

## VERTICAL FARMING

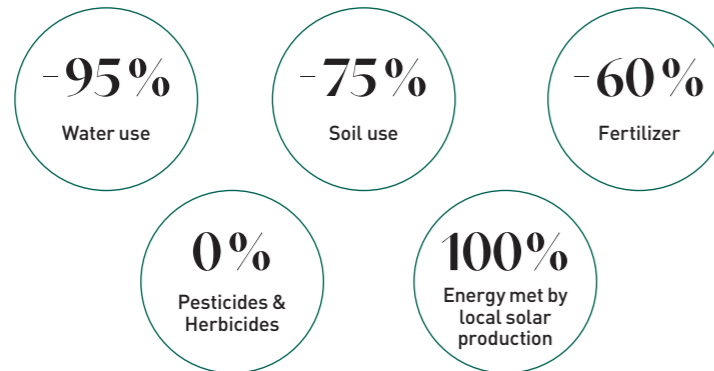
In the delicate realm of agricultural innovation, Vertical Farming arises, presenting a plethora of advantages to enhance the production of select molecules. Employing exacting precision, Vertical Farming coordinates a seamless interplay of environmental elements, fostering the expression of desired traits in cultivated plants.

Within the controlled environment, every element, from temperature to light intensity, is finely tuned to create an optimal growing environment. This scientific tailored approach ensures consistent and reliable yields, transcending the limitations imposed by seasonality and geography while respecting the nature and genetic integrity of the plant.



Moreover, the controlled nature of Vertical farming mitigates the risks of contamination, reducing the use of chemicals, preserving the purity and integrity of extracted molecules. This technic optimized by Artificial Intelligence maximizes resource efficiency, minimizing waste while maximizing productivity.

In essence, by choosing Vertical farming Virivea embodies a delicate balance between art and science, offering a refined solution to meet the demands of modern industry: Naturality, Efficacy, Traceability & Responsibility.



## SPECIFICATIONS

INCI Name: Aqua, propanediol, Ocimum Sanctum leaf extract

Solubility: Water

Color: Transparent, slight brown

Tested in Vivo: 1,5%

Active molecules: Ursolic Acid

Preservatives: NONE

COSMOS/ ECOCERT APPROVAL: YES

China compliance: YES

Price: **Second prize BSB Innovation Award Environment 2024**



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# [ HOLYVEDA VF ]

VIRIVEA®

Enhancing Beauty, Preserving Nature.



# TULSI

With its shimmering green leaves and captivating fragrance, embodies the ancient wisdom of nature, Tulsi is considered a sacred plant in Hinduism.

Symbol of purity and protection, it has been revered for centuries for its medicinal and spiritual properties.

Tulsi, guardian of balance, guides steps on the path to health and happiness, reminding us that in simplicity lies the greatest wealth.

Within each leaf resides an elixir of life, an invitation to cultivate peace and harmony within ourselves and in the world around us.

**Botanical Name:** Ocimum sanctum

**Common Names:** Tulsi, holy basil, sacred basil

**Traditional properties associated:** Wards off negative energies and brings peace of mind. Rejuvenates the mind and brings luck.



# HOLYVEDA VF

Drawing inspiration from the principles of meditation on stress management, HOLYVEDA VF, enhanced with the essence of Tulsi, embodies a holistic approach to beauty. Just as yoga harmonizes the body and mind, our active delicately balances cortisol levels within cells, allowing for a serene release of tension. Like a deeply rejuvenating yoga session for your skin, it revitalizes tired features, brightens weary gazes, and unveils a look that emanates a sense of inner peace and radiance.

# IN VITRO

Formulated with a synergy of three powerful mechanisms, Holyveda combats the effects of ageing caused by a stressful environment.

By inhibiting cortisol production, it effectively reduces the effects of stress on the skin. At the same time, it prevents UV-induced protein glycation and reduces the production of reactive oxygen species (ROS).

Cortisol release  
**-47,4%\*\*\*\***  
Cortisol synthesis in NHEK vs. control at only 0,001%

AGEs recovery  
**100%\*\***  
After UV-B exposure in NHEK at 1% vs. control

Anti-oxidant  
**-45,2%\*\***  
ROS production after UV-A radiation in NHEK at 3% vs. control

This triple-action approach minimizes the visible signs of ageing and provides a comprehensive solution for maintaining youthful, radiant skin despite environmental stressors.



# IN VIVO

In the realm of human connection, the eyes reflect the essence of our being. The delicate skin surrounding the eyes is particularly prone to showing the effects of environmental stressors, fatigue and inner stress.

From fine lines to dark circles, HolyVeda targets these subtle markers to hint at the passage of time and the challenges we face in our daily lives.

Under eye skin roughness  
**-4,87%\***  
After 14 days

Eye bags  
**-5,2%\***  
After 28 days

Fine lines volume  
**-16,8%\***  
After 28 days

Fine lines depth  
**-16,7%\***  
After 28 days



With Holyveda, unleash the power of optimized botanicals to revitalize, smooth, and brighten, revealing a refreshed, youthful gaze that emanates confidence and vitality.

Clinical study parameters: 30 volunteers tested at 1,5 % during 28 days, 2 application/day, face. Mixed-gender panel age between 46 – 62 year old. First evaluation at D14, then at D28. Results expressed vs placebo. Significance of the results: \* p<0,05, \*\* p<0,005, \*\*\* p<0,001.