

# Natural Botanically-derived Active Targeting Pollution and Environmental Stressors



# Holy Basil OSP

Holy Basil OSP is a plant-derived active ideal to treat inflamed or stressed skin. In today's modern world, our skin is continuously exposed to pervasive air pollution causing increased inflammation and damage to the tissue that can lead to accelerated signs of aging. A proprietary extract from fragrant, flowering holy basil (*Ocimum sanctum*), Holy Basil OSP is a combination of superior bio-actives for maximal protection of the skin against environmental stressors and toxins. These natural components work together in the skin to buffer immune response to inflammatory stimulus while fortifying the extracellular matrix (ECM), the structural foundation of the skin.

Holy Basil OSP helps to combat the chronic, low-level inflammation induced by exposure to airborne toxins and pollution, which can cause excessive damage and premature aging in unprotected skin. When applied to keratinocytes, Holy Basil OSP remarkably reduces the levels of inflammatory mediators that are usually induced by particulate matter exposure. At the same time, Holy Basil OSP rejuvenates skin health by modulating expression of genes important for ECM structure and fundamental cellular interactions essential for maintaining youthful skin physiology and appearance.

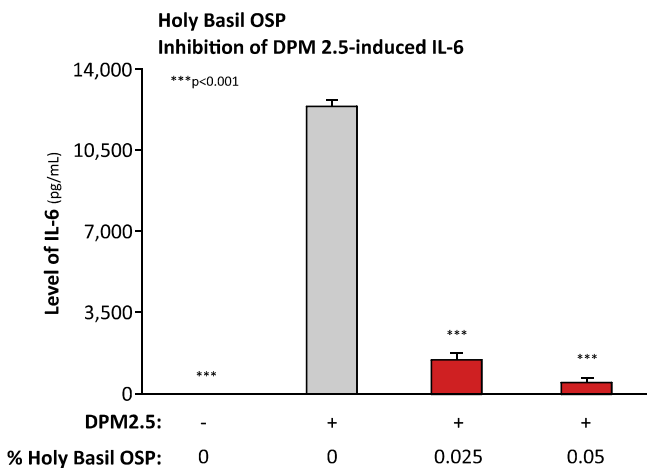
**Inhibits the inflammatory effects of urban air pollution (DPM 2.5)**

**Environmental Stress**  
Efficient antioxidant / ROS scavenger

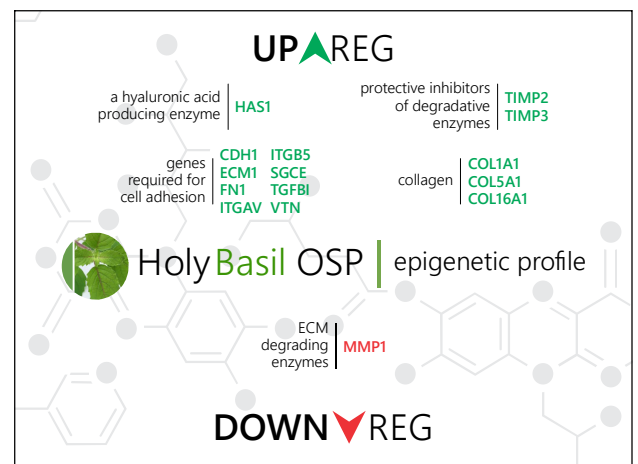
## Applications

- De-stressing anti-aging regimes targeting oxidative and proteolytic damage (pollution, UV exposure, etc.)
- Soothing and calming products for sensitive skin
- Pre- and post-sun skin care
- BB creams, CC creams and color formulations

**Holy Basil OSP**  
Product ID – R10110  
Suggested Use Level – 0.5%-2%  
Propanediol (and) Ocimum Sanctum Leaf Extract



Holy Basil OSP significantly reduces the levels of IL-6, a pro-inflammatory cytokine that is elevated in keratinocytes upon air pollution exposure (DPM2.5).



Gene expression profiling demonstrates the strengthening, rejuvenating benefits of Holy Basil OSP.