

OLEA-HT™ 10

Antioxidant Powerhouse



OLEA-HT 10

INCI : Olea Europaea (Olive) Fruit
Extract (and) Maltodextrin

CAS #: 9050-36-6, 84012-27-1

EC #: 232-940-4, 232-277-0

Anti-aging

Antioxidant

Anti-inflammatory

Blue light protection

Free radical scavenger

Soothes skin

**Targets UV-induced
hyperpigmentation**

Evens skin tone

Water soluble

Recommended applications



Skin care



Body care



Hair care



OLEA-HT 10 is an active ingredient and potent antioxidant designed to counteract the signs of blue light exposure and UV-induced photo-aging.

OLEA-HT 10 is a standardized, powdered botanical extract– a natural by-product of Sicilian olive oil production.

It contains highly active antioxidant compounds; Hydroxytyrosol and Tyrosol, which work synergistically to protect DNA, strengthen the intracellular antioxidant defenses and scavenge free radicals. OLEA-HT 10 is a potent antioxidant and comparable to the popular ingredient butylated hydroxytoluene (BHT) for its efficacy and antioxidant activity.

OLEA-HT 10's antioxidant power significantly surpasses that of Vitamin C and most other fruits/botanicals. It counteracts wrinkle development and skin hyper-pigmentation caused by UV radiations. Additionally, OLEA-HT 10 soothes the skin through the inhibition of nuclear factor κB, which is primarily responsible for free radical-induced inflammatory activity.

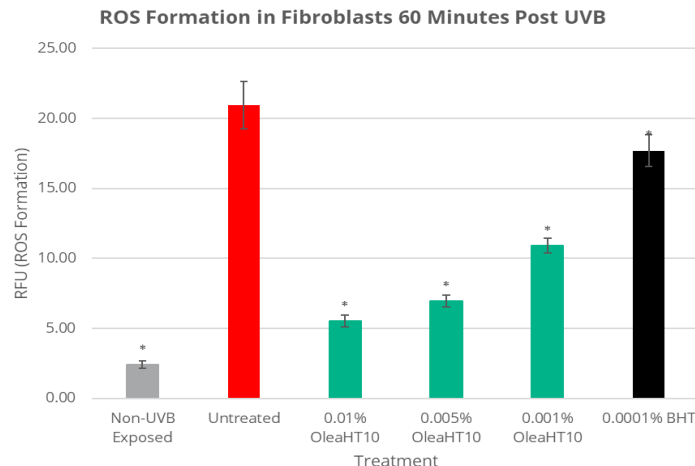
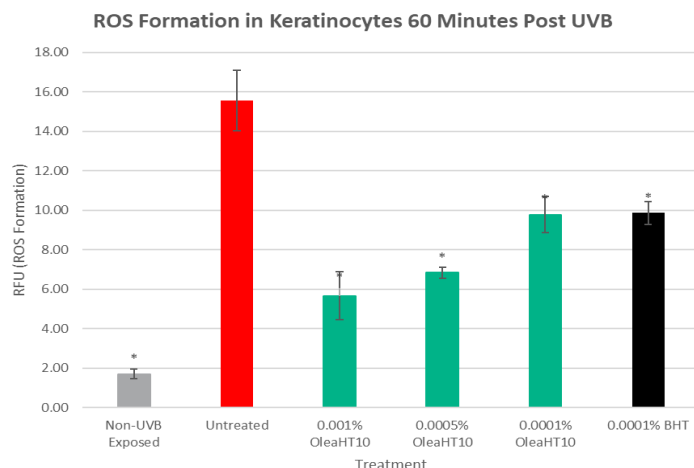
It strengthens physiological antioxidant skin defenses, protects from damaging processes involved in photo-aging and leads to an improvement in skin tone & appearance.

It is a superior natural active that is suitable for use on skin, scalp and hair.

 **Vantage**

OLEA-HT 10: BHT Alternative

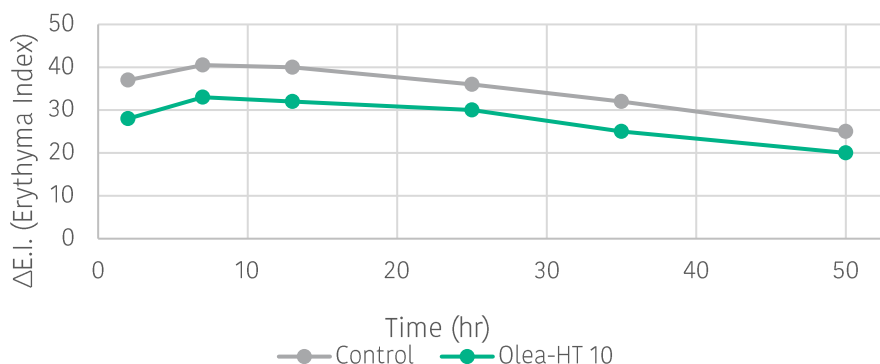
OLEA-HT 10 can suppress ROS formation in UVB irradiated fibroblasts and keratinocytes, making it a top-choice alternative to BHT.



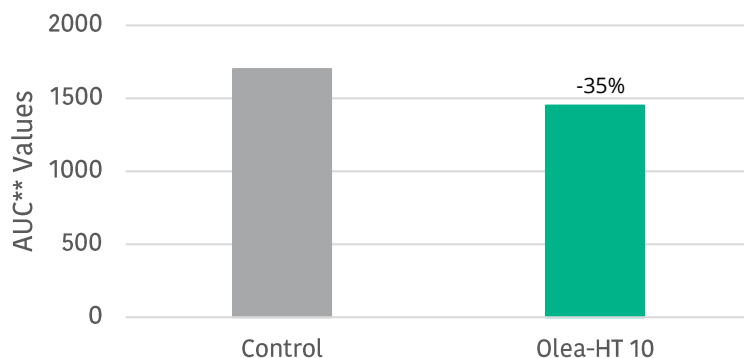
In Vitro & In Vivo Studies: Photo-protective effect

OLEA-HT 10 can strengthen physiological antioxidant skin defenses, resulting in protection from photo-aging- which ultimately result in improvement of skin tone and appearance.

The results showcase that **OLEA-HT 10** contains photo-protective effects against UV-induced erythema when topically applied (0.5%).



Reduction in UV-induced skin erythema



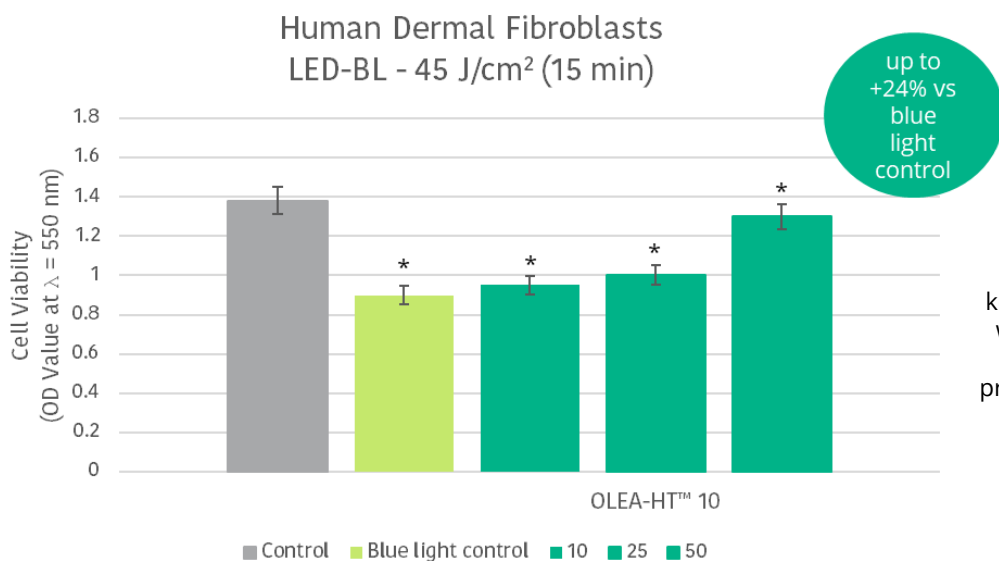
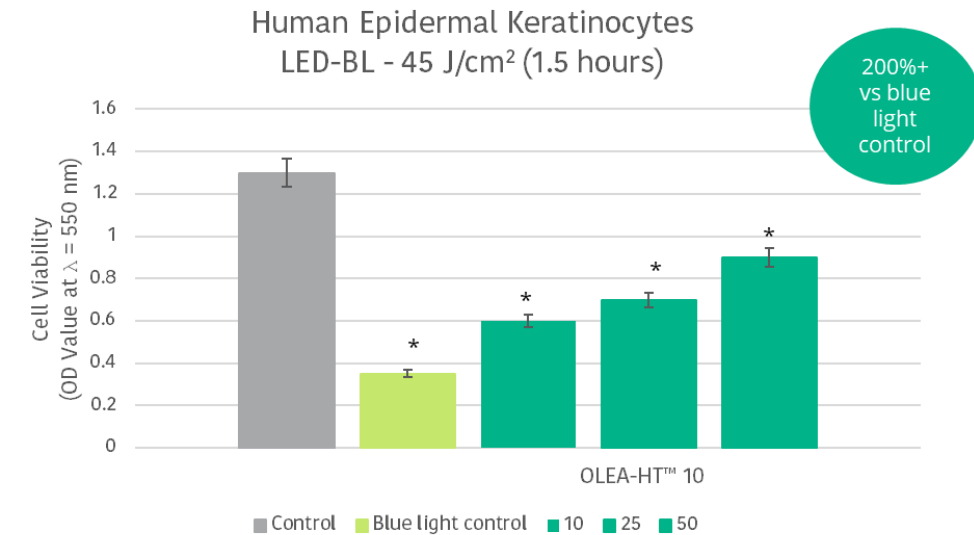
The results showcase that **OLEA-HT 10** can strengthen physiological antioxidant skin defenses and protect against photo-aging.

****Mean area under curve values (AUC±SD) of UV-induced skin erythema before and after application of a cream containing 0.5% OLEA-HT 10.**

RESULTS SHOWED THAT **OLEA-HT 10**;

- ✓ Supports inhibition of ROS production in skin
- ✓ Has significant photo-protective effect against UV-induced damage (photo-aging)
- ✓ Counteracts the development of wrinkles and skin hyperpigmentation caused by UV radiation
- ✓ Achieves a soothing effect through the inhibition of nuclear factor κ B (NF- κ B), which is responsible for free radical-induced inflammatory activity

In Vitro Study: Efficacy against blue light



RESULTS SHOW THAT **OLEA-HT 10**;

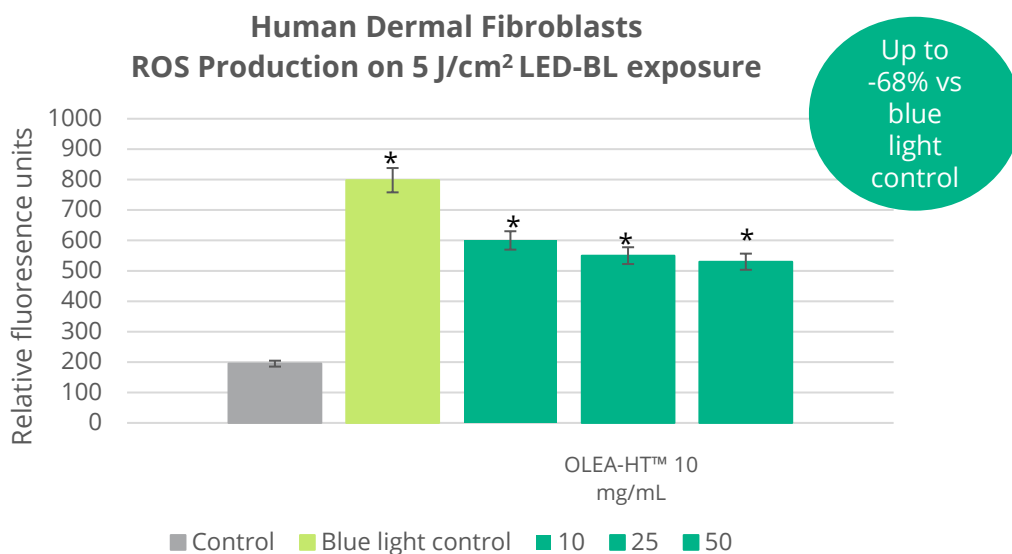
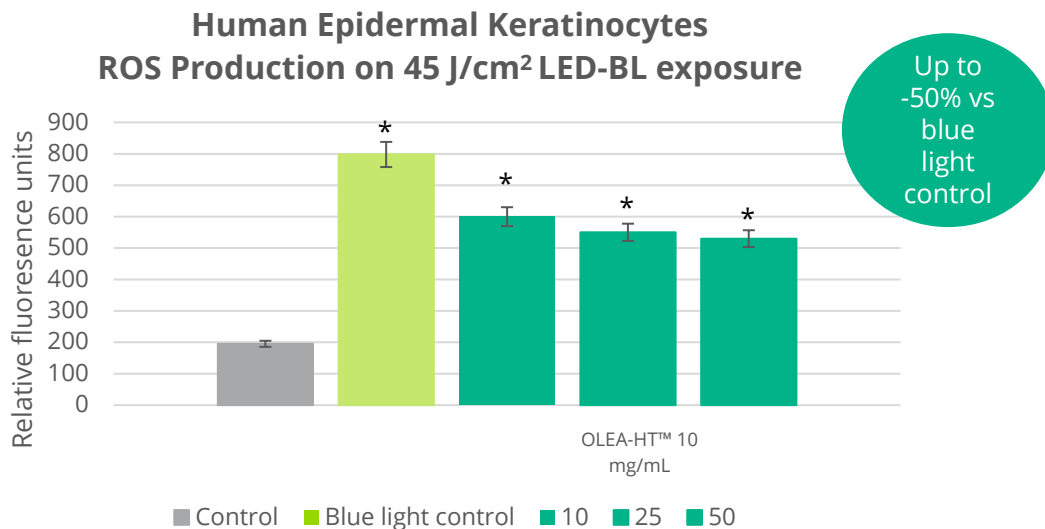
- 1) Protects keratinocytes and fibroblasts against blue light induced cell damage
- 2) Significantly reduces blue light induced ROS production
- 3) Protects DNA from blue light induced damage
- 4) Functions as an effective anti-aging solution
 - ✓ Decreases the production of both MMP-1 (collagenase) and MMP-12 (elastase)
 - ✓ Promotes collagen synthesis

OLEA-HT 10

Antioxidant Powerhouse

Appearance @ 25°C	Yellow Powder
Odor	Odorless
pH range	3.5 – 6.5
Recommended Use Level	0.5 - 2%

In Vitro Study: Reduction of ROS generation



Formulation guidelines

OLEA-HT 10 is recommended for body and face formulations (emulsions, lotions, gels, and detergents).

Recommended use levels start at 0.5% and may go up to 2%.

Soluble in water.