

## **GOLD for FENSEBIOME™ *peptide* at the ITEHPEC Innovation Awards 2018**

BARCELONA, SEPTEMBER 2018 – We are proud to announce that FENSEBIOME™ *peptide* has been recognized with GOLD at the ITEHPEC Innovation Awards 2018 held during in-cosmetics™ Latin America show taking place these days in Brazil.

Created in 2005 by ITEHPEC (Institute of Technology and Studies for Cosmetics, Toiletries and Fragrances), the award is an acknowledgment for ingredient producers that contribute to the Brazilian Cosmetic Industry innovation.

Launched earlier this year, FENSEBIOME™ *peptide* was developed to reinforce vulnerable urban skin to help it face modern life.

Since the Industrial Revolution and increasing urbanization, the relationship of humans with their environment has changed dramatically with a large part of the population moving to the cities, away from their ancestral constant interaction with nature. This important moment also represented a relevant trigger in the prevalence of inflammatory disorders, such as allergies and eczemas. Research shows that people living in close contact with nature, similar to our ancestors, present a high bacterial diversity and have a high presence of anti-inflammatory bacteria, associated with a healthier and more protected skin.

FENSEBIOME™ *peptide* helps urban skin regain its original strength by promoting microbiota balance and diversity as well as an increase in beneficial bacteria. It also helps reinforce the physical barrier function and prevents dehydration, one of the main problems of sensitive skin.