MICAH
REVOLUTIONARY ANTI-AGING TECHNOLOGY

“This is a long-awaited breakthrough”

Paolo Giacomoni, Ph.D.,
biochemist, atomic physicist and former director of research at both Estée Lauder and L'Oréal
We live in extraordinary times. The entire concept of aging is being challenged and transformed. And now, a new breakthrough in anti-aging science——Micah.

Not a UV filter, not an antioxidant, it’s a revolutionary and safe way to stop the aging process in its tracks by blocking the formation of light-induced oxidative stress. Proactive, not reactive, Micah prevents visible signs of aging: damage to the extracellular matrix, loss in skin elasticity and the creation of fine lines and wrinkles. Can your next product benefit from Micah? Let’s find out. Let’s Work Wonders®.
- Protects against reactive oxygen species/free radicals in UVA-1 region (340-400nm)
- Extends protection to Visible Spectrum (>400nm), a potential source for significant ROS generation
- Provides broader spectrum FR prevention
- Colorless in formula
- Oxidatively stable and photostable
- Does not interfere with normal metabolism

Unlike antioxidants, which neutralize free radicals after they have been unleashed from oxidative stress, Micah suppresses their very formation.
Study Objective

- Understand the impact of Micah on UVA-induced ROS, inflammatory cytokines and DNA damage
- Study conducted at the Dead Sea & Arava Science Center at Ben Gurion University

Study Protocol

- Ex vivo human skin explants from female patients undergoing abdominal surgery (0.64 cm²)
- UVA: 320–400nm
- Micah dose response: 0.02% to 0.20%
- Application amount: 2mg/cm²
- Application Time—30 minutes, n=3 in triplicate

Micah effectively prevented UVA-induced ROS at a use level of 0.20%
(performed at parity with the non-irradiated vehicle)

At a use level between 0.10 and 0.20%, Micah prevented secretion of IL-1α, a marker associated with skin inflammation, redness, irritation and skin barrier function

At a use level of 0.20%, Micah prevented secretion of IL-6, a marker associated with skin inflammation, redness, irritation and skin barrier function

At a use level of 0.20%, Micah significantly reduced the presence of 8-OHdG, a marker associated with photoaged skin

* Significantly different from non-irradiated controls
# Significantly different from irradiated vehicle