

HI-CLERA™

- For sensitive skin -

Applicable products of HI-CLERA™

Personal care : Anti-irritation, Relaxing skin troubles, etc.

Cosmetics : Relaxing skin troubles, Anti-psoriasis, Derma cosmetic, etc.

What is HI-CLERA™ ?

HI-CLERA™ relaxing skin irritation, trouble remarkably and protects skin by regulating irritation factors. HI-CLERA™ also improves skin psoriasis and recovers the damage effectively for both skin & scalp care.

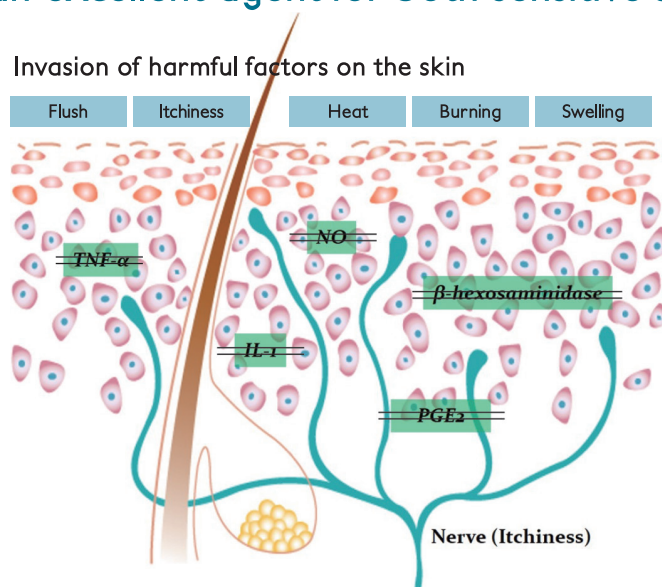
About "HI-CLERA™"



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|-----------------|--|
| Common name | Cynanchi Radix, Vincetoxicum atratum |
| Latin name | <i>Cynanchum aratum</i> Bunge, <i>Vincetoxicum atratum</i> (Bunge) Morren & Decne |
| China Compliant | CYNANCHUM ATRATUM EXTRACT |

Cynanchi atrati Radix has been traditionally used as an anti-inflammatory agent to treat febrile diseases, acute urinary infection or subcutaneous pyogenic infection with invasion of the pathogenic factors. It takes care of key factors related to inflammation and also recovers the damaged skin irritated by stimulators in cosmetics.

"HI-CLERA™ is an excellent agent for both sensitive skin & scalp care."



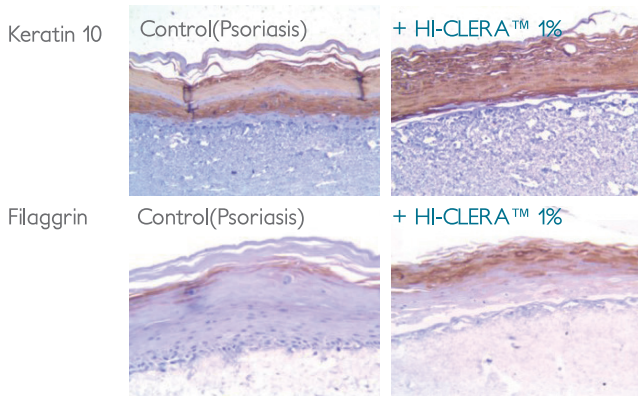
HI-CLERA™ strongly inhibits irritation related cytokines and reduce skin troubles.

SPECIFICATION

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|------------------|---|
| INCI Name | Water / Butylene glycol / Vincetoxicum Atratum Root Extract |
| Colour | Light yellow |
| Preservative | 0.5% Phenoxyethanol |
| Shelf life | 2 years |
| Recommend dosage | 0.1~2% |

Main Biological Effects for Cosmetics

● Anti-psoriasis effect [3D artificial skin model]

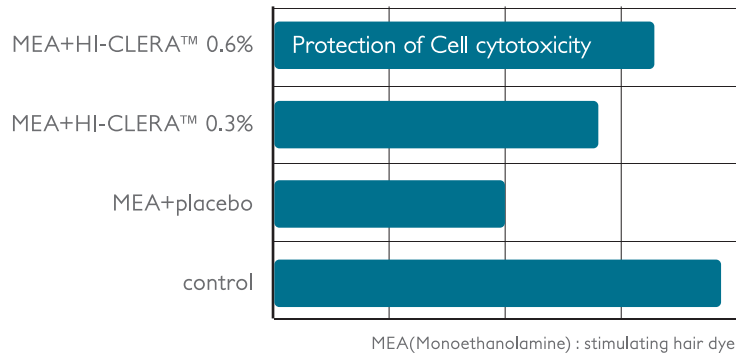
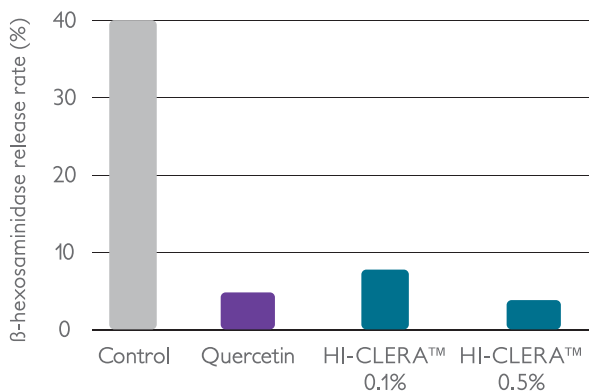


Psoriasis is a skin disease which causes exfoliation by inhibiting keratinocytes differentiation in the epidermis.

Keratin 10, Filaggrin are biomarkers for keratinocyte differentiation.

HI-CLERA™ treated cell tissue shows anti-psoriasis effect by increase Keratin 10 and Filaggrin expression.

● Anti-allergy & Inhibition activity against Scalp irritation



HI-CLERA™ showed good anti-allergy effect by inhibiting β-hexosaminidase release rate. Also we found that HI-CLERA™ inhibits the Scalp irritation induced by Hair dye.

● Anti-irritation effect on the sensitive skin

