



# COSMETIC ACTIVES

NEWS RELEASE

SWISS EXPERTISE 

**RAHN**  
Your partner for excellence

# Sustainability meets efficacy

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JANUARY 2019: RAHN INTRODUCES CELLACTIVE®, THE FIRST CARBON-NEUTRAL NUTRIBOOSTER FOR SKIN AND HAIR.

A healthy lifestyle paired with an increasing awareness of the need for sustainable and responsible consumption of resources is part of the outlook of today's consumers. They are in the know about health and ecological aspects of their nutrition and they believe in cosmetics that recalibrate skin processes in a way that the skin can help itself.

The microalga *Chlorella vulgaris* and the white lupin are well known sources of valuable nutritional building blocks such as amino acids, proteins and carbohydrates. Both superfoods are combined together in CELLACTIVE®, the carbon-neutral essential cell boost factor for skin and hair.

The active ingredient promotes the integrity of the integumentary system at two levels: in the epidermis, it stimulates the production of adhesion proteins in order to improve cellular cohesion. Furthermore, it triggers the production of multiple extracellular matrix components in the dermis and helps skin to quickly regain its firmness and elasticity.

Hair also benefits from the use of CELLACTIVE®: it encourages the longevity of hair follicles thanks to invigorated cellular cohesion and improves hair quality parameters such as the anti-static effect and structure.

Thanks to a dedicated carbon footprint calculation, CELLACTIVE® paves the way for a new generation of climate-neutral cosmetic active ingredients with excellent transparency across their whole supply chain while assumption of social responsibility compensates for any unavoidable emissions.

CELLACTIVE® is conform to COSMOS and Ecocert and certified by Natrue.

## Efficacy

- Serves as a serum for keratinocytes activity
- Improves cell cohesion
- Promotes ECM integrity )
- Serves as a serum for hair follicles (*ex-vivo* study)
- Improves quality of damaged hair (*ex-vivo* study)
- Provides firm and elastic skin



For further information, please contact [cosmetics@rahn-group.com](mailto:cosmetics@rahn-group.com)

# About RAHN

## RAHN GROUP

### SPECIALISING IN MARKET-ORIENTATED COSMETIC ACTIVE SUBSTANCES SINCE 1999

RAHN AG is a financially independent Swiss family company with three business areas, Cosmetics, EnergyCuring and Scent&Taste. RAHN AG has been a key player in the international marketplace since 75 years and has more recently grown into an internationally acclaimed expert in the development and sale of speciality chemicals.

In 1999 RAHN launched its own cleverly devised RAHN-Cosmetic Actives for use in a variety of applications.

## RAHN-COSMETIC ACTIVES

### A HOLISTIC PLATFORM SATISFYING INDIVIDUAL CUSTOMER REQUIREMENTS

We at RAHN speak the language of cosmetic science and strive to generate new inspiration for our customers. This message is reflected in RAHN-Cosmetic Actives where we recognise and harness the potential of nature, whilst combining it with modern technology to generate market-orientated, tried and tested active concepts. Constantly at the cutting edge of skin biology, we transform our scientifically proven systems into cosmetic statements. With its extensive platform, RAHN-Cosmetic Actives is capable of meeting a wide range of customer requirements be it in terms of marketing, science, product development or product safety.

### UNCOMPLICATED CUSTOMER SERVICE – SECOND NATURE TO US!

Our customers are at the very heart of our business and we recognise the importance of responding swiftly to customer requests to offer workable solutions. The documentation for RAHN-Cosmetic Actives is comprehensive and practical. Our customers are delighted to use the intelligent trade names on their cosmetic packaging to further enhance pack claims. We are also equipped to deal with formulation problems in our technical applications laboratory as well as providing a wide range of tailor-made, state-of-the-art formulations.

### FOR MORE INFORMATION PLEASE CONTACT:

RAHN AG

Doerflistr. 120

8050 Zurich

Switzerland

Tel: +41 44 315 42 00

Fax: +41 44 315 42 45

E-mail: [cosmetics@rahn-group.com](mailto:cosmetics@rahn-group.com)

[www.rahn-group.com](http://www.rahn-group.com)

RAHN GmbH  
Hahnstrasse 70  
DE-60528 Frankfurt am Main  
Tel. 0800 1 816 015  
Fax 0800 1 816 016

RAHN (UK) Ltd.  
55 Baker Street  
GB- London  
W1U 7EU  
Tel. 0800 0 323 743  
Fax 0800 0 323 744

RAHN France Sarl  
91 rue de Faubourg Saint-Honoré  
FR-75008 Paris  
Tel. 0800 913023  
Fax 0800 918268

RAHN USA Corp.  
1005 North Commons Drive  
Aurora, Illinois 60504, USA  
Tel. +1 630 851 4220  
Fax +1 630 851 4863

RAHN Trading (Shanghai) Co. LTD  
Room 105, Building 1  
3669 Jin Du Road  
Shanghai Xinzhuang Industry Park  
Shanghai 201108  
P.R. of China

Tel. +86 21 5442 8871  
Fax +86 21 5442 8879

cosmetics@rahn-group.com  
www.rahn-group.com

**RAHN AG**

Dörflistrasse 120  
CH-8050 Zürich  
Tel. +41 44 315 42 00  
Fax +41 44 315 42 45

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