



## Nicomenthyl<sup>20</sup>

The Topical NAD-Booster

**NICOMENTHYL<sup>20</sup>** (Menthyl nicotinate) is a new multifunctional, sensorial cosmetic ingredient.

Liposoluble and thermostable. Skin microcirculation enhancer. Detoxifying, antioxidant, anti-age. Protective against UV radiation, blue light, WIFI, toxins, pollutants and other aggressive agents.

Full scale in vitro and in vivo studies have demonstrated menthyl nicotinate's fast penetration kinetics through the skin, and how its subsequent hydrolysis effectively releases pure niacin (vitamin B3) with consequent increase of NAD coenzyme level (nicotinamide adenine dinucleotide) in the area of application.

NAD plays key roles in the regulation of almost all major biological processes such as electron transport chains, energy metabolism as well as those concerning immune response and DNA repair of damages induced by oxidative stress.

Menthyl nicotinate does not cause any flush, irritation or sensitization, even in cosmetic compositions containing it at concentrations up to 3-5%. Its time-release delivery of niacin is 3 to 8 times higher than the skin absorption rate of the common niacinamide (another form of vit. B3). Such characteristics qualify Nicomenthyl 20 as a powerful, effective and safe percutaneous carrier of Vitamin B3.

All efficacy and safety test reports are available to customers upon request.

Particularly indicated for:

- Anti-age, anti free-radicals and anti-pollutant, skin detox formulations;
- Protective and repairing treatment against Blue light and WIFI damages;
- Sun care products (pre, during and after-sun exposure);
- Hair loss prevention treatment;
- Cellulitis treatment;
- Sport products;
- Spa treatment products;
- Refreshing/ reactivating products for feet and legs;
- Intimate hygiene product;
- Lip plumping treatment;
- Deodorant/antiperspirants;
- Pre/after shave product;
- Oral care products and treatment;
- Non irritating hand sanitizers preventing and repairing skin irritation and dryness caused by alcohol based products;
- And much more...



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