

PhytoCellTec™ Aloha – Because Stress Shouldn't Show on Your Skin

Mibelle Biochemistry

www.mibellebiochemistry.com

Product/Service Background Information

PhytoCellTec™ Aloha is an innovative plant stem cell active derived from Waltheria indica, a resilient tropical plant traditionally known for its ability to withstand environmental stress. Produced using Mibelle Biochemistry's sustainable PhytoCellTec™ technology, the ingredient is designed to protect epidermal stem cells from the damaging effects of psychological stress. By addressing cortisol- and adrenaline-mediated stress pathways, it helps preserve the skin's natural renewal capacity and supports healthy, balanced skin.

What is the Company Introducing to the Market/Industry?

PhytoCellTec™ Aloha introduces a novel psychodermatology-inspired approach to skin care by targeting the visible effects of psychological stress at the epidermal stem cell level. It is the first plant stem cell active from Waltheria indica specifically developed to protect skin stem cells from stress-induced inflammation and loss of regenerative capacity. Supported by advanced stem cell cultivation technology and robust scientific validation, it offers a new solution for the rapidly growing wellness and stress-management skin care category.

How Will This New Product/Service Impact the Industry (Benefits)?

PhytoCellTec™ Aloha addresses a growing consumer concern: the impact of stress on skin health and appearance. By protecting epidermal stem cells, it helps reduce redness, blemishes, roughness, dehydration, and wrinkles while strengthening the skin barrier. Clinical studies demonstrated significant improvements in skin quality, including a 33.7% reduction in blemishes and an 11% reduction in transepidermal water loss. Combined with sustainable plant cell culture production, it delivers a scientifically advanced, environmentally responsible solution for next-generation anti-stress skin care.