



bioactive salicylates from nature

Actera

Salixin is an active ingredient from organically grown and sustainable Danish Purple Willow. The willow bark is fermented in water using traditional Nordic fermentation practices.

The resulting bioactive compounds are high in natural salicylates, offering superb anti-inflammatory, anti-microbial, and other biological activity.

The positive impact of these actives on health and beauty is experienced in several personal care applications, most notably on scalp health (dandruff), oral care (healthy gums), and in the treatment of atopic dermatitis.

INCI

Lactobacillus/Salix Purpurea Bark Ferment Extract
(and) Glycerin

Applications

- Scalp treatments
- Dandruff shampoo
- Oral rinses
- Toothpaste
- Skincare treatments

Key Benefits

- Clinically reduces dandruff and flaking
- Clinically reduces bleeding & inflamed gums
- Reduces inflammatory biomarkers in skin cells, and reduces TEWL in clinical skincare testing

Formulation Guidelines

Hair Care 1-2%
Oral Care 3%
Skin Care 1-2%



Bioactive Rationale

Salicylates are the original pharmaceutical active, with similarities to its close cousin aspirin. From ancient times Hippocrates reported on willow's pain-relieving properties, and since then the historical record is filled with reports of its use in treatments for digestion, menstruation, skin diseases and weight loss.

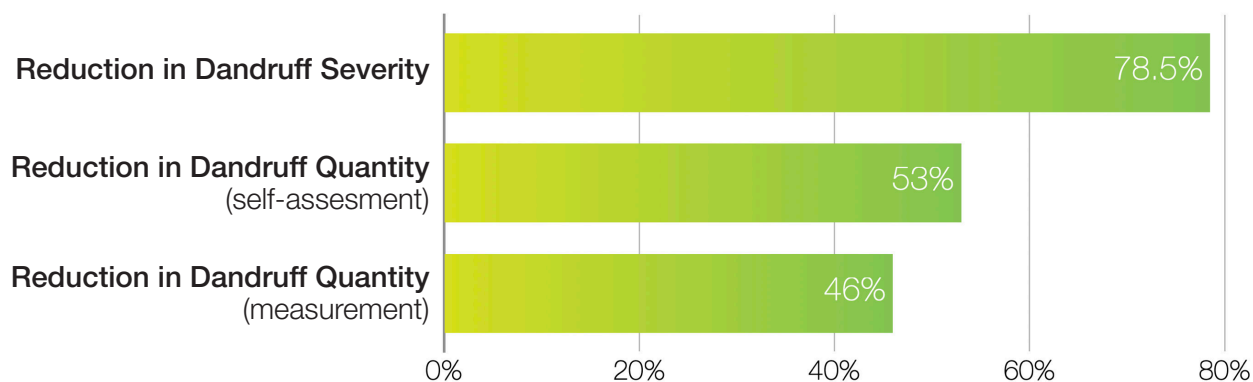
Salixin takes these health benefits to the next level through traditional fermentation processes that concentrate and transform the willow extract into untold beneficial molecules. The product is entirely from certified organic agriculture, sustained through healthy farming practices resulting in abundant bioactivity. The final ingredient produced is 100% natural, yet truly active in healing treating topical conditions.



Performance Claims

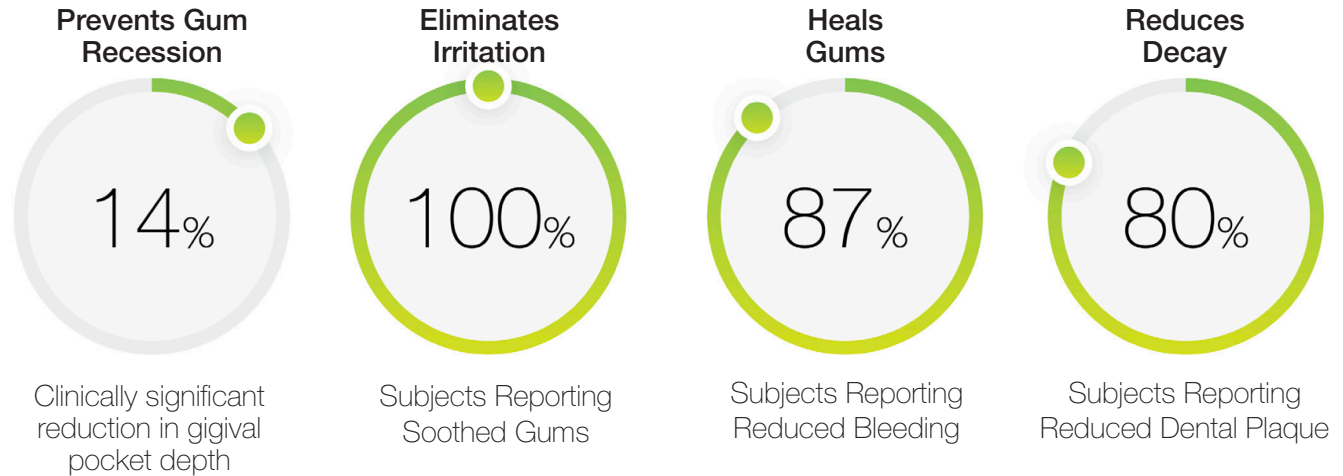
Better Scalp Health & Dandruff Reduction

Independent clinical study on male and female adults (n=20) with dandruff, washing hair once per day with shampoo containing 2% Salixin for 28 days. Results determined quantitatively by a measurement device (DandruffMeter DA20[®]) and by user self-assessment.



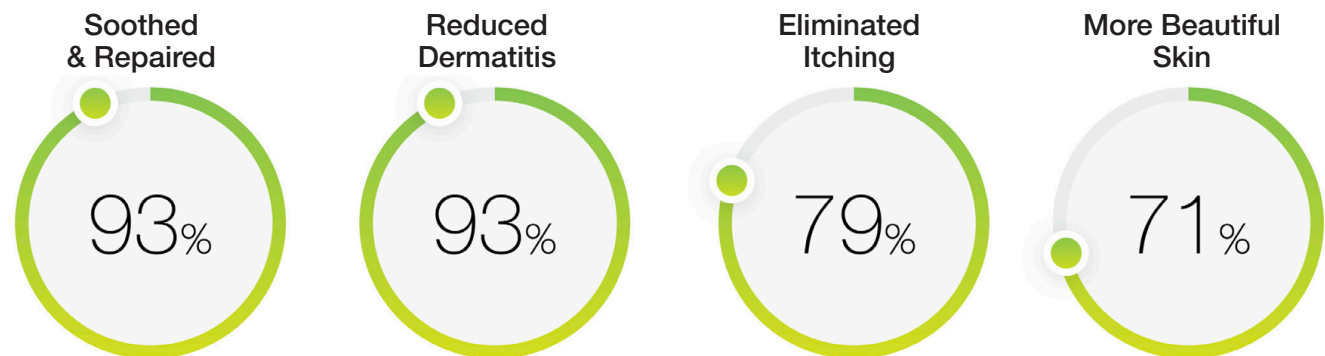
Healthier Teeth & Gums

A 3% Salixin mouth wash, twice per day on 15 adult subject for 28 days.
The results show significantly healthier gums:



Skin Soothing & Dermatitis Reduction

In-Vivo Test on Atopic Skin • 28 days • 14 people • 2% Salixin lotion • Self-Assessment



- Improves the skin barrier's quality (-26% TEWL)
- Tends to improve the skin rosy aspect

Actera

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