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Flav'ential® BLM: Active Solution® of Flavonoids for Daily Protection

Michel Mercier Products (MMP Inc.)

mmpinc.com

PRODUCT/SERVICE BACKGROUND INFORMATION

MMP Inc. develops original purified vegetal extracts, natural-derived compounds with innovative cosmetic activities. A range of pure flavonoids and endogenous sterols offer multiple functions in personal care, skin and hair care. To complement the high-quality actives, MMP Inc. has developed formulating aids including two patented self-emulsifying bases to facilitate formulations of elegant skin care. MMP's innovation also focuses on inventive formulation aids, natural polymers, sensory enhancers and green cosmetics (alternatives to mineral and animal derived products).

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

Flav'ential® BLM is a synergetic blend of three highly purified flavonoids for potent antioxidant, anti-inflammatory and broad UV absorption properties. Flavonoids are polyphenols defined by their similar structural formula. Based on their determinant properties, MMP Inc. will present their individual UV absorption activity and the broad UV spectrum blend, along with the free radical scavenging activity and the inflammatory effects after chronic UVB irradiations. MMP's natural solution blend is easy to incorporate into formulations boosting the efficacy of sunscreen filters in sun care and protection in age defying and environmental stress applications.

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

Flav'ential® BLM, a natural potent Active Solution® blend of flavonoids, is a green cosmetic multifunctional enhancer to environmentally conscious Sun Care and Daily Protection applications.