *Harpagophytum procumbens* is prominent amongst the indigenous San and Khoi people of South Africa with the aqueous extract being used as a general health tonic, to treat fevers, rheumatism, blood diseases, digestive disorders and topically to treat arthritis and pain. The dried powdered tuber is also used directly as a wound dressing and as a burn-healing ointment. The plant has been used in Europe for over 100 years to relieve inflammation and arthritic pain.

ACTIVE COMPONENTS

This precious desert plant contains iridoid glycosides (harpagoside, harpagide, procumbide), phenolic

glycosides (acteoside/ verbascoside and isoacteoside), phytoestrols (beta-sitosterol), triterpenoids (oleanolic and ursolic acid), flavonoids (luteolin, kaempferol), aromatic acids (caffeic-, cinnamic-, chlorogenic acids), amino acids.

CLAIMS

The compounds in **Rosacalm** promote calming of the skin through the inhibition of lipopolysaccharide inducible nitric oxide (iNOS) and cyclooxygenase-2 (COX-2) expression via nuclear factor kappaB (NF-κB) suppression. It is this very action that makes the extract ideal for inclusion into a formula for skin calming and anti-redness effects.

The *Harpagophytum procumbens* root extract has displayed better anti-inflammatory activity than that of the isolated compound, harpagoside, indicating that other components in the extract contribute to the anti-inflammatory activity. It is broadly believed that modern medicine has so far not produced any better anti-inflammatory medicine than Devil’s Claw.

Rosacalm also aids skin regeneration resulting in minimal transepidermal water loss, leaving skin feeling rich and moisturised. Clinical trials also show significant reduction in skin redness immediately after application of this remarkable extract from the deserts of Namibia.

