

Dorota Niemczycka, Marketing Communications Manager, Lipotec introduces their new product development from Ayurveda tradition



EURO COSMETICS: *You have developed a new concept for the skin, derived from the traditional Indian healing art of Ayurveda. What inspired you here?*

Dorota Niemczycka: After years of opulence in which the novelty was most appreciated, the current trend is about going back to the essential, the natural, the ancient wisdom. In response to this interest in the market and using our experience in botanical extracts through the Active Organics® *inspired by nature* brand, we offer a new concept based on the ancient Hindu mode of traditional medicine, Ayurveda. There is also a significant interest among the cosmetic industry in using botanical resources, which facilitates the in-



Dorota Niemczycka

roduction of Ayurvedic herbs into specific skin care formulations.

EURO COSMETICS: *What is Ayurveda wisdom and what it represents?*

Dorota Niemczycka: Based on 5,000 years of observation and collection of knowledge by the Indian monks, Ayurveda focuses on maintaining a physical and emotional balance for staying healthy and prolonging life through adjustments in diet, exercise and sleep, involving herbs, aromas, meditation and yoga. Topical applications of herbal-based remedies and oils have a long tradition in Ayurveda as a way to address beauty concerns and each Ayurvedic ingredient is thought to work on



Saffron

a specific body energy, helping achieve an optimal skin condition. *Ayurvedic wisdom on the skin* has been developed to offer remedy for the skin problems by restoring each dosha to a more balanced state.

EURO COSMETICS: *Ayurveda distinguishes three mind-body types. Please explain this more detailed.*

Dorota Niemczycka: These three mind-body types called DOSHAS represent the biological energy within the human body. They play a very important role in the maintenance of cellular health and longevity and can be translated into three different skin types.

VATA is the energy that controls bodily functions associated with motion and VATA skin is considered to be dry, thin and with a tendency toward premature aging. The second dosha is called **PITTA** and is the energy responsible for the body's metabolic systems and temperature. PITTA skin is thought to be sensitive, with a very low tolerance to sun and other agents, and predisposed to inflammation. And the last one is

KAPHA, defined as the energy that regulates growth in the body and maintains the immune system. KAPHA skin is believed to be oily, prone to large pores and acne, with tendency to accumulate toxins.

EURO COSMETICS: *For this you offer six ACTIPHYTE™ botanical extracts. Which ones?*

Dorota Niemczycka: We have selected six ACTIPHYTE™ botanical extracts whose benefits are especially addressed to help with the main problems of each skin type. **ACTIPHYTE™ Ashwagandha** and **ACTIPHYTE™ Myrrh** for dry skin, **ACTIPHYTE™ Shatavari** and **ACTIPHYTE™ Coriander** for sensitive skin and **ACTIPHYTE™ Saffron** and **ACTIPHYTE™ Turmeric** for oily skin.

EURO COSMETICS: *And how can it help for skin problems?*

Dorota Niemczycka: **ACTIPHYTE™ Ashwagandha** helps to promote cell regeneration and protection providing a rejuvenating and moisturizing effect and **ACTIPHYTE™ Myrrh** has the ability to inhibit the collagenase enzyme contributing to the aging process and as a result may help reduce the appearance of wrinkles as well as ease dry skin.

On the other hand, **ACTIPHYTE™ Shatavari** can alleviate the undesired signs of inflammation acting as an antioxidant and contributing to restoring tissue damage from irritation; and **ACTIPHYTE™ Coriander** is a potent antioxidant with great free radical scavenging activity that contributes to a healthy response to allergens.



Coriander

Both addressing the main concerns of the sensitive skin.

And finally, **ACTIPHYTE™ Saffron**, known to kill bacteria and flush toxins out and to possess exfoliating properties, is ideal for acneic and oily skin; and **ACTIPHYTE™ Turmeric**, that can regulate excessive sebum secretion, control the microbial growth on the skin, prevent bacterial infection and clean up the pores is perfect for oily skin.

EURO COSMETICS: Thank you for the conversation. ■



Turmeric

Inspired by the ancient Ayurveda tradition, Lipotec's novel approach gives response to the specific needs of the different skin types (dry, sensitive and oily) through a selection of 6 ACTIPHYTE™ botanical extracts from its Active Organics® *inspired by nature range*.

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