

CANNABIDIOL (CBD) ISOLATE POWDER

> ACTION

Hemp-derived Cannabidiol
High-grade – Guaranteed Purity

> GREENTECH INNOVATION

- **High-grade Hemp-derived Cannabidiol Isolate (≥ 98% CBD)**
- **COSMOS-approved Cannabidiol**

> ORIGIN

Hemp-derived Cannabidiol (CBD): cristalline powder titrated in at least 98% of CBD, obtained by supercritical CO₂ extraction & advanced purification from hemp cultivars authorized by the French regulation, sustainably cultivated in South America and locally processed (high quality sourcing, traceable supply chain and CSR actions).



> DESCRIPTION

CANNABIDIOL (CBD) ISOLATE POWDER is a high-grade active ingredient titrated in at least 98% of CBD, with multiple benefits for skin: anti-aging, potent soothing, seoregulating, anti-imperfections/anti-acne and radiance boosting effects.

> MECHANISM

Recent research has raised evidences about the critical role of the endocannabinoid system in skin homeostasis and functions, this system involving endocannabinoids and their receptors, enzymes, ... (Baswan *et al.*, 2020).

As a non-psychoactive phytocannabinoid, similar to endogenous endocannabinoids, CBD is a biomimetic active ingredient. CBD could modulate the cutaneous endocannabinoid system when topically applied.

> COSMETIC BENEFITS

– **Anti-inflammatory effect:** CBD exerts a potent anti-inflammatory activity on skin cells, decreasing NF-κB signaling pathway (master regulator) and pro-inflammatory cytokines. CBD has promising effect on dermatitis experimental model (Gegotek *et al.*, 2019; Petrosino *et al.*, 2018)

- **Antioxidant effect:** CBD counteracts oxidative stress induced by UV or oxidant molecules, protecting skin and cell biological structures. CBD also boosts cell antioxidant defense system through NRF2 (master regulator)(Atalay *et al.*, 2020; Casares *et al.*, 2020)

- **Anti-aging effect:** CBD boosts expression by skin fibroblasts of key proteins involved in the dermal-epidermal junction (DEJ) and fibroblast-matrix interactions : collagen VII, beta-1 integrin and alpha-2 integrin. It also decreases expression of matrix metalloproteinases (MMP-9, MMP-13), preventing DEJ and dermal extracellular matrix degradation (Gegotek *et al.*, 2019)

- **Seboregulating effect – Anti-acne effect:** CBD has a lipostatic effect (inhibitory effect on lipid synthesis induced by arachidonic acid & testosterone), suppresses sebocyte proliferation, inhibits LPS-induced expression of inflammatory factors and activation NF-kB signaling pathway, and has antimicrobial activities (Jin and Lee, 2018; Olah *et al.*, 2014)

- **Radiance-boosting effect:** CBD stimulates melanogenesis in melanocytes and increases melanin content (Hwang *et al.*, 2017).

> APPLICATIONS

- **Anti-Aging products**
- **Sensitive & Reactice skin care**
- **Sun care**
- **Oily & Acne-prone skin care**
- **Atopic skin care**
- **Anti-pollution / Detox products**

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