

Active Performance Argan Milk

Drench Skin & Hair in Natural Argan Goodness



PRODUCT: Active Performance Argan Milk

INCI NAME: Water (and) Argania Spinosa Kernel Oil (and) Propanediol (and) Polyglyceryl-10 Oleate (and) Polyglyceryl-10 Dioleate (and) Phospholipids (and) Glycerin (and) Sodium Hyaluronate (and) Xanthan Gum

EINECS #: 231-791-2, N/A, 207-997-3, N/A, N/A, 200-289-5, N/A 234-394-2

CAS #: 7732-18-5, 223747-87-3, 504-63-2, N/A, 123465-35-0, 56-81-5, 9067-32-7, 11138-66-2

Preservative System: Glyceryl Caprylate, Glyceryl Undecylenate and Sodium Benzoate

WHAT IS ACTIVE PERFORMANCE ARGAN MILK?

Active Performance Argan Milk is a natural, innovative nourishing milk, powered by Vantage's micro-droplet technology. Made using a unique ultrasonic cavitation method, this milk features tiny micro-droplets of pure, organic*, virgin argan oil and a plant-based phospholipid (PLP). Significantly smaller than droplets found in traditional emulsions, the milk's micro-droplets have more surface area for better penetration of ingredients. Argan oil is rich in Omega-6 and Omega-9 fatty acids, and also naturally contains Vitamin E and phytosterols. The oil is cold-pressed to maintain its potency and high quality.

Active Performance Argan Milk is made with environmentally friendly Argan oil that is sustainably and responsibly sourced in Morocco. Production of this oil helps support the development of local communities while preserving the argan forest. The oil is derived from the nut of the argan tree: *Argania spinosa*. It is also known as "The Tree of Life" for its health benefits. It is a desert plant native to southwest Morocco known for thriving in harsh conditions. Argan oil has been used for centuries by Berbers in food and traditional medicine.

WHAT DOES ACTIVE PERFORMANCE ARGAN MILK DO?

This multitasking botanical milk offers intense hydration by replenishing lipids while sealing in and helping retain moisture – plus provides emollient properties for smoother, softer, more radiant skin.

Rich in anti-oxidants, argan oil also helps prevent visible signs of aging, and protects against free radical damage caused by environmental aggressors. This oil is known to restore skin's hydrolipidic film, as well as discourage excess oil production and minimize breakouts. Plant-based phospholipid (PLP) have anti-inflammatory properties; promote rejuvenation by supporting natural skin cell renewal, cell turnover and regeneration; and support aquaporin 3, a hydration channel found naturally in the skin.

Luxurious and lightweight, **Active Performance Argan Milk** absorbs quickly for deeply nourished skin.

*Natural origin verified by Ecocert; certified organic based on USDA-NOP regulation.

KEY BENEFITS

- Eases addition of argan oil to surfactant systems
- Easy to use, sprayable
- Shine, anti-frizz
- Conditioning
- Smoothness, softness, radiance
- Rejuvenating, soothing, rebalancing
- Lightweight, fast absorbing

IDEAL FOR USE

- Boosters
- Cream-gels, lotions
- Moisturizers, serums
- Cleansers
- Spray-able lotions
- Cold process formulas



Vantage

ACTIVE PERFORMANCE MILKS

RESOURCES OF NATURE

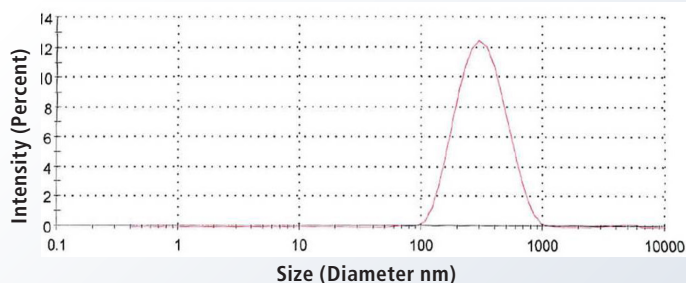
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ACTIVE PERFORMANCE ARGAN MILK

Micro-Droplet Size - Particle Size Distribution



HOW CAN ACTIVE PERFORMANCE ARGAN MILK BE USED?

Active Performance Argan Milk can be used in skin care, and color cosmetic formulations. It can be easily added with medium propeller mixing after phase combination for emulsions and after neutralization for gels. The preferred temperature to add **Active Performance Argan Milk** is below 30°C. It may not be compatible with certain cationic ingredients. **Active Performance Argan Milk** is compatible with systems containing low levels of alcohol. The ideal pH range for systems containing **Active Performance Argan Milk** is between 4.0-8.0. It can be used from 1-100% in a formulation.



All data, including the formulations and procedures discussed herein, to the knowledge of Vantage Specialty Chemicals, Inc. (Vantage), are believed to be correct, reliable and accurate. Please note, however, that Vantage does not warrant or guarantee any accuracy, reliability or completeness of the information contained herein. It is the user's responsibility to determine the suitability and completeness of such information for the user's particular use (including performing any necessary confirmatory tests). Vantage is not responsible or liable for any loss or damage that may occur from the use of this information, nor do we warrant against any patent infringement. Nothing contained herein shall be construed as providing any permission, recommendation, or inducement to practice any patented invention without permission of the patent owner.

Skin-Renewing & Regenerating Properties

Results obtained via Wnt signaling pathway PCR array, a gene expression study that helps identify a product's mechanism of action (in-vitro):

Active Performance Argan Milk's phospholipids stimulate genes involved in skin cell renewal, skin cell turnover, skin regeneration, and other natural skin processes.

Gene Code	Fold Regulation vs. Control**	Comments
FZD8	7.3	Frizzled 8 (FZD8) decreases with age in progenitor cells. Its upregulation may "rejuvenate" these cells, making them more capable of tissue regeneration (Brunst et al., 2012)
FRAT1	3.6	Activator of WNT canonical signaling through inhibition of GSK-3.
JUN	2.4	JUN is a target of WNT canonical pathway. JUN is an early differentiation marker (Blatti & Scott, 1992; Murray et al., 2013) and an effector of TGF- β – a key effector in skin homeostasis.
SFRP1	2.2	SFRP1 Induces differentiation, inhibits proliferation of epithelial cells and negatively regulates WNT pathway.
WNT10A	2.1	Induced by TGF- β . Activator of WNT/ β -catenin signaling. WNT10A, in addition to the formation of teeth and hair follicles, is of importance for the formation of nails, regeneration of the epidermis, papillae of the tongue and sweat gland function. Loss of function results in dry skin, abnormal hair patterns and nail malformations (Nawaz et al., 2009).
FZD2	2.0	Increased in differentiated tissues (Choi et al., 2008). Accordingly, Frizzled 2 (FZD2) increases the intracellular Ca ⁺⁺ level, consistently with the role of this ion in keratinocyte differentiation (Niu et al., 2012).
WNT7B	2.0	WNT7B plays an important role in stem cell homeostasis and in the tissue repair and regeneration (Lin et al., 2010; Kandyba et al., 2013).
KREMEN1	-2.1	This encoded protein is a component of a membrane complex that modulates canonical WNT signaling.

** Without the phospholipid.

TYPICAL PROPERTIES OF ARGAN MILK

Appearance	White to off white liquid
Odor	Characteristic
Specific Gravity	0.85 – 1.10
Viscosity	2000 – 5000 (cps)
Recommended Use Level	1-100%