



SKIN CARE STUDIES & RESULTS

 **PuraBeet®**

A TRADEMARK OF AGRANA

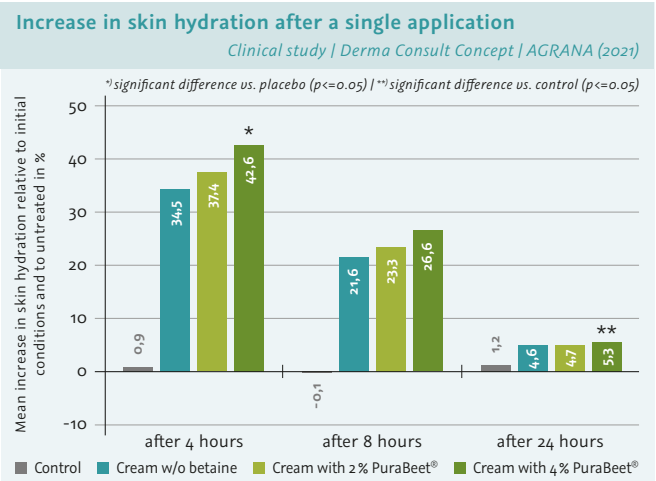
PURABEET® – SKIN CARE STUDY RESULTS

PuraBeet® natural betaine is a multifunctional active ingredient recognized for its exceptional benefits across skin care, hair care, and oral care, produced by AGRANA in Austria. Derived naturally, betaine delivers deep hydration, strengthens the skin barrier, and supports cell protection through its exceptional osmoregulatory properties. In skin care, it not only soothes and protects but also visibly reduces wrinkles, leaving skin soft, supple, and well-moisturized.

SKIN HYDRATION AFTER SINGLE APPLICATION

In a study with 30 participants, skin hydration was measured using a Corneometer after a single controlled application.

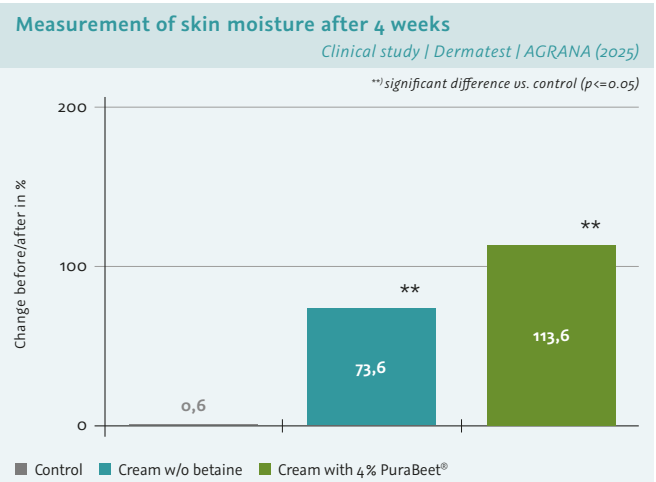
The product containing 2 % **PuraBeet®** betaine provided moisturization for up to 8 hours, whereas the product with 4 % **PuraBeet®** betaine maintained a 24-hour moisturization effect.



SKIN HYDRATION AFTER 4 WEEKS

In a four-week study with 21 participants suffering from acute atopic eczema, skin hydration was assessed using a Corneometer after twice-daily application.

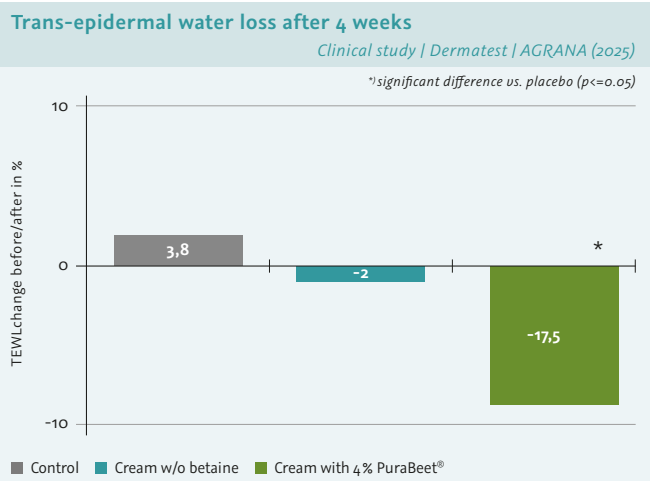
The cream enriched with 4 % **PuraBeet®** betaine showed a positive trend toward improved skin hydration.



SKIN BARRIER PROTECTION

In a four-week study with 21 participants suffering from acute atopic eczema, trans-epidermal water loss (TEWL) was assessed after twice-daily application.

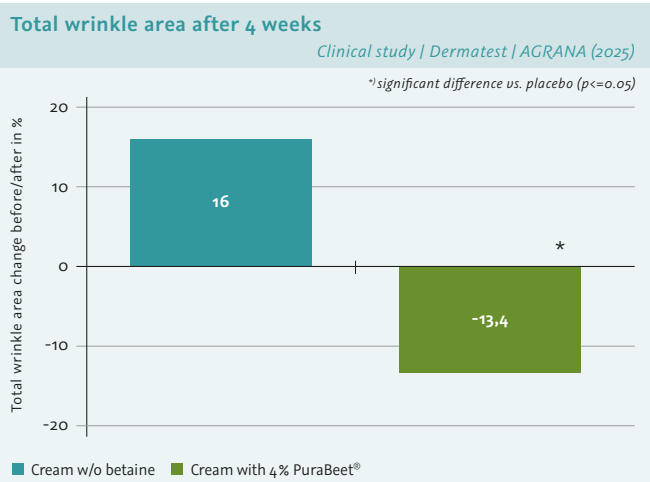
The cream containing 4 % **PuraBeet®** betaine significantly reduced TEWL, indicating an improvement in skin barrier function.



WRINKLE REDUCTION

In a four-week study with 42 participants (21 verum, 21 placebo), wrinkle analysis using the Antera 3D® focused on the outer corner of the eye (crow's feet) after twice-daily application.

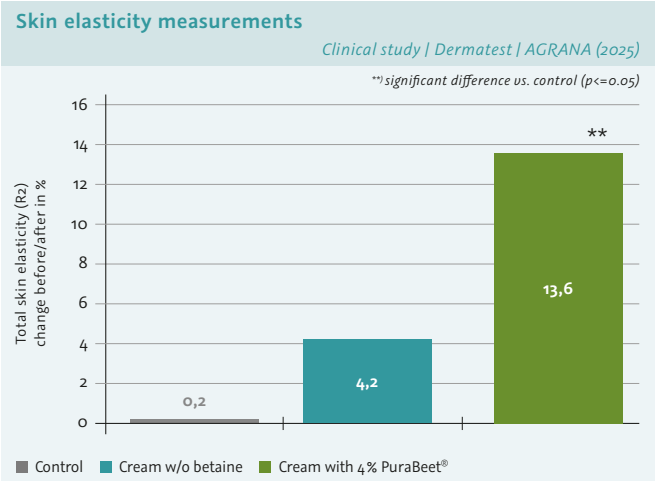
The cream containing 4 % **PuraBeet®** betaine significantly reduced total wrinkle area, volume, and width in this region.



SKIN ELASTICITY

In a four-week study with 42 participants (21 verum, 21 placebo), skin elasticity was assessed using a Cutometer following twice-daily application.

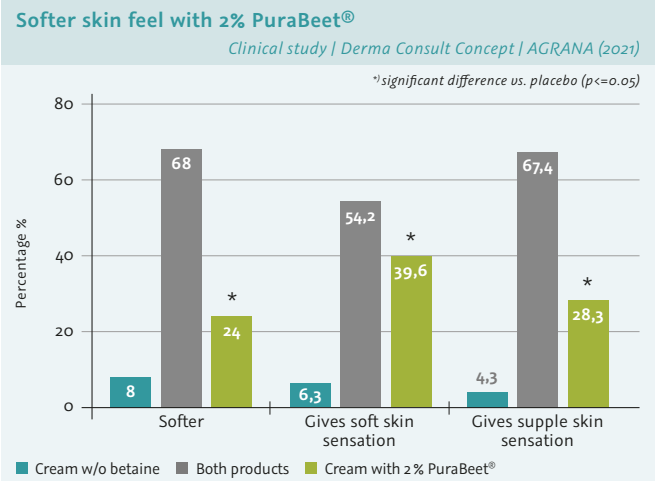
The cream containing 4 % **PuraBeet®** resulted in a statistically significant increase in skin elasticity, whereas the cream without betaine showed only a slight, non-significant improvement.



BETAINE AS SENSORIAL BOOSTER

In a seven-day study with 50 participants, the cosmetic properties of the test product with and without **PuraBeet®** betaine were compared following twice-daily application.

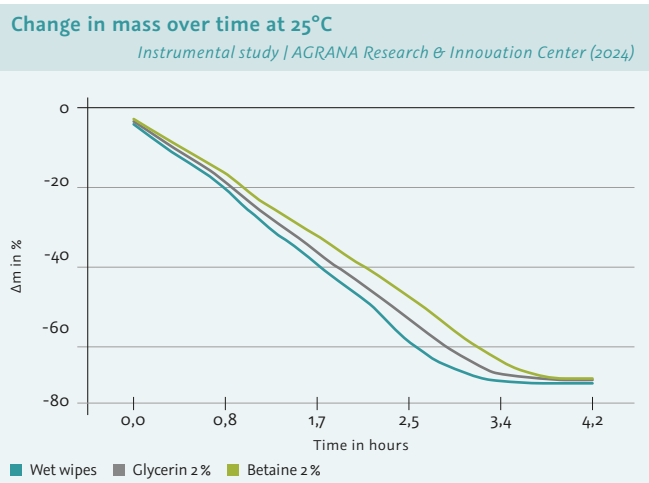
The product containing 2 % **PuraBeet®** betaine demonstrated significantly greater improvements in perceived skin softness and smoothness.



BETAINE AS HUMECTANT

An instrumental study compared the water retention capacity of betaine and glycerin for use in wet wipe products.

A 2 % **PuraBeet®** solution demonstrated water retention comparable to 2 % glycerin, indicating its potential as a moisturizing ingredient in wet wipe products.

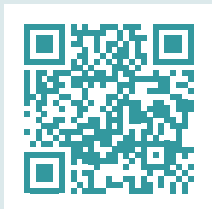


STUDY HIGHLIGHTS

Comprehensive clinical studies prove the multifunctional nature of **PuraBeet®**, demonstrating its ability to visibly minimize wrinkles, enhancing skin elasticity, softness, and hydration.

-  **INCREASED HYDRATION**
-  **IMPROVED BARRIER FUNCTION**
-  **REDUCED WRINKLES**
-  **ENHANCED ELASTICITY**

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