



#### HIGH PERCUTANEOUS DELIVERY OF NIACIN

INCI: Menthyl nicotinate  
Purity > 99%  
No irritation  
No sensitization  
Superior skin penetration  
Colorless  
Odorless

# nicomenthyl 20

## VITAMIN B3 MAXIMUM BENEFITS

## High percutaneous delivery of Vitamin B3 (Niacin)

**NICOMENTHYL®20** (menthyl nicotinate) is a new multifunctional, sensorial cosmetic ingredient. Liposoluble and thermostable. Skin microcirculation enhancer. Detoxifying, antioxidant, anti-age. Protective against UV radiation damages, external toxins and pollutants.

Full scale in vitro and in vivo studies have demonstrated menthyl nicotinate's fast penetration kinetics through the skin, and how its subsequent hydrolysis effectively releases pure niacin (vitamin B3) in the area of application. It does not cause any flush, irritation or sensitization, even in cosmetic compositions containing it at concentrations up to 3-5%.

The time-release delivery of niacin by menthyl nicotinate is nearly 8 times higher than the skin absorption rate of the common niacinamide (another form of vit. B3).

Its exceptional characteristics qualifies the ultra-purified odorless Nicomenthyl 20 as the most potent, effective and safe percutaneous carrier of Vitamin B3 so far known. All efficacy and safety test reports are available to customers upon request.

Recommended dosage in Face Products: 0.5 – 1%. In Body Products: 0.5 – 3%. In Special Products: 5%

Particularly indicated for:

- Anti-age, anti free-radicals and anti-pollutant, skin detox formulations
  - Sun care products (pre, during and after-sun exposure)
  - Hair loss prevention treatment
  - Cellulitis treatment
  - Sport products
  - Spa treatment products
  - Refreshing/ reactivating products for feet and legs
  - Intimate hygiene products
  - Lip plumping treatments
  - Deodorant/antiperspirants
  - Body lotions
- ... and much more ...

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