



ROELMI HPC

www.roelmihpc.com

Ener-gy Plus: That Active Ingredient for a Smiling Skin

PRODUCT/SERVICE BACKGROUND INFORMATION, 700 max characters (including spaces).

Ener-GY *plus* is a cell energizer and anti-age ingredient designed to act on the skin through mitochondrial activation. It is produced by enzymatic biotechnology, where only upcycled biologically active waters rich in fruit oligo-elements are involved, to respect Planet resources. It provides positive conditions for cell metabolism, promoting ATP production in mitochondria by a positive and significant modulation of cell energizing activity. Ener-GY *plus* prevents the signs of skin fatigue for a youthful complexion by improving skin elasticity, firmness and radiance. Further evaluations confirmed that Ener-GY *plus* helps in maintaining the physiological balance in skin microbiota composition.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY? 700 max characters (including spaces).

The company is presenting a new cosmetic active ingredient, obtained through sustainable enzymatic technology with upcycled raw materials, with a specific aim of promoting skin well-being and microbiota care. Its mechanism of action is well studied and precisely targeting the most important component of cells, the energy-production organelles which are mitochondria. Thanks to their historical evolution from the bacteria, also the microbiota of the skin has a benefit while using the ingredient, finding a new concept of making cosmetic, through known biochemical pathways but with innovative targets.

HOW WILL THIS NEW PRODUCT/SERVICE IMPACT THE INDUSTRY (BENEFITS)? 700 max characters (including spaces).

Cosmetic market is always seeking for compounds able to positively modulate the natural aging decay. Also, new trends are targeting sustainable and natural ingredients, obtained by soft technologies and coming from controlled supply chains. Finally, ingredients have to be easy to formulate.

Ener-GY *plus* positively answers to all these requests, representing an innovative solution for cosmetic formulators looking for innovation.

ROELMI HPC found the perfect link between its ingredients and the ecosystem: with the goal of empowering both Earth ecosystem, with sustainable ingredients, and Skin Ecosystem, developing actives for whole skin wellbeing, the company has developed Ener-GY *plus*.