

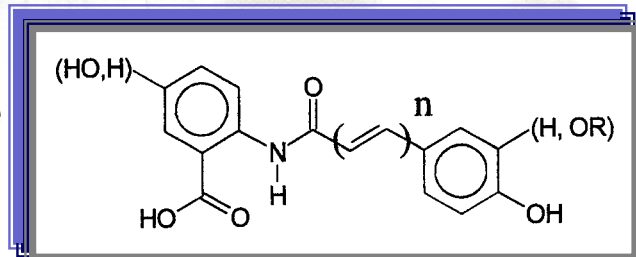
DRAGO-CALM

PRODUCT # 674463

NATURAL ANTI-IRRITANT STANDARDIZED TO 100 PPM AVENANTHRAMIDES

PRODUCT DESCRIPTION

- ❑ INCI Name: Water (Aqua), Glycerine, Oat (Avena Sativa) Kernel Extract
- ❑ Oat extract with a guaranteed active constituent concentration of 100 ppm avenanthramides
- ❑ Recommended Use level: 0.5 - 2%
- ❑ Light color, low odor



BENEFITS

- ❑ Shows superior anti-irritant and anti-oxidant properties
- ❑ Anti-irritant active principle has been identified as Avenanthramides
- ❑ Avenanthramides are analogues of Tranilast™, which is a potent anti-histamine
- ❑ Standardized on its active principle of 100ppm Avenanthramides
- ❑ Exhibits high effective anti-irritant properties (*in vivo*) at usage levels as low as 0.4%
- ❑ Suitable for all product forms (aqueous, aqueous/ alcohol, emulsions, etc.)

APPLICATIONS

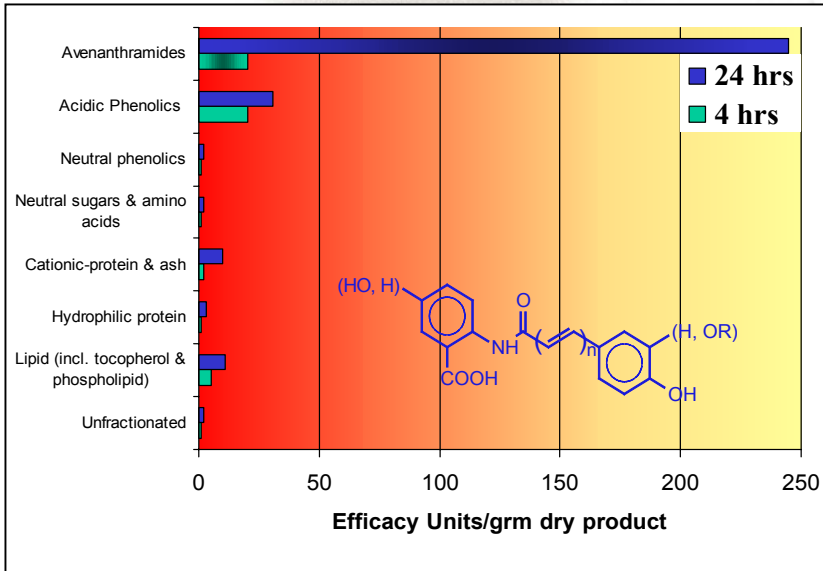
- ❑ Sensitive skin care products
- ❑ Hair care products
- ❑ Baby care products
- ❑ Sun care products



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IDENTIFICATION OF ACTIVE PRINCIPAL OF OAT BY MEASUREMENT OF REDNESS REDUCTION OF UV INDUCED ERYTHEMA - IN VIVO

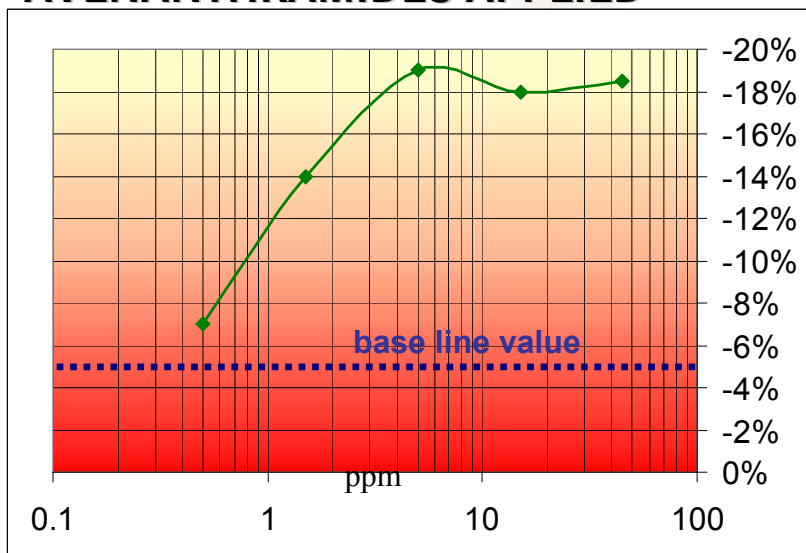


Discovery of the active:

Fractionized testing for in vivo redness reduction

Avenanthramides appeared as the source of anti-inflammatory effects

DOSE-RESPONSE CURVE OF ANTI-IRRITANT EFFICACY & AVENANTHRAMIDES APPLIED



Redness reduction against UV irritation:

Dose-response curve for the in vivo redness reduction of avenanthramides

Note that the efficacy starts at 0.4 ppm, which corresponds to 0.4% Drago-Calm

symrise

creating brands. supporting brands.

