



PhytoflORAL®

Patented technology by IBR Ltd.

Skin Lightening, Photo-Protection & Skin Benefits Built Into the Skin with Phytoene & Phytofluene



a Patented NutriCosmetics & Award Winning Innovation

FOR A COPY OF THE RECENT PEER REVIEW ARTICLE, PLEASE [CONTACT US](#)

Reference:

The photoprotective effects of a food supplement tomato powder rich in phytoene and phytofluene, the colorless carotenoids, a preliminary study.

*Liki von Oppen-Bezalel, Danit Fishbein, Fabien Havas, Olga Ben-Chitrit and Alain Khaiat. **Glob Dermatol**, 2015. Volume 2(4): 178-182*

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Revolution in Photo-Protection, Skin Lightening and Evening of Skin Tone

Beauty from Within



TWO CLINICAL STUDIES WITH PhytoflORAL® REVEAL:

(The currently published manuscript is **emphasizing** the photo protective effect)

1. **Photoprotection:** PhytoflORAL® presented a **significant photoprotective effect** highlighted by a significant increase of the Minimum Erythral Dose (MED) after UV exposure. An average increase of 20% among 65% of the study participants was observed with daily intake of PhytoflORAL®.
 2. **Lightening effect:** the study results indicate a significant skin lightening effect, with increases in L* value and ITA among up to 82% of panelists.
- Clinical scoring by the dermatologist in both studies showed that skin quality was significantly improved showing:
 - ▷ decrease of skin dryness
 - ▷ decrease of skin roughness
 - ▷ increase of skin suppleness
 - ▷ skin complexion is more uniform
 - ▷ improvement of skin texture
 - The subjects in the studies found an improvement especially in their skin radiance, evenness, hydration, smoothness, suppleness, elasticity and reduced irritability. They found their skin more resistant to sun damage, more beautiful and visually healthier.

PhytofLORAL®



Revolution in Photo-Protection, Skin Lightening and Evening of Skin Tone Beauty from Within

PhytofLORAL®, a natural dietary supplement for beauty from within comprising phytoene and phytofluene, the colorless carotenoids. The new clinical data shows that, PhytofLORAL® has an outstanding photo-protection capacity that is built into the skin from within. PhytofLORAL® can significantly increase MED (Minimal Erythema Dose) after 84 days of consequent dietary consumption, meaning that the skin's ability to resist sun damage is increased. PhytofLORAL® contains phytoene and phytofluene, colorless carotenoids is also able to lighten and even the skin tone by inhibition of melanin synthesis, UVA and UVB protection, anti inflammatory and anti oxidant capabilities as shown in a clinical study.

The data so far provide evidence that dietary intake of phytoene and phytofluene such as in the form of PhytofLORAL® will result in accumulation of the phytoene and phytofluene in the skin delivering thereby their skin benefiting activities:

- ✓Protection against oxidative and photo damage
- ✓Skin lightening and even skin complexion
- ✓Anti aging overall

PhytofLORAL® provides a natural and unique product to maintain beautiful, healthy, radiant and younger looking skin from within

IBR Ltd. (www.ibrweb.com) develops, manufactures and markets innovative and proprietary natural active ingredients. For more information, please contact ibr-marketing@ibrweb.com

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