

LAST NOVELTY IN COSMETICS



The new revolutionary purpose of the
Mediterranean olive



Olivan[®]
CICAPURE

Olivan[®]
ANTIOX

Olivan[®] The Mediterranean Cosmetic Concept

The superior quality ingredients created by the perfect symbiosis
of the sun, the sea and rich land.

Designed for the skin to survive in the most extreme conditions
and stimulate self-regeneration capacity.

LATEST NOVELTY IN COSMETICS

Mediterranean
WOUND HEALING
concept



2 IN 1

SUPERIOR SYNERGY
OF 2 ACTIVES



Olivan[®]
CICAPURE

Wound healing
Anti-inflammatory
Restoration
Regeneration
Antioxidant



EFFICACY TEST

WOUND HEALING
compared to Centella Asiatica

ANTI-INFLAMMATORY
ANTI-POLLUTION
HYDRATION
COLLAGEN SYNTHESIS



%

0,2 - 0,5



Olivan CicaPure[®]

Maslinic acid 60%
Oleanolic acid 20%



100%
SUSTAINABLE
ORIGIN



100% mediterranean

SYNERGY of the two actives for **HOMEOSTASIS** of the skin

ANTI-INFLAMMATORY action extended due to the **power** of each active

RESTORATION and **REGENERATION** of the skin

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MASLINIC ACID is a pentacyclic triterpene present in the skin of olive fruit.

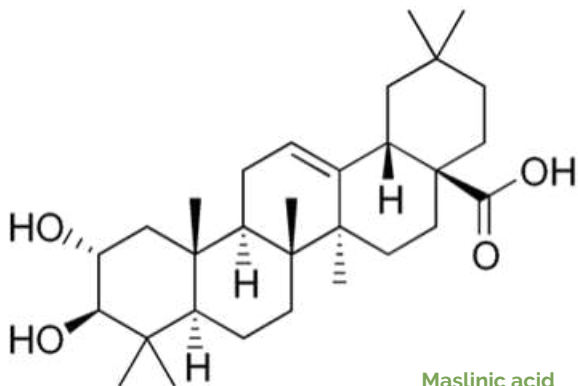
It activates the key genes in the synthesis of collagen, elastin, hyaluronic acid and extracellular matrix.

Improves the smoothness, tone, smoothness, thickness, hydration and elasticity of the skin.

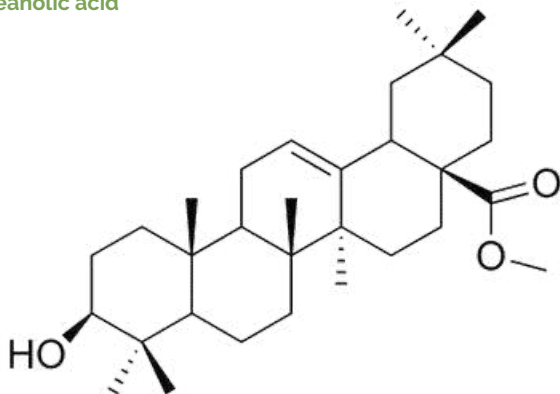
It reduces the production of pro-inflammatory cytokines and inhibits the production of leukocyte elastase.

Improves hydration and redness when the skin is damaged.

Decreases epigenetic marks related to cellular aging both under normal conditions and under the effect of oxidative stress.



Oleanolic acid



OLEANOLIC ACID

OLEANOLIC ACID inhibits the production of fat.

It has a very powerful **ANTI-INFLAMMATORY** effect. Reduces vascular permeability and activates blood circulation.

IMMUNOSTIMULATING action on our skin.



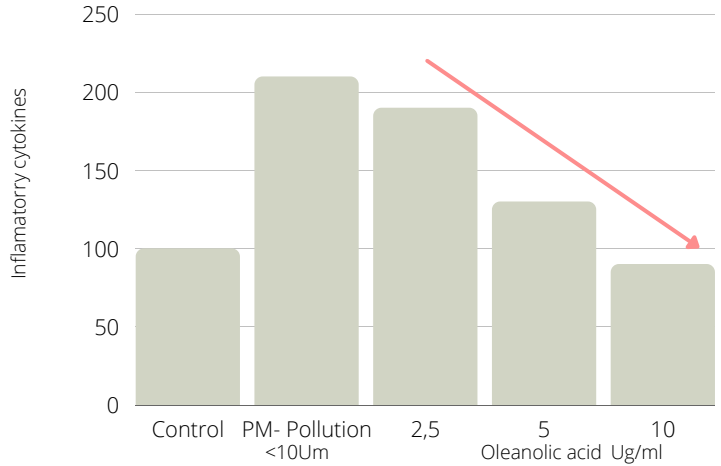
ANTI-INFLAMMATORY / ANTI-POLLUTION TEST

HACAT cells were exposed to PM (pollution) with and without OLEANOLIC acid for 30 min and fresh media were changed for 24 hours.

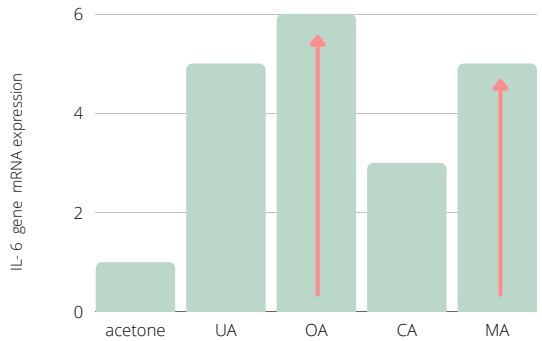
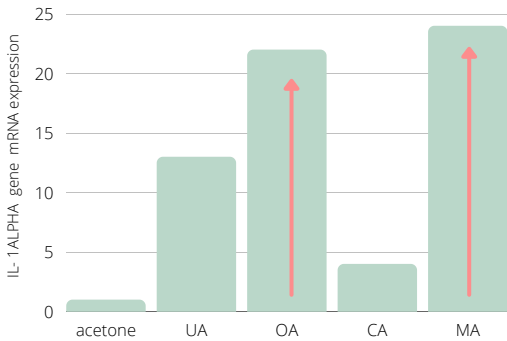
Results show that oleanolic acid PROTECTS skin from PM exposure (pollution) and REDUCES INFLAMMATION and WRINKLES of the skin.

Kim YJ, Lee JE, Jang HS, Hong SY, Lee JB, Park SY, Hwang JS. Oleanolic Acid Protects the Skin from Particulate Matter-Induced Aging. *Biomol Ther (Seoul)*. 2021 Mar 1;29(2):220-226. doi: 10.4062/biomolther.2020.106. PMID: 32952129; PMCID: PMC7921861.

ANTI-POLLUTION TEST

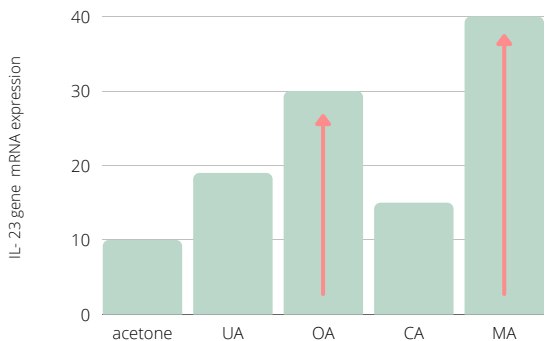


ANTI-INFLAMMATORY TEST



Several compounds were evaluated for their ability to inhibit INFLAMMATORY gene EXPRESSION of chemically-induced skin inflammation. Ursolic Acid, OLEANOLIC Acid, Corosolic Acid and MASLINIC Acid.

All compounds had the ability to inhibit the expression of one or more inflammatory genes, however, MASLINIC acid and OLEANOLIC acid were more EFFECTIVE than the others. The results confirmed ANTI-INFLAMMATORY and CHEMIOPREVENTIVE activities of cancer.



Mokhtari K, Rufino-Palomares EE, Pérez-Jiménez A, Reyes-Zurita FJ, Figuera C, García-Salguero L, Medina PP, Peragón J, Lupiáñez JA, Maslinic Acid, a Triterpene from Olive, Affects the Antioxidant and Mitochondrial Status of B16F10 Melanoma Cells Grown under Stressful Conditions. *Evid Based Complement Alternat Med*. 2015;2015:272457. doi: 10.1155/2015/272457. Epub 2015 Jul 7. PMID: 26236377; PMCID: PMC4508474.

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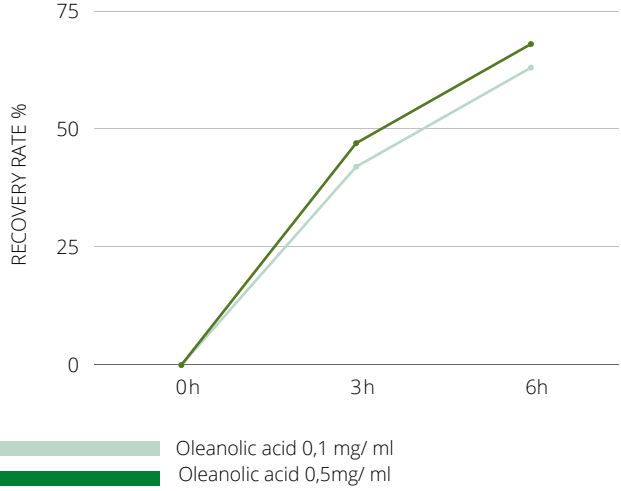
TEST EPIDERMAL BARRIER FUNCTION

TEST epidermal barrier function

OLEANOLIC ACID induces the differentiation of **KERATINOCYTES** through the increase of **PPAR-alpha** activity in **HACaT** cells.

OLEANOLIC Acid improves the **RECOVERY** of the barrier function of epidemic permeability, as well as the increase of **CERAMIDES** in the epidermis after topical application.

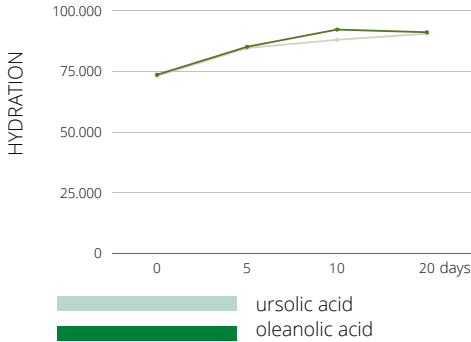
Graph 1. The application of **OLEANOLIC** acid accelerates the **REPAIR** of the barrier at 6 hours.



Lee, H.K., Nam, G.W., Kim, S.H., & Lee, S. (2006). Phytocomponents of triterpenoids, oleanolic acid and ursolic acid, regulated differently the processing of epidermal keratinocytes via PPAR- α pathway. *Experimental Dermatology*, 15.



HYDRATION TEST



Graph 2.

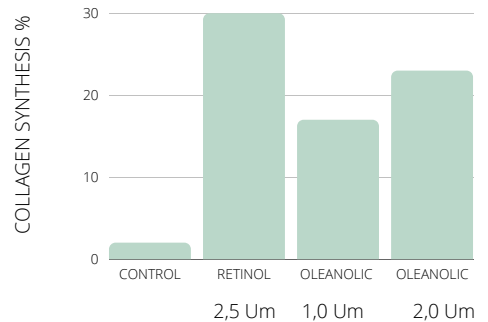
To confirm the effects of **OLEANOLIC ACID** on normal **HYDRATION** of the skin, they were measured for 1 and 3 weeks, compared to ursolic acid. Hydration **INCREASED** in both.

Graph 3.

IN VITRO Results of the **SYNTHESIS** of **COLLAGEN** from **OLEANOLIC** acid compared to **RETINOL** as a positive control.



COLLAGEN SYNTHESIS TEST



Lee, H.K., Nam, G.W., Kim, S.H., & Lee, S. (2006). Phytocomponents of triterpenoids, oleanolic acid and ursolic acid, regulated differently the processing of epidermal keratinocytes via PPAR- α pathway. *Experimental Dermatology*, 15.

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IN VITRO TEST - WOUND HEALING PROPERTIES

IN VITRO COMPARATIVE STUDY OF THE STIMULATION OF CELLULAR REPAIRING PROCESS BETWEEN OLIVAN CICAPURE AND CENTELLA ASIATICA EXTRACT

We compared OLIVAN CICAPURE with the positive control Centella Asiatica because of its scientifically proved and well known WOUND HEALING properties.

During years Centella Asiatica extract is used like a leading wound healing ingredient in cosmetic sector.

The studies have shown that the most effective form is Centella Asiatica extract in the ethyl acetate, which we used in this study standardized on 36-44% Asiaticoside, 54-66% Genine.

5% > WOUND HEALING CAPACITY

*COMPARATIVE WITH CENTELLA ASIATICA

CELL VIABILITY TEST
A - OLIVAN CICAPURE
B - CENTELLA ASIATICA

LESS SIDE EFFECTS OF OLIVAN CICAPURE

		SAMPLE (%)							
		0,002	0,004	0,01	0,02	0,04	0,1	0,2	0,4
A	OLIVAN CICAPURE	97,49	96,07	97,11	97,30	94,17	95,12	113,69	114,16
B	CENTELLA ASIATICA	100,59	102,49	87,20	51,56	55,99	60,70	57,35	22,80

In the cell viability study we see that Centella asiatica is cytotoxic at higher doses, which has limited the assay to concentrations of 0.01%, 0.004% and 0.002%.

OLIVAN CICAPURE maintains cell viability compared to Centella asiatica which decreases cell viability.

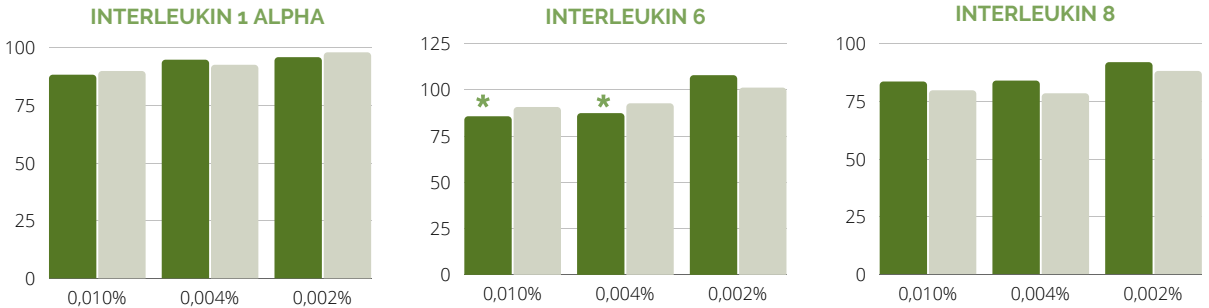
STUDY METHOD

The cut was made on a cell monolayer of human fibroblasts and then evaluated the ability of both tested samples to accelerate the rapprochement of the flaps compared to what happens in untreated cells.

It was performed morphological evaluation of the monolayer with the MICROSCOPE IMAGES and INTERLEUKIN 1 ALPHA, INTERLEUKIN 6 and INTERLEUKIN 8 dosages.

The wound, UV light or chemical agents stimulate release of the INTERLEUKINS. It was measured the capacity of the samples to reduce the levels of INTERLEUKINS to confirm the healing properties.

■ OLIVAN CICAPURE ■ CENTELLA ASIATICA



INTERLEUKIN 1 APHA is slightly reduced by both tested samples. By regulating INTERLEUKIN 1 APHA we preserve the skin barrier function.

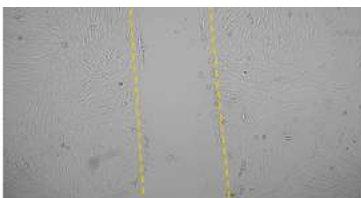
INTERLEUKIN 6 is significantly reduced by both tested samples. By regulating INTERLEUKIN 6 we contribute innate immune defense and antibody production in B cells. It is the crucial element for WOUND HEALING.

* REDUCTION OLIVAN CICAPURE 14,5%

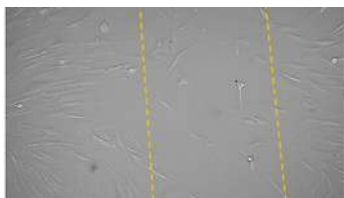
REDUCTION CENTELLA ASIATICA 9,5%

INTERLEUKIN 8 is significantly reduced by both tested samples. By regulating the INTERLEUKIN 8 we asses to the early inflammation or tissue damage in the skin.

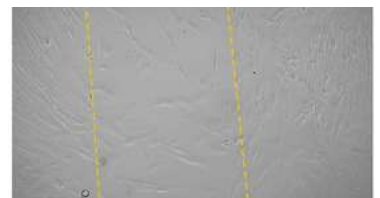
MICROSCOPE IMAGES / MORPHOLOGICAL EVALUATION



FRESH WOUND CUT



NEGATIVE CONTROL



OLIVAN CICAPURE®



DISSOLUTION IN PRODUCTS WITH OIL PHASE:

It must be pre-dissolved in hot with some vegetable oil or mineral oil, indicated solution is added to the hot - fat phase.

Ratio 0.25% active to 5% oil

DISSOLUTION IN PRODUCTS WITHOUT OIL, WATER BASED:

Aqueous gel formula, with 0.25% solubilized Olivan Cicapure



FORMULATION

Facial moisturizer
0,2% Olivan CICAPURE

Facial serum
0,5% Olivan CICAPURE



Powder facial cleanser
0,5% Olivan CICAPURE

Facial mask
0,2% Olivan CICAPURE



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LAST NOVELTY IN COSMETICS

Mediterranean
SKIN FASTING
Concept



UPCYCLING

Obtained from the
water residuals
of
the olive oil mills



Self-regeneration
Antioxidant
Protective
Antimicrobial
Tone unifier



EFFICACY TEST



AUTOPHAGY
FIRMNESS & ELASTICITY
Antioxidant
Sunscreen
Anti-inflammatory

%

0,2 - 0,5



Olivan Antiox[®]



COSMOS
APPROVED

Hydroxytyrosol 25%

World's most powerful ANTIOXIDANT

DISARMING free radicals

Cell PROTECTION & SELF-REGENERATION

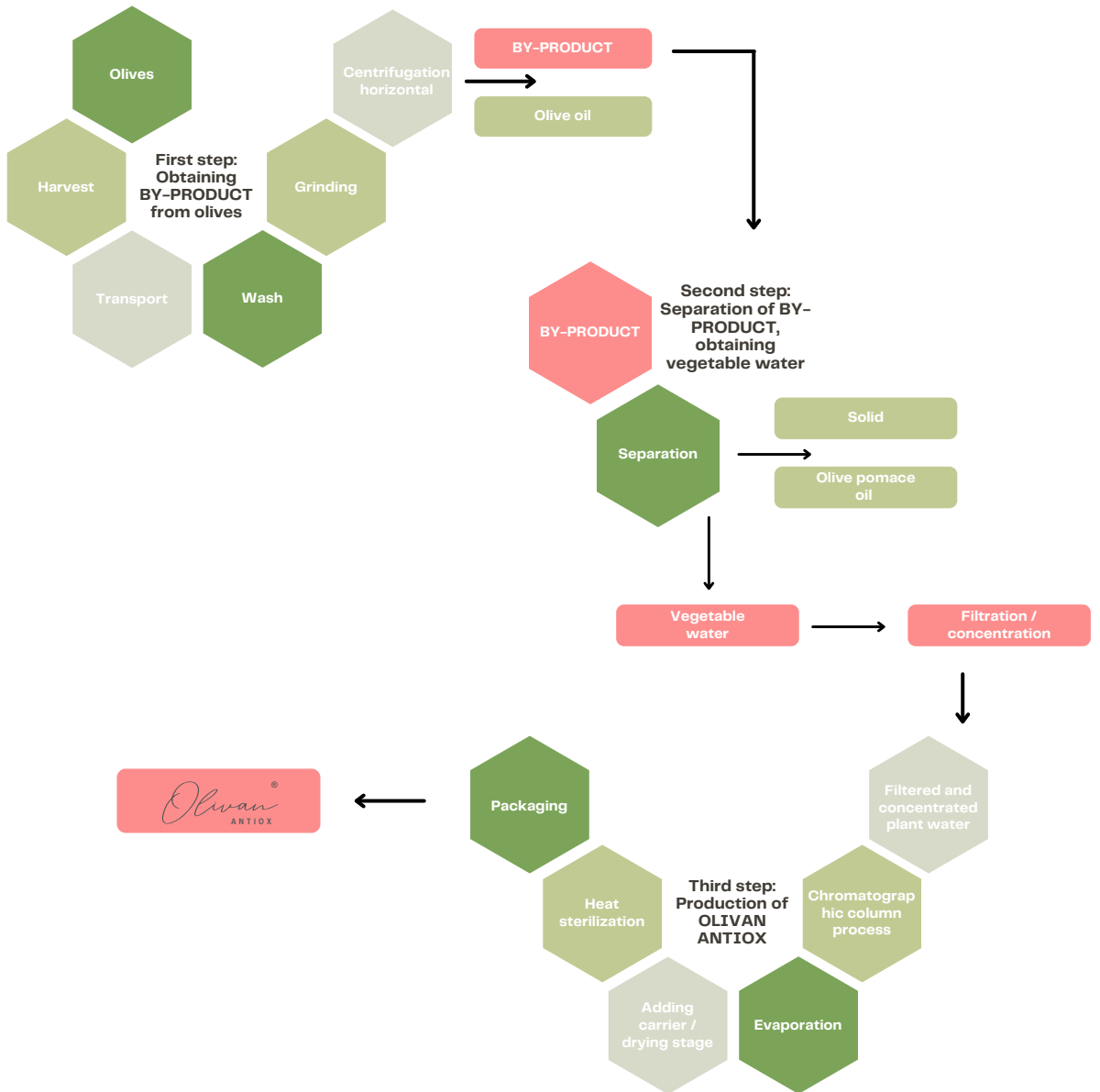


100% mediterranean



HYDROXYTYROSOL is found in higher concentration in the residuals water from obtaining the oil.

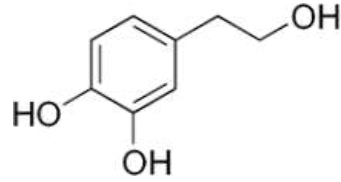
"The olive oil mills in Spain produce almost 700,000 cubic meters of wastewater per year"





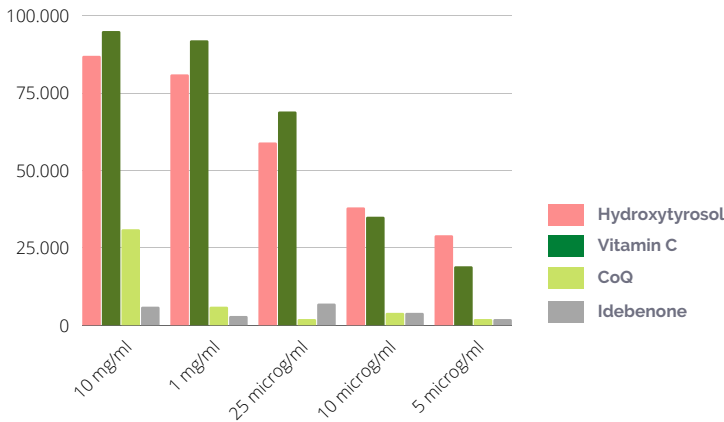
The **HYDROXYTYROSOL** molecule is an **AMPHYPATHIC** molecule, it is **HIDROSOLUBLE** and **LIPOSOLUBLE** since it has a **LIPOPHILE** body and a **HYDROPHILE** end.

Due to these characteristics, it is an excellent **TRANSPORT** for other substances that have difficulty reaching all corners of the body.



ANTIOXIDANT TEST

Olivan[®] DPPH assay
ANTIOX



DPPH test is the method to measure the ability of compounds to act as free radical scavengers and to evaluate the **ANTIOXIDANT** activity.

HYDROXYTYROSOL shows a higher **ANTIOXIDANT** activity than **Q10** and **IDEBENONE**.

HYDROXYTYROSOL shows an antioxidant efficacy very similar to **vitamin C** but without the stability problems found in **vitamin C**.

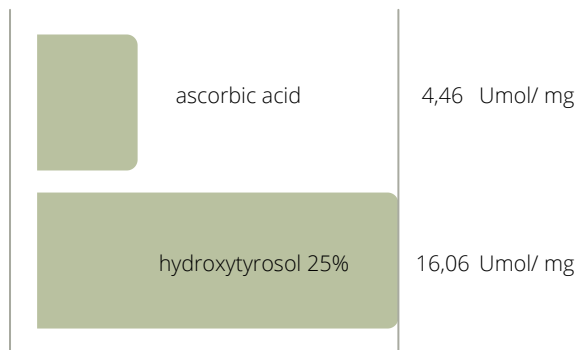


ANTIOXIDANT CAPACITY: ORAC

ORAC TEST

Assessment of the **ANTIOXIDANT** capacity by the **ORAC** method. The results expressed in **Umol / mg**.

As a comparison product, the same titration was carried out with **ASCORBIC ACID**.



• Report of the Higher Council for Scientific Research; Institute of Industrial Fermentations



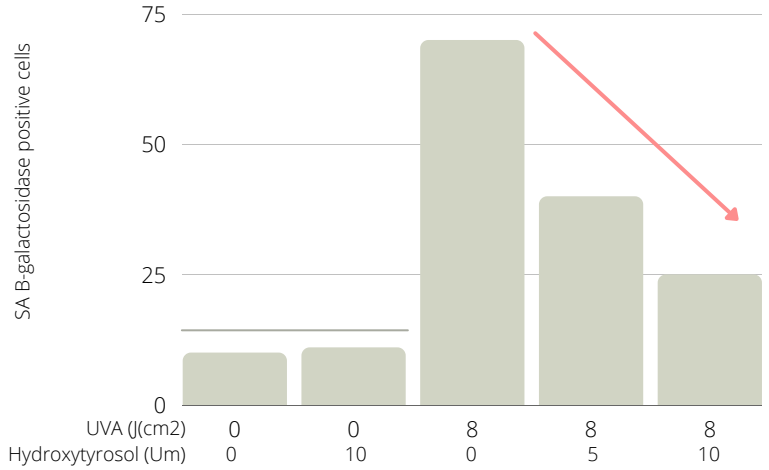
OXIDATIVE STRESS TEST - AGELESS

OXIDATIVE STRESS TEST

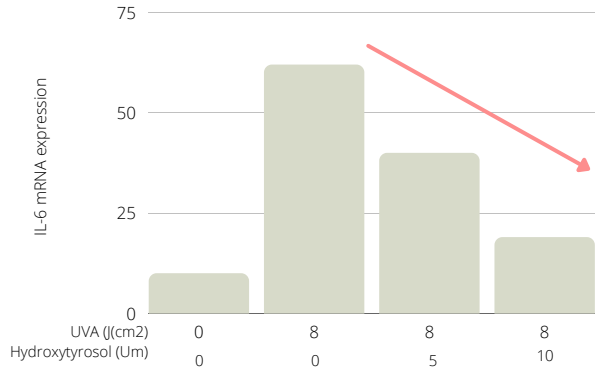
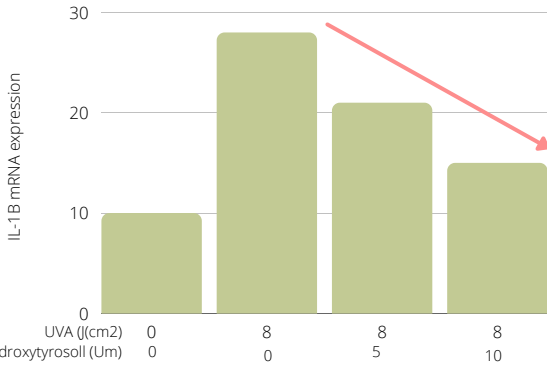
The **ACTIVITY** of the β -galactosidase decreases depending on the **INCREASE** in the concentration of **HYDROXYTHROSOL**.

Therefore, these **TESTS** confirm that **HYDROXYTHROSOL** reduces oxidative stress in aging cells to subsequently **INHIBIT** the progression of **AGING**.

SA β -galactosidase positive cells

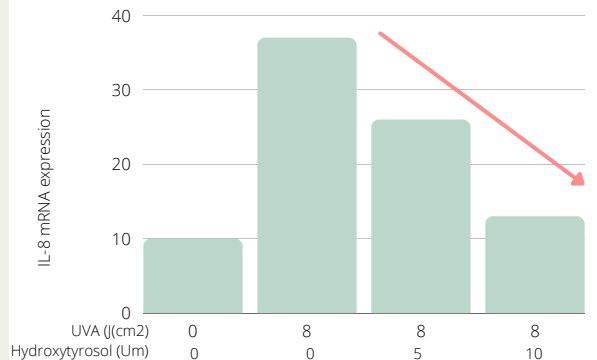


ANTI - INFLAMMATORY TEST



The study examined changes in **IL-1 β** , **IL-6**, and **IL-8** gene expression when treating UV-aged human dermal fibroblast with **HYDROXYTYROSOL** at different concentrations to identify the **ANTI-INFLAMMATORY** effects of hydroxytyrosol.

The expressions of the genes of **IL-1 β** , **IL-6** and **IL-8** decreased as the concentration of **HYDROXYTYROSOL** increased. The results show the anti-inflammatory effects of hydroxytyrosol on human dermal fibroblasts (HDF) damaged by UVA rays.



Jeon, S., Choi, M. Anti-inflammatory and anti-aging effects of hydroxytyrosol on human dermal fibroblasts (HDFs). *biomed dermatol* 2, 21 (2018). <https://doi.org/10.1186/s41702-018-0031-x>

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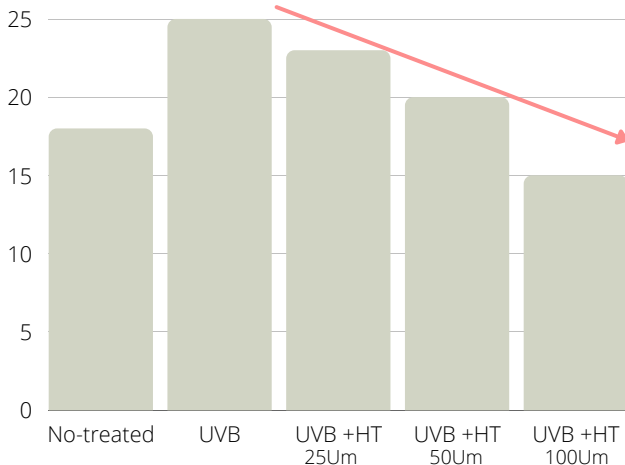
SUN PROTECTOR TEST

SUN PROTECTOR TEST

The **PROTECTIVE** effect of **HYDROXYTYROSOL** against **UVB-induced DNA damage** was investigated in a human skin keratinocyte cell line, **HaCaT**. The assay was used to monitor **DNA strand breaks**.

The results showed that **HYDROXYTYROSOL** significantly reduced DNA strand breaks caused by **UVB**.

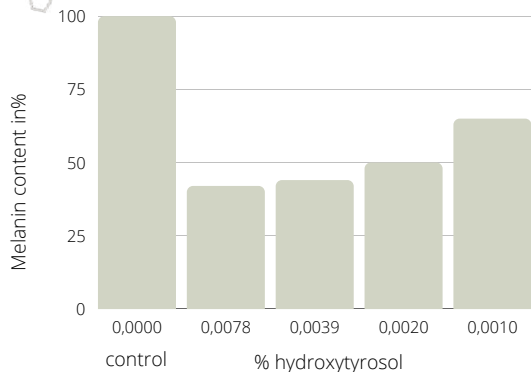
Relative staining intensity



Guo W, An Y, Jiang L, Geng C, Zhong L. The protective effects of hydroxytyrosol against UVB-induced DNA damage in HaCaT cells. *Phytother Res.* 2010 Mar;24(3):352-9. doi: 10.1002/ptr.2943. PMID: 19610043.



ANTI-STAIN TEST



HYDROXYTYROSOL increases the antioxidant power of the skin by increasing the amount of **glutathione** in the cells. A higher amount of **glutathione** also directs melanin production towards the lighter and more soluble **pheomelanin**. **HYDROXYTYROSOL** significantly lightens skin color by reducing overall melanin production.

The test shows that **HYDROXYTYROSOL** is capable of significantly reducing the content of **MELANIN** in primary human melanocytes in the range between **0.002 - 0.008%**.

TEST:

DRY SKIN, VOLUNTEER 49 YEARS

12 WEEKS OF CREAM APPLICATION WITH 0.2% OLIVE EXTRACT 2 TIMES A DAY



BEFORE / AFTER

Tomohiro C. Whitening effect of hydroxytyrosol containing Oleaceae plants., *Fragr. J.* Vol.32; (8); 41-48, (2004)

The Active Ingredients Mixture of Olives Provides Skin Whitening and Age Spot Reduction; Author: Maria Lueder, Oenax AG, Switzerland

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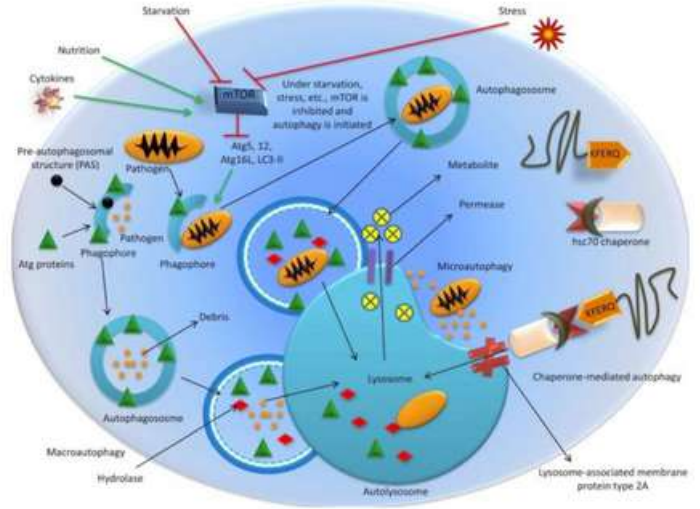
IN VITRO ANALYSIS OF AUTOPHAGY REGULATION IN HUMAN KERATINOCYTES BY OLIVAN ANTIOX

AUTOPHAGY - a cellular detoxification concept awarded by Nobelprize.

With **AUTOPHAGY** the skin is maintaining the homeostasis of its cell metabolism and ensure cell survival.

The skin **RECYCLES** its macromolecules for **RE-USE**.

AUTOPHAGY is a skin's adaptive **IMMUNE BOOSTER**.



Replicate 1

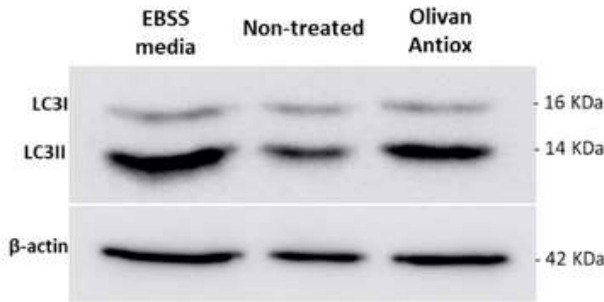


Figure 1. DETECTION OF THE AUTOPHAGY MARKER LC3- II

LC3-I is shown as a protein expressed in normal physiological conditions.

EBSS media is a positive control for induction of autophagy.

β-actin is antibody used like a loading control to ensure there is no error.

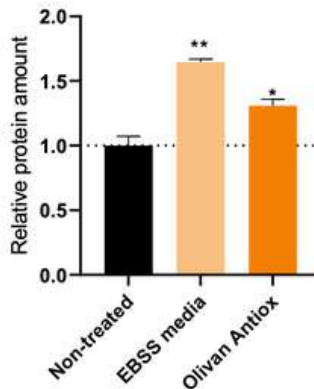
Treatment with OLIVAN ANTIOX induced an accumulation of LC3-II protein, demonstrating that OLIVAN ANTIOX induces ACTIVATION OF AUTOPHAGY.

Figure 2. QUANTIFICATION OF LC3-II PROTEIN LEVELS

The quantification showed that incubation with the EBSS starvation media increased the levels of LC3-II protein by $64.5 \pm 7.4\%$, being this difference statistically significant

Most importantly, accumulation of LC3-II increased by $30.9 \pm 7.4\%$ when cells were treated with OLIVAN ANTIOX, demonstrating that this product induces the ACTIVATION of the AUTOPHAGY pathway.

LC3-II protein levels



'Olivan ANTIOX activates the CELLULAR UPCYCLING'

'PROACTIVE INGREDIENT that naturally improves SKIN HEALTH'

'RECYCLING of ingredients that arises as an INNATE CELLULAR PROTECTION SYSTEM'



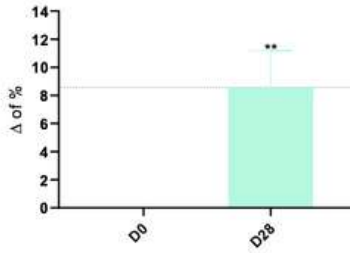
CLINICAL EVALUATION OF OLIVAN ANTIOX THROUGH QUANTIFICATION OF FIRMNESS AND ELASTICITY OF THE SKIN

The **FIRMNESS** and **ELASTICITY** of the skin are demonstrated by skin's resistance to suction and its ability to return to its original position.

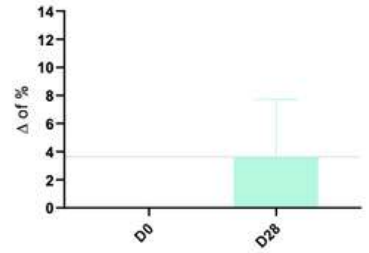
The study is executed by a topical treatment with **OLIVAN ANTIOX** for 28 DAYS on 24 VOLUNTEERS.

The product was applied twice a day after clean the face. Quantitative questionnaire was performed and dermatological surveillance was included in the study.

R0 Firmness



R2 Elasticity

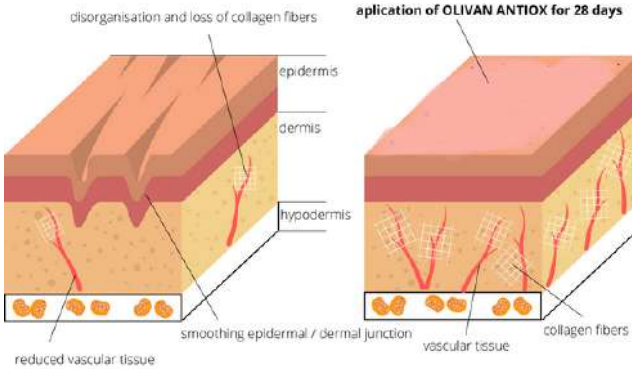


RESULTS AFTER 28 DAYS OF TREATMENT

The analysis showed a statistically significant improvement in **SKIN FIRMNESS** at day 28 until 11% in comparison with basal values (D0); on the other hand, the analysis showed a improvement in **SKIN ELASTICITY** at day 28 until 7% in comparison with basal values (D0)

FIRMIEST SKIN UP TO 11%
SKIN ELASTICITY BOOST 7%

The quantitative questionnaire evaluation indicates that **more than 70% of participants** at the end of the treatment had the skin more **smooth, soft, radiant and hydrated, with visibly improved quality.**



Picture 1. Visualisation of the skin benefits after the treatment



Picture 2. and 3. Visualization by macroscopic photos at the beginning of the treatment with OLIVAN ANTIOX and after 28 days . (Volunteer 1 - age 34, volunteer 2 - age 70)



Olivan[®]
ANTIOX

HYDROXYTYROSOL 25%

It is soluble in hot, with glycerin.

RATIOS

0,5% active to 3% glycerin

STEP 1

Predissolution

2 STEP

HT is added to the aqueous phase of water



FORMULATION

Facial moisturizer
0,2% Olivan ANTIOX

Serum facial
0,5% Olivan ANTIOX



Facial cleanser powder
0,5% Olivan ANTIOX

Facial mask
0,2% Olivan ANTIOX

CAAE

COSMOS
APPROVED

Last novelty in
cosmetics

Mediterranean
Upcycling

ANTIOXIDANT
ANTIMICROBIAL

SUN PROTECTION

SKIN TONE
UNIFIER

Disarming
FREE RADICALS

Mediterranean
cosmetic
concept

Olivan[®]
ANTIOX

WORLD'S MOST POWERFUL
ANTIOXIDANT

Olivan[®]
ANTIOX

Olivan[®]
ANTIOX

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Idea, solution, sustainability

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