



RAHN USA Corp.

www.rahngroup.com

Multisensory firework for youthful skin!

PRODUCT/SERVICE BACKGROUND INFORMATION

MYRAMAZE®-ESSENCE is a sensocosmetic active ingredient. By activating the sensory receptors of the skin and nose, it relaxes skin and mind and reinstates the skin's natural glow.

Clinical studies have shown that MYRAMAZE®-ESSENCE elicits a more positive mood in persons under stress by instantly lowering stress hormone levels. It generates exceptional radiance by activating five triggers: it balances facial hydration, reduces redness, brightens, reduces roughness and increases shine. Furthermore, the skin barrier is strengthened, and elasticity is improved. The lips become plumper and wrinkles on lips and skin are reduced.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

MYRAMAZE®-ESSENCE is obtained from the South African resurrection plant *Myrothamnus flabellifolia*. MYRAMAZE®-ESSENCE is carbon-neutral and is produced without plant waste, as the pomace is fully used in a subsequent production process.

Stressed, dehydrated skin can look sallow and dull. If you are also in a depressed mood, this has an additional negative effect on the appearance of your skin. MYRAMAZE®-ESSENCE revitalises the skin with the help of all the senses: its scent compounds can lighten the mood even at low-threshold concentrations. There is an effect on bitter taste receptors in the skin, thus reinvigorating it and returning it to a healthy state. Skin becomes relaxed and luminous.

HOW WILL THIS NEW PRODUCT/SERVICE IMPACT THE INDUSTRY (BENEFITS)?

MYRAMAZE®-ESSENCE belongs to a new generation of sensocosmetic active ingredients: it activates the sensory receptors of skin and nose at the same time causing multisensory fireworks that quickly relieve stress in the skin. It lightens the mood after stressful situations and reduces stress hormones. Furthermore, it increases the proportion of alpha-waves, which represent for a calm mood. It improves skin glow (+45% radiance), rebalances facial hydration and plumps the lips. It can be used in senso-cosmetics, products for improved skin glow, anti-ageing cosmetics, colour cosmetics and lip care. It is also suitable for feel-good cosmetics and fragrance-free products thanks to a subtle scent.