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Vegechol® 10PH: A Primary Component for Skin Barrier Well-Being

Michel Mercier Products (MMP Inc.)

mmpinc.com

PRODUCT/SERVICE BACKGROUND INFORMATION

Over the years, MMP Inc. has been committed to developing raw materials that offer alternatives to animal-derived ingredients. Leveraging expertise in compounding and semi-synthesis, MMP has developed a naturally derived alternative to animal cholesterol. As a key lipid component of the stratum corneum, cholesterol plays an essential role in maintaining the skin barrier's structural integrity and function.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

Vegechol® 10PH is a synergistic blend of vegan cholesterol and phytosterols, predominantly beta-sitosterol, to support skin barrier repair, moisturization, and protection. Phytosterols are structurally analogous to cholesterol, with beta-sitosterol differing primarily by the presence of an additional ethyl substituent at the C-24 side chain. This subtle structural difference has been associated with anti-inflammatory and soothing activities, providing complementary skin benefits beyond the barrier-replenishing function of cholesterol alone. The combination is particularly well suited for dry, sensitive, and acne-prone skin, by improving skin suppleness, comfort, and overall barrier health.

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

Vegechol® 10PH is a plant-based alternative to animal-derived cholesterol, featuring a synergistic blend of vegan cholesterol and phytosterols. This blend supports skin barrier repair, by providing essential hydration, protection, and soothing benefits. These properties help maintain skin health, strengthen the skin's natural protective barrier and promote overall skin well-being, a valuable ingredient in skin care formulations.