

Longevity: From Anti-Ageing to Healthy Ageing



towards a holistic approach that places long-term skin health at the forefront. Longevity means not only enhancing the skin's appearance in the short term but also preserving its vitality, structure and function for years to come by focusing on prevention, protection and regeneration.

Redefining beauty, the cosmetics industry is undergoing a transformation – moving away from the sole battle against wrinkles

hormonal changes, natural cellular ageing) and extrinsic fac-

Understanding Skin Ageing

tors (UV exposure, pollution, blue light, oxidative stress, poor diet, lack of sleep), which often accelerate the process. Instead of reacting only once visible signs appear, longevity skincare focuses on early support, giving the skin the resourc-

Skin ageing is influenced by both intrinsic factors (genetics,

The Pillars of Skin Longevity

This holistic perspective reflects the growing demand for sustainable, science-backed skincare that promotes long-term well-being.

nutrition, restful sleep, hydration and regular exercise.

es it needs in time to maintain vitality, elasticity and resilience.

This is further reinforced by a healthy lifestyle with balanced

principles that work synergistically against the main causes of skin ageing:

 Protection of the skin from extrinsic factors – such as UV radiation, blue light, pollution and oxidative stress – to mini-

mise photo-ageing and environmentally induced skin dam-

A modern longevity approach strategically combines multiple

- age Repair of cellular structures by supporting regeneration and strengthening the skin barrier to counteract damage caused by free radicals, stress or external aggressors
- Preservation of youthfulness by stimulating collagen and elastin production, reducing trans-epidermal water loss and optimising skin hydration • Balance in the skin microbiome and reduction of chronic mi-
- processes (inflammageing)

cro-inflammations to slow down inflammation-driven ageing



RAHN Active Ingredient Solutions for Healthy Ageing ASTACOS® OL50 - The Red Diamond

· Antioxidants and free radical scavengers: neutralise free radicals and protect against oxidative stress, one of the main

sential. Particularly effective are the following:

Key Ingredients for Skin Longevity

For healthy, resilient and radiant skin, ingredients that actively support cell repair, regeneration and barrier function are es-

drivers of skin ageing Anti-Inflammatory agents: calm existing microinflammations and help prevent their formation

- Moisturisers: provide deep, long-lasting hydration and improve the skin's moisture balance • Barrier and cell repair agents: strengthen skin structure and promote regeneration processes
 - production for improved firmness and elasticity

Collagen boosters: stimulate collagen and elastin

ASTACOS® OL50 is a natural oleoresin derived from *Haemato*coccus pluvialis, a freshwater micro-alga. Its key component,

gae produce as a defence mechanism against harsh environmental conditions. Embedded in certified organic jojoba oil, it ranks among the most powerful known antioxidants, is COS-

for Long-Lasting Skin Health

MOS-certified and demonstrates nearly three times the antioxidant capacity of comparable astaxanthin sources. 'ASTACOS® OL50 – The natural power against environmental stressors' **Key Benefits at a Glance:** Neutralises free radicals and reduces oxidative inflammation

• Promotes a more even skin tone and a radiant complexion

Synoxyl® AZ works through five complementary mechanisms - from chelating harmful metal ions and inhibiting enzymes to activating cellular defence systems and providing long-term DNA protection, even after UV exposure. Clinical studies show a reduction in inflammatory markers, erythema and visible

· Reduces wrinkles and pigmentation spots while increasing

Enhances regeneration and improves skin density

firmness

Synoxyl® AZ -



Pluvialis Extract, Tocopherol, Helianthus Annuus Seed Oil

• pH stability: pH 3.0-7.0 • INCI: Simmondsia Chinensis Seed Oil, Haematococcus

Recommended use level: 0.01 – 0.3 %

Formulation Guidelines:

• pH range: 5.0-7.0

INCI: Acetyl Zingerone

Recommended use level: 0.5–1.0%

care or urban defence concepts

Suitable for: serums, emulsions, masks, gels, lotions

• Recommended for: anti-ageing ranges, postmenopausal

'Synoxyl® AZ – Fivefold defence power against environmental stress'

wrinkles after just four weeks.

Hydra Synol® DOI -

The Shield Against Oxidative Stress*

Key Benefits at a Glance: • DNA and cell protection safeguards genetic integrity, even after sun exposure Reduces inflammatory markers and UV-induced redness Smooths wrinkles and improves skin texture

Multifunctional Skin Barrier Strengthener* Hydra Synol® DOI goes beyond simple moisturisation: the natural active ingredient Isosorbide Dicaprylate specifically

strengthens the skin barrier while also regulating inflammatory

(tight junctions and desmosomes) that act like invisible seals

and anchors. These hold skin layers tightly together, prevent

moisture loss and create a smooth, resilient surface. At the same time, the active ingredient reduces cellular stress and

inflammation markers (LDH activity) and soothes irritated skin,

and it is therefore ideal for sensitive or barrier-weakened skin

processes, making the skin more resilient in the long term.

*Only available for our customers in: AT, CH, FR and the UK

'Hydra Synol® DOI – The smart moisturiser' It activates key skin proteins (CD44, AQP3 and ceramide synthase) and supports the formation of special cell junctions

types. Ajidew™ – Amino Acid-Based Solutions for Healthy Ageing*

Formulation Guidelines: • Recommended use level: 2-4% · Appearance: colourless, transparent oil INCI: Isosorbide Dicaprylate *Only available for our customers in: AT, CH, FR and the UK

Ajidew™ ZN-100* combines PCA with zinc for targeted

Promotes collagen production by supporting vitamin C

Inhibits enzymes that break down collagen and elastin

Based on the mechanisms of the skin's natural moisturising factor (NMF), the Ajidew™ range from Ajinomoto offers two exciting solutions:

acid (PCA). As a key component of the NMF, it actively binds moisture and sustainably strengthens the skin barrier. **Key Benefits:** Provides long-lasting hydration without a greasy feel Improves fine lines by optimising moisture balance and

In combination with L-arginine, supports microcirculation,

'Ajidew™ – Amino acid power for

deeply hydrated, healthy-looking skin'

visibly reduces dark circles

Formulation Guidelines:

Recommended use level: 1–3%

nutrient delivery and cell renewal

Ajidew™ NL-50 is the sodium salt of *L-pyrrolidone carboxylic*

 pH stability: 3.0–10.0 INCI: Sodium PCA · Ideal for: day and night creams, cleansers, eye care and anti-ageing products

*Only available for our customers in: AT, CH, DE, IE and the UK

Cyclosystem Complex Retinol 33,000 IU/g -The Gentle Retinol

Retinol remains one of the most established actives in anti-ageing cosmetics, but its high efficacy often comes with challenges in terms of skin tolerance and stability. Cyclosystem Complex

Retinol 33,000 IU/g addresses these issues through cyclodextrin microencapsulation, protecting retinol from oxidation, increasing stability and enabling time-released delivery - for

- 'Cyclosystem Complex Retinol -Maximum efficacy, gentle on skin'
- · Greater skin tolerability (reduced irritation) More efficient activity in the skin Higher bioavailability

Key Benefits:

gentle yet effective skin renewal.

· Increased efficiency and stability of cell renewal Improved water solubility

Formulation Guidelines:

Recommended use level: 3–10%

• INCI: Polysorbate 20, Water, Caprylic/Capric Triglyceride, Hydroxypropyl Cyclodextrin, Retinol, Sodium Metabisulfite, Tocopherol, BHT

• pH stability: 5.0-8.0

- also the density and firmness of the extracellular matrix (ECM) and the dermal-epidermal junction decline.

Within the longevity approach, maintaining the structural integrity of the skin is essential. With age, not only hydration but

gen produced through fermentation. It works via a dual mechanism: stimulating the synthesis of essential structural proteins age-related fragmentation.

Vecollage® Fortify GP is a vegan, skin-identical type III colla-

for firm, youthful-looking skin' **Key Benefits at a Glance:**

- Boosts collagen and elastin synthesis for smoother, denser skin
- oxidative stress Provides a long-lasting firming effect – clinically proven
- Inhibits ECM-degrading enzymes and protects against

Vecollage® Fortify GP - The Vegan Collagen for Long-Lasting Skin Health*

(collagen I, III, IV, elastin and fibronectin) while inhibiting ECM-degrading enzymes (MMP-3) – thus protecting against 'Vecollage® Fortify GP – Vegan collagen **Applications:**

- increase in dermal density

→ Guide Formulation 'Amino Pro-aging Eye Serum' by Ajinomoto

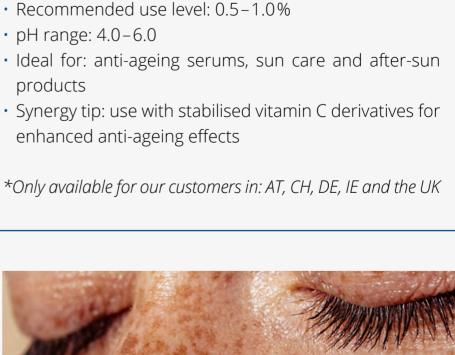


Key Benefits:

utilisation

- anti-ageing benefits. It not only hydrates but also helps preserve collagen and strengthens the skin barrier.
- Strengthens the skin barrier by supporting keratinocyte function Promotes an even skin tone

Formulation Guidelines:

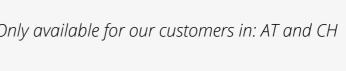


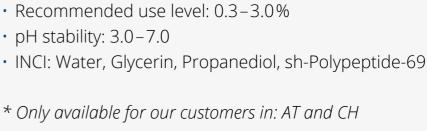
Premium anti-ageing serums and creams

Dermocosmetic skin care

- **Formulation Guidelines:** Recommended use level: 0.3–3.0% • pH stability: 3.0 – 7.0
- * Only available for our customers in: AT and CH

→ Guide Formulation 'Forever Young Foundation Drops' by Evonik





- **Resource Hub:**
- → Presentation 'Amino Skincare at every Age' by Ajinomoto → <u>Presentation 'Vecollage® Fortify GP/ L' by Evonik</u> → Guide Formulation 'Natural Astaxanthin' by BDI-BioLife Science → Presentation 'Empowering Skin to Resist Time' by Sytheon → Guide Formulation 'Collagen Comfort Toner' by Evonik