

L'ERBOLARIO

Viale Milano, 74 - 26900 Lodi - I

Tel. ++39.0371.4911 - Fax ++39.0371.491411

Design Angelo Spaurzola - Still life Italo Pizzi

L'ERBOLARIO

Algadetox

916.1237 D18D17A



DETOX: A GESTURE OF LOVE FOR YOUR SKIN

Traffic, work, meetings, countless commitments, various kinds tensions... Our daily lives have become an actual obstacle race! Stress often has the upper hand, not only on our mood, but also on the skin, which is subjected to continuous external attacks, especially if you are living in a big city.

The epidermis, which is a real protective barrier, is constantly exposed to UV rays and other atmospheric pollutants, such as smog (a combination of the words *smoke* and *fog*).

If to this we add an incorrect lifestyle, a poor diet and bad habits such as smoking, the result for the skin is inevitable: oxidative stress, cell damage, weakening of the “barrier effect”, loss of tone and elasticity, early aging.

However, the situation is by no means irreparable. You just need to protect yourself with the right products.

And precisely with the aim of defending and purifying, we created the special recipes of the Algadetox line, products that draw all their anti-radical and protective virtues from algae and micro-algae.

Exfoliating Cleansing Oil-Gel, Day Face Cream, Face Cream-Mask and Beauty Activator: four cosmetics whose effectiveness has been clinically tested and that will be indispensable for a luminous, detoxified and compact skin.



Cleansing Exfoliating Face Oil-Gel

Skin-purifying treatment against pollution

With Laminaria Algae, Sea Lavender and fast absorbing Jojoba microspheres

A perfect Oil-Gel especially for those living in cities. It cleanses and purifies facial skin from smog gently, but effectively thanks to its fast-absorbing Jojoba microspheres. In addition, this recipe gives your skin new radiance, thanks to the precious extracts of Laminaria Algae and Sea Lavender, which are perfect to moisturise, tone and protect the face.

IN VIVO EFFECTIVENESS TEST*

We conducted an *in vivo* clinical trial to test the effectiveness of the Algadetox Oil-Gel in removing from the skin polluting micro-particles that settle during the day. To do this, we applied on the skin of 20 volunteers a substance that simulates in terms of colour and size, the smog micro-particles created by industries, domestic heating and vehicle traffic. We photographed the skin on which we applied the substance and here are the fabulous results!



Skin treated with micro-particles that simulate pollutants**



Skin cleansed with water



Skin cleansed with a traditional cleanser



Skin cleansed with Algadetox Exfoliating Cleansing Oil-Gel

The Algadetox Cleansing Oil-Gel has proven to be effective in removing polluted micro-particles from the skin, thereby increasing the brightness of the epidermis by **77%**!

It also has a more effective cleansing effectiveness compared to a traditional cleansing milk, by removing **50% more** micro-particles from the skin.

**In vivo test on 20 volunteers between 18 and 65 years of age. Skin treated with micro-particles that simulate pollution and cleansed with water, with a traditional detergent and with Algadetox Cleansing Exfoliating Oil-Gel. Instrumental measurements of improved skin brightness with a Colorimeter and computerised analysis of images.*

*** The amount of micro-particles that simulate the pollutants deposited on the skin has been artificially increased by simulating extra exposure.*



Day Face Cream

Daily protection against pollution - SPF 15

With Klamath Algae, extract of Moringa and Vitamin C

Smog, cigarette smoke, sun, various types of environmental stress: every day the skin on our face is subjected to many aggressions! This cream is ideal because it is able to hydrate intensely and create on the epidermis – thanks to the extract of Moringa and Alga Laminaria digitata – a film that helps to prevent deposits polluting micro-particles.

IN VIVO EFFECTIVENESS TEST*

We asked a team of experts to undertake an *in vivo* study to test the effectiveness of the AlgadetoX Day Face Cream to protect the skin from polluting micro-particles and therefore create a “barrier effect”. Once again, a substance that simulates polluting micro-particles was used. And once again the results were clearly visible!



Skin treated with micro-particles that simulate pollutants**



Skin treated with a placebo cream (without active ingredients)



Skin Treated with AlgadetoX Day Face Cream

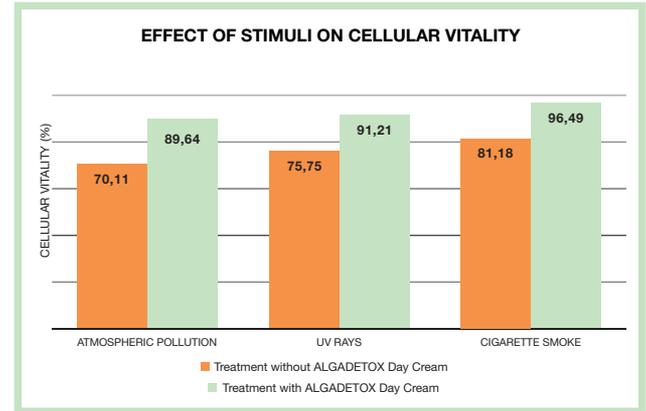
The AlgadetoX Day Face Cream proved to be able to reduce the adhesion of polluted micro-particles by **72%** compared to a placebo cream.

* In vivo test on 20 volunteers between 18 and 65 years of age, skin treated with micro-particles that simulate pollutants, with a placebo cream and with the AlgadetoX Day Face Cream. Instrumental measurements of improved skin brightness with a Colorimeter and computerised analysis of images.

** The amount of micro-particles that simulate the pollutants deposited on the skin has been artificially increased by simulating extra exposure.

IN VITRO EFFECTIVENESS TEST*

We then asked the University of Pavia to work with us and conduct an *in vitro* test to evaluate the ability of the AlgadetoX Day Face Cream to protect the skin from urban smog, cigarette smoke and UV rays.



Cellular vitality, index of protective effectiveness, significantly increased with the use of the AlgadetoX Day Face Cream compared to the vitality of untreated cells.

* In vitro test performed on keratinocytes, the main cells of human epidermis.

Face Cream-Mask

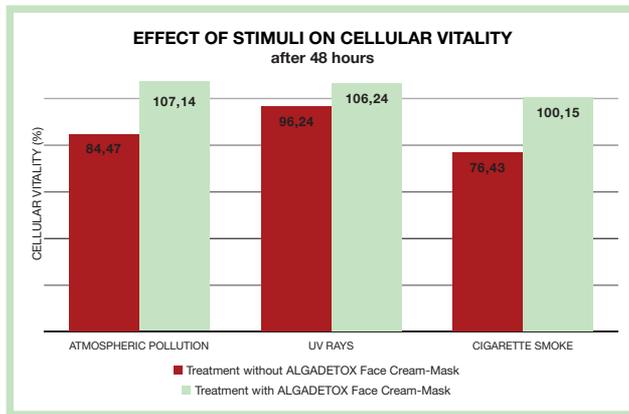
Night skin-repairing treatment

With Chlorella Algae, extract of Moringa and Vitamin C

Facial skin regains its radiance with this night-time treatment, capable of performing a “repairing” action and nourishing the epidermis, thereby “re-activating” tired and stressed skin during the night. The Cream, which can be used as a normal Night Cream or as a Mask, gives the epidermis all its anti-radical and antiage action, thanks to vitamin C and the extracts of Sargassum muticum Algae and Chlorella.

IN VITRO EFFECTIVENESS TEST*

Also for this Cream-Mask we asked the collaboration of the University of Pavia to carry out a study to assess the ability of the product “repairing” the skin, stressed by urban smog, cigarette smoke and UV rays.



The Cream-Mask proved to have an effective repairing action: cellular vitality increases significantly not only after **12 hours**, but also has an even more effective effect after **48 hours**.

*In vitro test performed on keratinocytes, the main cells of human epidermis.

As seen, the effectiveness of AlgadetoX cosmetics has been proven. And it will prove to be an invaluable and truly special product to maximise the positive effects of Face Creams.

Face Beauty Activator

With Dunaliella Algae and Camellia oil

With a few drops, this precious Beauty Activator, as its name suggests, can “activate” all the glow of your skin, reawakening its tone, elasticity and at the same time nourishing it intensely. This is thanks to very fine oils with emollient and anti-aging properties, including Camellia, Pongamia and Chia oil. Their action is associated with the antioxidant and anti-reddening action of Laminaria ochroleuca, Dunaliella salina and Haematococcus pluvialis Algae. The Activator is very easy to use: just take 2 drops of product with the special dropper and mix it with one of the AlgadetoX Face Creams or your Cream of choice, then tap on face, neck and neckline.

OUR COMMITMENT

With L'Erborario phytocosmetics you support people, animals and the environment, promoting sustainable development. In fact, at L'Erborario:

- We develop and produce our phytocosmetics at our production site in Lodi, immersed in the greenery of the Adda Sud Natural Park, in accordance with the guidelines of Good Manufacturing Practices GMP (UNI EN ISO 22716), without discrimination or exploitation of labour, in excellent health and safety conditions;
- We do not outsource any production phase to third countries, and certainly not to any country where human rights and the fundamental rights of workers are violated;
- We adhere to the "International Ban Animal Testing Standard": all our products are guaranteed by the LAV (Lega Anti Vivisezione - Anti-Vivisection Society);
- Since 2002, we have chosen to implement an Environmental Management System (certification UNI EN ISO 14001);
- We certify the safety and effectiveness of all cosmetic proposals with clinical tests supervised by the University of Pavia;
- We use self-produced energy for our production activities from our 200 kWp photovoltaic array, integrated with energy from renewable sources. Thanks to this noble choice, every year we save 94 tonnes of CO₂, the equivalent of 626 trees;
- We are ever-involved in the development of environmentally-sustainable packaging, and prefer recycled materials which can also be recycled. We thereby select plastic materials - such as Green PE and Green PET - obtained from renewable sources, such as sugar cane;
- For all paper and paperboard items, we only use FSC® certified paper, according to the strict environmental and social standards of the Forest Stewardship Council®, supporting the correct and responsible management of forest resources;
- We are an honorary member of RSPO (Roundtable on Sustainable Palm Oil) and support this international organisation founded with the ambitious and important goal of promoting sustainable cultivation and use of palm oil and derived products;
- Since 2005, we have been certifying all of our agricultural activities - rigorously organic - through ICEA (Istituto per la Certificazione Etica Ambientale - Institute for Environmental Ethical Certification) for AIAB (Associazione Italiana per l'Agricoltura Biologica - Italian Association for Organic Agriculture);
- As a Corporate Golden Donor, we contribute to funding the activities of FAI (Fondo per l'Ambiente italiano - Italian Fund for the Environment);
- We support the project "10,000 Food Gardens in Africa" promoted by the non-profit organisation Slow Food Foundation for Biodiversity.

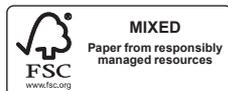
Because, at L'Erborario, we believe that cosmetics should always rhyme with ethics.

Come and find out more information about the L'Erborario world and our commitment!

erborario.com

follow us on:  erborario  erborariolodi  @erborarioita

 +erborario  erborariolodi  erborariolodi



Classification drawn up by the German Institute for Quality and Finance, the absolute leader in the field of surveys and quality seats in Europe.