*Hypnea pseudomusciformis (formely musciformis),* the source for Hypskin, is an environmentally, socially and economically sustainable seaweed.

A study that was recently conducted in north-eastern Brazil where the *Hypnea pseudomusciformis* was farmed, confirmed a sustainable route for various industries, including the cosmetic industry.

*H. pseudomusciformis* did not only use energy, nitrogen and phosphorus extremely efficiently, but it absorbed carbon, did not pollute, and because it was native to Brazil, showed low risk to the local biodiversity.

The pilot farm was highly profitable with an internal rate of return of 119%, the recovery of the invested capital in 1.2 years and on top of this, the generation of additional income per ton. As far as social sustainability was concerned, 51% of all the investment remained in the local community with the income distributed equally among workers.

Assessa recently launched **HYPSKIN,** using this natural ingredient in a remarkable skin regenerating active.

**HYPSKIN,** a COSMOS-certified bioactive, consists of polyelectrolytic biopolymers, natural salts, micro elements and essential metabolites.

Gene expression assays show that this versatile, water-soluble active modulates 507 genes in human keratinocytes and fibroblasts, demonstrating an intense activity in the skin dermis and epidermis. A genetic roadmap confirmed by clinical trials shows a powerful skin regenerating activity.

Clinical tests conducted on 27% volunteers, applying 1% in a face cream preparation twice per day over a period of 90 days yielded the following best results:

Colour reduction of spots: 31% lighter Wrinkle reduction: 17.1% Improvement in skin density: 31.4%

Improvement of microcirculation in the skin: 31.2% Improvement in skin smoothness: 27.2%

Skin tone improvement: 38.7% Oil or sebum reduction: 10.7% Improvement in skin texture: 9.5%

**INCi Name:** Hypnea Musciformis Extract, Sargassum Filipendula Extract, Glycerin, Benzyl Alcohol, Benzoic Acid and Sorbic Acid.