



# REFORCYL<sup>®</sup>-AION

Awarded for its particular environmental benefits

**RAHN**

Your partner for excellence



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## INNOVATION PRIZE FOR REFORCYL®-AION

Zurich, October 1, 2020

RAHN's REFORCYL®-AION was awarded with the BSB Innovation Prize in the category „Environment“.

### About the Award

The innovation award aims to promote the global dissemination of up-to-date knowledge. In the new category „Environment“, ingredients and finished products with a particular environmental impact such as environmentally friendly production processes or support of the 17 UN Sustainability Goals are honored.



**2. Prize** Category Raw Materials

## About REFORCYL®-AION

REFORCYL®-AION offers a holistic, effective anti-ageing concept tackling upcycling in four different ways:

**Upcycling of cells:** REFORCYL®-AION activates autophagy, a sophisticated waste management system of our body and skin, which keeps cells clean and functional.

**Upcycling of skin:** Purified cells lead to a marked improvement of skin condition. Skin barrier (thickness, TEWL, desquamation) is strengthened, going along with a hydration increase. Sebum is gender-independently regulated, firmness and elasticity are improved. REFORCYL®-AION's rejuvenating effect is measurable and perceivable.

**Upcycling of mind:** Due to the perceptible anti-ageing effects of REFORCYL®-AION, consumers feel good in their skin. At least 90 % of the volunteers (placebo-controlled study) perceived overall improvement of skin appearance leading to positive emotional and psychological influence on the personal well-being.

**Upcycling of environment:** REFORCYL®-AION is based on organic, sustainable by-product of oil pressing. It is climate-neutral and conforms to the principles of circular economy and „cradle-to-cradle“ approach.



[www.reforcyl-aion.swiss](http://www.reforcyl-aion.swiss)



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