NEW DATA

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**IBR-Snowflake**

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of the skin tone***

**IBR-Snowflake®**

INCI: Leucojum Aestivum Bulb Extract

for smooth and flawless skin

an extract from SUMMER SNOWFLAKE bulbs (Leucojum aestivum) is shown to:

- **Slowdown aging**: DORMINs effect - slowing down cell proliferation to maintain youth
- **Increase natural skin defense** - enhance Super Oxide Dismutase (SOD) production in the skin cells to protect the skin from oxidative damage
- **Anti-wrinkles** - smoothen the skin and reduces wrinkles, relaxes muscle cells
- **Skin lightening** - via melanin synthesis inhibition & slowdown of melanocytes proliferation

NEW DIMENSIONS IN ANTI-AGING BENEFITS
Leucojum aestivum bulb extract (IBR-Snowflake®) is part of the anti-aging technology of IBR that captures and transfers flower bulbs dormancy and rejuvenation to skin. Flower bulbs go dormant through the winter like "beauty sleep" to allow beautiful awaken, rejuvenated blossom in the spring. The IBR anti-aging technology via implementation of DORMINs features slowdown of skin aging as a result of slowing down cell proliferation thereby preserving youth cell capital and improving skin appearance and maturation. Affecting proliferation of various cell types may improve age spot appearance and overall lighten the skin tone.

*** IBR-Snowflake demonstrated ability to significantly reduce melanin synthesis and slowdown human
melanocytes proliferation, serves as strong support to the effect IBR-Snowflake has on lightening the skin tone.

IBR-Snowflake was also found to effectively inhibit contraction of muscle cells thereby reducing and preventing wrinkles and fine lines appearance and potentially functioning as a safe substitute to Botox™.

Additionally, the extract functions as a booster to the natural skin anti oxidant system and self defense by increasing SOD (super oxide dismutase) expression, all together enabling Leucojum aestivum bulb extract as an ideal active ingredient for whiter, smoother and flawless skin.

IBR-Snowflake®, Leucojum aestivum bulb extract thus provides a new dimension and approach to anti-aging addressing skin aging from various fronts which may result in wrinkles reduction, age spots reduction and the main signs of aging skin, offering product formulators novel and natural-based strategies for advanced skin care.

for more, please contact us at: ibr-marketing@ibrweb.com  
www.ibrweb.com

The complete IBR product portfolio includes natural, ECOCERT validated and/or organic certified products.

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