Senescent cells produce and secrete various molecules known as the Senescence Associated Secretory Phenotype (SASP) factors "toxifying" the skin tissue environment thus accelerating the age-dependent tissue disorganization. The production of SASP factors is under the control of the synthesis regulator NFkB that is itself rapidly activated as cells become senescent. Bioptimized™ Guava is very specific in its action to inhibit the activation and production of SASP factors. Some ways to position Bioptimized™ Guava are as a Skin Aging Detox System™ and also The Skin Youth Element™. It will become a key ingredient for all anti-aging formulations.

Efficacy

- Inhibition of NFkB activation
 - Bioptimized[™] Guava blocks the degradation of the NFkB inhibitor, IkB and thus locks NFkB in an inactive configuration
- Inhibition of eotaxin production
- Inhibition of COX-2/PGE, pathways
- Inhibition of iNOS/Nitric oxide pathways

Technical information

- Propanediol, Psidium Guajava Leaf Extract, Saccharomyces Lysate Extract
- 100% water soluble
- Preservative-free; made with non-GMO propanediol
- Recommended concentration in formulation: 0.2-1%
- · Ideal for:
 - Diminution of senescence-related chronic inflammation
 - Reduction of skin damage induced by senescence
 - Prevention of tissue disorganization caused by the aging process
 - Reduction of age-related SASP side effects





