

72k

Natural Dermato Cosmetics



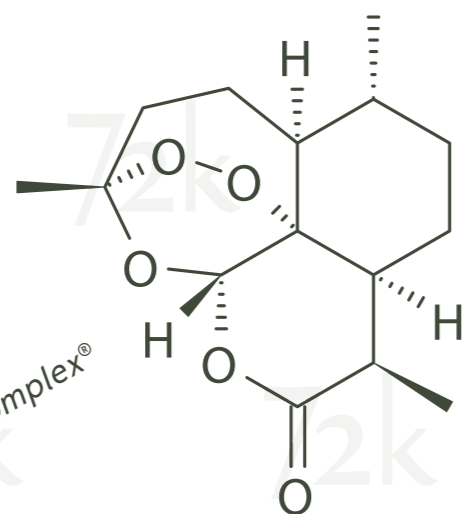
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swiss  made

The 72k formula
Artemisia C-08UC Complex®





The Nobel Prize for Medicine recognized the discovery of the Artemisia Annu plant's efficacy as an antimalarial agent. Subsequent findings published by the 72k research team in the prestigious British Journal of Dermatology in 2018, highlighted its distinctive dermatological benefits. Leveraging these insights, the Artemisia C-08UC Complex® was formulated.

ARTEMISIA C-08UC COMPLEX® IS THE CLINICALLY PROVEN ACTIVE INGREDIENT USED IN THE 72K PRODUCT LINE

The Artemisia C-08UC Complex® consists of skin-specific ingredients mainly extracted from the Artemisia Annu plant. Developed specifically for cosmetic applications, it is a natural organic source of strength for the skin and a protective shield against skin aging.

Artemisia Annu has a very high antioxidant potential and has been used in Chinese medicine for over a thousand years. The plant has also gained a high reputation in general medicine, for example as an anti-malarial agent, for which its discoverer was awarded the Nobel Prize.

NATURAL ORGANIC SKINCARE WITH CLINICALLY PROVEN, MULTI-ACTIVE ARTEMISIA C-08UC COMPLEX® FOR RADIANT AND HEALTHY SKIN

Its unique properties are based on a wide spectrum of optimally interacting ingredients with impressive cosmetic effects. The high quality of the ingredients is influenced by the unique growing conditions in the Swiss Alps, the plant parts used and, last but not least, the special extraction process.

The resulting research has shown that the plant's unique properties open up new therapeutic approaches, particularly in the field of dermatology.

72k's own Artemisia Annu plants used in 72k product line are organically grown in the Swiss mountains (Valais) and carefully harvested by hand. The outstanding quality of the product is due to the geographical altitude, the composition of the soil, the water content and the climate. The Artemisia C-08UC Complex® is the result of 20 years of biopharmaceutical research and development in the field of skin and phytoactive ingredients in Switzerland.

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The active ingredients obtained from plant extracts using the latest technology are at the core of the innovative formula:

Patented indication to reduce hyper-pigmentation

High antioxidative potential
(72'000 µgTE / 100 g)

Protects the skin from environmental stress and hostile germs

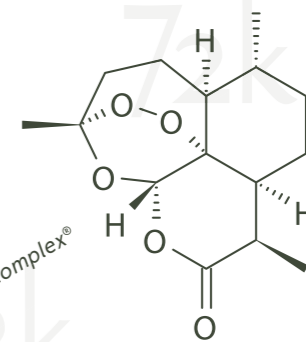
Regenerates and tightens the skin matrix

Moisturizes and nourishes the skin

Effectively treats a wide range of skin problems

Clinically tested

Artemisia C-08UC Complex®



THE EFFECTS & RESULTS OF THE ARTEMISIA C-08UC COMPLEX® ARE ALL-ENCOMPASSING

PROMOTE SKIN MATRIX REGENERATION

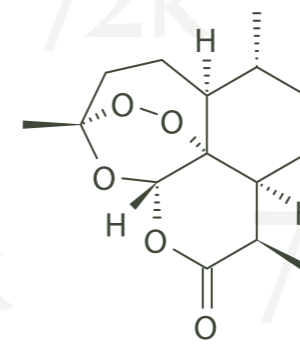
The antioxidant properties of the Artemisia C-08UC Complex® combat premature skin aging caused by UV rays and environmental pollutants. Its antiseptic and antibacterial properties act as a protective barrier for the skin and reduce inflammation.

PROVIDES SOLUTIONS FOR VARIOUS SKIN PROBLEMS

Artemisia C-08UC Complex® also revitalizes aging skin by enhancing the skin's regeneration process, leading to a smoother and firmer appearance. It provides an effective solution to a wide range of skin problems such as blemishes, enlarged pores, blackheads and acne, resulting in a more even skin tone and smoother complexion. In addition, Artemisia C-08UC Complex® regulates the overproduction of melanin, the brown skin pigment, reduces rosacea-related skin redness by strengthening blood vessels, and diminishes hyper-pigmentation, post-inflammatory spots and scars.

HYDRATES AND NOURISHES SKIN FOR A HEALTHY GLOW

Artemisia C-08UC Complex® provides the skin with essential Natural Moisturizing Factor (NMF) components, enriching the skin's hydration levels, nourishing it and helping to maintain a robust skin barrier.



**ARTEMISIA C-08UC COMPLEX®
PROTECTS THE SKIN FROM
ENVIRONMENTAL STRESS AND
HOSTILE GERMS, REGENERATES,
REPAIRS AND IS EFFECTIVE FOR
ACNE-PRONE SKIN**

Clinical Studies

PROTECTS

Our skin is exposed to harmful external influences every day and comes into contact with germs that are hostile to the skin. This can cause inflammation and leads to premature aging of the skin. Thanks to its antiseptic and antibacterial properties, Artemisia C-08UC Complex® acts like a protective shield on the skin and also counteracts damage that has already occurred.

UV rays and air pollution lead to the formation of free radicals that attack (oxidize) skin structure and lipids, causing premature skin aging, especially the breakdown of skin matrix components (e.g. collagen and elastin) and moisture loss.

Artemisia C-08UC Complex® is rich in plant polyphenols (tannins, flavonoids), simple phenols and coumarins, chlorophyll and tocopherol (vitamin E), which have a strong antioxidant effect and trap free radicals on and in the skin. The ingredients cineol, thujone and camphor have antiseptic as well as antibacterial effects and support the normal protective mechanisms of the skin against germs. Chlorophyll and bitter substances also have antibacterial and anti-inflammatory effects.

REGENERATES

Aging skin loses volume and firmness due to the loss of skin matrix components such as collagen and elastin. This leads to sagging skin and the formation of wrinkles.

Studies prove that Artemisia C-08UC Complex® counteracts skin aging. It stimulates the skin's regeneration process, plumps it up from the inside like a "bio-filler" and makes it appear smoother and firmer.

Tannin and bitter substances play an important role in this process. Tannins reduce the activity of elastase, an enzyme that promotes the breakdown of elastin and the formation of wrinkles, while bitter substances stimulate the synthesis of keratinocytes and thus skin regeneration.

REPAIRS & CLEARS

Artemisia C-08UC Complex® reduces enlarged pores, blackheads or acne and provides a more even skin tone and an improved, more even skin texture. The effect on pores and blackheads is mainly due to tannins. Sesquiterpenes (e.g. artemisinin) in interaction with essential oils initiate the healing process through their antibacterial and anti-inflammatory action and contribute to the restoration of healthy, radiant skin.

The multi-substance mixture fades pigment, inflammatory lesions (such as acne) and redness. It inhibits the excessive formation of melanin in the skin, reduces rosacea by strengthening the blood vessels and is suitable for the after-treatment of troublesome scars, since inflammatory processes and tension in the scar tissue are reduced and the risk of keloid formation is minimized. Vitamin C and its derivatives reduce hyperpigmentation and increase the lightening effect.

NOURISHES

The "Natural Moisturizing Factor" (NMF) contained in our products, combined with the skin's own glycerin and urea, amino acids and minerals, ensures optimal skin hydration and supports the skin's barrier function.

Artemisia Annuua also contains a balanced amino acid profile, vitamins (E, C and minerals (potassium, magnesium, phosphorus, sulfur compounds) relevant for healthy skin. Only carefully selected vegetable oils and essences are used in the manufacture of 72k products.