Happybelle-PE
Phyto-endorphins in a double vector system
Happybelle-PE

for happiness you can see and feel

Vitex Agnus Castus Extract (Casticin)

Phyto-endorphin complex based on Monk’s Pepper known for its mood-enhancing activity
→ for a radiant glow

Ascorbyl Tetraisopalmitate and Tocopherol

Powerful antioxidants and moisturizing factors that fight against all signs of aging
→ anti-aging
→ hydration
→ protection

Double Vector System in a Nanoemulsion

Highly effective, fast penetrating, double vector system
(Cyclodextrin complex with phyto-endorphins in liposomes / vitamins in nanoemulsions)
→ controlled release system
→ bioavailability

Happybelle-PE

Rejuvenates and moisturizes the skin and gives a radiant glow
→ for happiness you can see and feel
New Cosmetic Science

Revolutionary cosmetic science research showed recently that β-endorphins play an important role in the vitality and regeneration of the skin. These "happy molecules" make the skin look luxuriant and more radiant.

What are Endorphins?

Endorphins are small neuro-peptides mainly produced in the pituitary gland and the hypothalamus. They bind to the opioid receptors in the brain, causing an analgesic effect and a sense of well-being. The word endorphin itself is abbreviated from "endogenous morphine", which means a morphine produced naturally in the body.

Endorphin - the Body's Own Happy Hormone

The endorphin system is activated in connection with happy moments. They cause

→ mood changes like euphoria and happiness
→ top performances
→ increased resistance to pain

A well known result of endorphin production is the so-called "runner's high", the state of euphoria that some runners report after a prolonged period of exercise.

Endorphins and Sunlight

β-endorphins and α-MSH (melanocyte stimulating hormone) both have the same precursor (POMC, proopiomelanocortin) that has been found in skin cells. The release of POMC is induced by sunlight leading to the formation of skin pigments, the activation of the immune system and the release of β-endorphins. Both, β-endorphins and opioid receptors have been detected in skin cells and it has been found that the β-endorphins are able to accelerate skin regeneration and wound healing.
**Happybelle-PE Contains Phyto-Endorphins from Monk's Pepper**

The berries of Monk's Pepper, a large shrub growing in Mediterranean regions and in Asia, contains substances, the so-called phyto-endorphins, that bind to the opioid receptor.

Monk's Pepper berries were used in ancient Greece to treat injuries and inflammation. In the middle ages, monks used the dried berries. They probably experienced a sensation of well-being and happiness after consumption. Today, Monk's Pepper berries are used to treat PMS (premenstrual syndrome). A significant improvement of emotional balance and regulation of prolactin has been reported.

**Antioxidant Complex with Ascorbyl Tetraisopalmitate and Tocopherol**

To complement the activity of Happybelle-PE, two potent antioxidants and moisturizing factors that fight against all signs of aging are incorporated in a nanoemulsion.

Ascorbyl tetraisopalmitate is a stable, lipid-soluble form of ascorbic acid. It is an excellent free radical scavenger that additionally enhances collagen production for firmer skin and reduces hyperpigmentation and age spots.

Tocopherol is an oil-soluble vitamin E and one of the most active free radical scavengers known.
Double Vector System for Improved Efficacy

Happybelle-PE features a highly effective, fast penetrating, double vector system. The phyto-endorphins from Monk’s Pepper are incorporated into cyclodextrin rings. These complexes again are encapsulated in liposomes. This sophisticated delivery system is combined with the nanoemulsion that contains the antioxidant complex.
Study Results

In a study with 40 test persons (women, aged 30 – 61), Happybelle-PE was tested on the inner sides of forearms and on the crow's feet. A cream containing 1% Happybelle-PE was applied twice daily for 28 days. Skin hydration, skin firmness and wrinkle depth were determined at the beginning of the study and after 14 and after 28 days, 8 to 12 hours following the test product application.

The test results show that all three test parameters clearly improved within four weeks (statistically significant enhancement).
Statements of the Test Persons

Claims with Happybelle-PE

- Rejuvenation
- Moisturization
- Firmness and anti-wrinkle
- Smoothness

.... for happiness you can see and feel!

Formulating with Happybelle-PE

Dermatological tolerance: The dermatological tolerance of Happybelle-PE has been carefully tested in healthy volunteers (determination of irritating effects to the skin with an occlusive patch test). In addition, it is well known that lecithin can decrease the irritation potential of many substances.

Recommended concentrations: 1 – 2 %

INCI (EU / PCPC) Declaration

Happybelle-PE: Lecithin (and) Vitex Agnus Castus Extract (and) Glycerin (and) Ascorbyl Tetraisopalmitate (and) Tocopherol (and) Olus Oil/Vegetable Oil (and) Cyclodextrin (and) Alcohol (and) Aqua/Water

Happybelle O (oil-soluble version): Vitex Agnus Castus Extract (and) Helianthus Annuus (Sunflower) Seed Oil