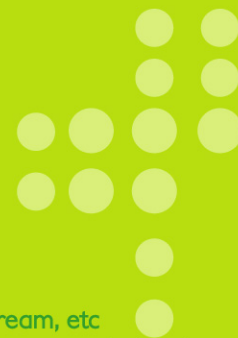


ROSEVITA

- Purpose for anti-oxidative agent -



Applicable products of ROSEVITA

Cosmetics : Skin, Lotion, Essence, Mask pack, etc

Hair care : Hair conditioner, Shampoo, Hair essence, etc

Cosmeceuticals : Anti-wrinkle serum, Eye cream, etc

Personal care products : Toothpaste, Body care products, etc

What is ROSEVITA ?

ROSEVITA is derived from nature as anti-oxidative agent. The majority of the people wanted to enhance skin wellness and beauty lately. ROSEVITA is developed for those who are craving for a natural skin and the relieving stressed skin of city life.

Main Ingredients



Common name	Rosehips, Rose Buds & Petals, Amur Rose
Main ingredients	Vitamin C, β -carotene, Catechin, Hyperin
Biological effects	Anti-oxidants, Anti-lipid peroxidation effect, Inhibition of immediate-type allergic reaction

Rosa davurica Pallas contains high amount of vitamin C, carotenoids, catechin, tocopherol and folates. It might be useful for the cosmetic applications where powerful antioxidative effect and stabilization of vitamin C are required or researched.

Effects of main component, catechin in *Rosa davurica* Pall extracts

Sample	Content of catechin (g/100g)		
	EtOH	EtOH	EtOH
Fruit	0.70	0.70	0.70
Leaf	3.49	3.49	3.49
Stem	2.56	2.56	2.56
Root	3.97	3.97	3.97

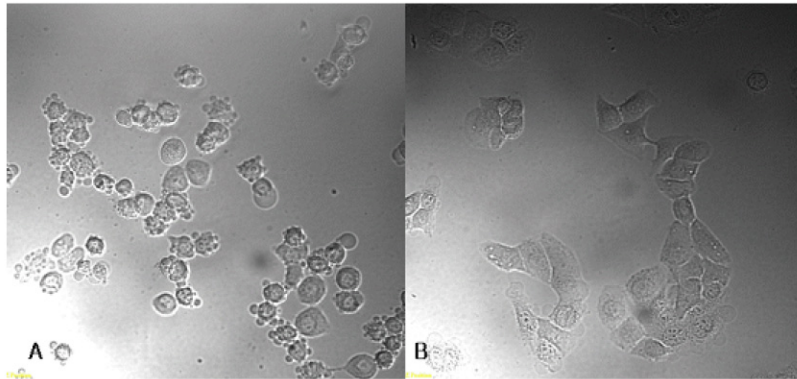
Content of catechin from *Rosa davurica* Pall extracts by HPLC analysis, *Kor. J. Pharmacogn.* 33(3) : 177 ~ 181 (2002)

SPECIFICATION

INCI Name	Water/ Butylene Glycol / Rosa davurica Bud Extract
Colour	Light Yellow liquid
Dry residue (110°C)	0.300±0.05 %
Water	nearly 60 %
Butylene Glycol	nearly 40 %
Preservative	0.3 % phenonip or Non-added
Packaging unit	5kg / 10kg / 20kg
Shelf life	2 years
Dosage	1~5 % (common use)

Main Biological Effects for Cosmetics

● Cytoprotective effect on human keratinocyte



Cytoprotective effects of *Rosa davurica* extract against UV irradiation.

A : UV-irradiated HaCaT cells without *Rosa davurica* Pallas extract treatment

B : UV-irradiated HaCaT cells cultured in the presence of *Rosa davurica* Pallas extract for 24 hours

UV light on cultured HaCaT(human keratinocyte) cell that brings to change of cell morphology. Because of cell membrane destructed causing the cell death. However, treated *Rosa davurica* Pallas extract which has protected cell membrane damage from UV light. Briefly, **ROSEVITA including *Rosa davurica* Pallas extract shows cell protection effect against UV light**

● Anti-oxidative activity for the DPPH radical (ROSEVITA)

Test material	Elimination of DPPH radical (IC ₅₀ : μ g)
BHT (Butylated hydroxytoluene)	5.4
Vitamin C	4.2
α - Tocopherol	3.3
ROSEVITA	3.9