

RAHN USA Corp

www.rahn-group.com/en/cosmetics/rahn-cosmetic-actives.html

PRODUCT/SERVICE BACKGROUND INFORMATION

CELLACTIVE®-PDRN is a bioactive active ingredient derived from *Chlorella vulgaris* that helps support skin regeneration and overall skin quality. Inspired by regenerative medicine, it delivers clinically proven benefits for both skin and hair while meeting the demand for sustainable, vegan cosmetic solutions.

- **Dual mechanism of action:** Activates the adenosine A2A receptor and supplies nucleotides for the cellular salvage pathway to support skin repair.
- **Proven skin benefits:** Improves hydration, barrier function, resilience, radiance, and reduces visible signs of ageing.
- **Skin and hair care performance:** Enhances scalp comfort, hair quality, and manageability.
- **High DNA content (>2%):** Higher than tested algae-based competitor PDRN ingredients.
- **100% vegan and sustainable:** Microalgae-derived, animal-free, and ideal for modern, environmentally conscious formulations.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

CELLACTIVE®-PDRN is the first cosmetic-grade, plant-based PDRN active derived from *Chlorella vulgaris*, manufactured in Germany and engineered in Switzerland. It offers a sustainable, animal-free alternative to traditional PDRN sources and is standardized to contain >2% DNA, exceeding tested algae-based competitors. Its innovation combines two regenerative mechanisms: activation of the adenosine A2A receptor to support repair signaling and delivery of bioavailable nucleotides through the salvage pathway, enabling a new generation of DNA-guided skin regeneration for cosmetic applications.

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

CELLACTIVE®-PDRN delivers clinically proven benefits for skin and hair care, improving hydration, radiance, barrier function, firmness, elasticity, wrinkle appearance, scalp comfort, and hair manageability. It offers formulators a versatile active suitable for face, body, scalp, and hair applications with strong claim support. Derived from renewable microalgae, it provides a vegan alternative to animal-derived PDRN. The ingredient is readily biodegradable, non-ecotoxic, PFAS-free, preservative-free, and compliant with major global cosmetic regulations.