



# PROSHIELD MDC

URBAN PHOTOPROTECTION FACTOR

...“the daily exposition to the UV+IR rays, atmospheric pollution, visible light and others environment agents promote cells micro-damages day after day and have a negative impact on skin health, therefore a **Urban Photo Protection Factor** is essential to maintain of the cutaneous functions and reinforcement of the skin defenses”...

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## Origin

- Roasted Arabica Coffee Bean
- 100% Natural
- Renewable raw material
- Traceable product



## Active molecule

**Melanoidins** are generated during the roast process, they can absorb the blue light radiation, related to the digital pollution. These melanoidins are linked to the chlorogenic acid, a powerful antioxidant. **Ciclodextrin** reduces the exposition to the benzopyrene (PM 2.5)



## Exclusive and patented process:

- Eco-friendly
- Subcritical extraction, without addition of solvents
- Does not generation toxic waste
- Patented product



## Tests

- Protection and stimulation of the opsin-3
- DPPH (antioxidant activity)
- Increase of the epidermal thickness
- Collagen stimulation
- Beta-carotene protection (*in vivo*)



## Concept

Vegetal product obtained by EcoExtraction, rich in **Melanoidins** (sucrapeptides) linked to chlorogenic acid in a **cyclodextrin system**



## Benefits

- Prevention and protection against the effect of blue light
- Phyto Dermo-cosmetic and urban photo protection factor
- High anti-oxidant action and anti-pollution shield
- High protection of the carotenoids in the *stratum corneum*
- Helps maintain skin cells integrity



Dosage: 0,5 a 5,0%

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