



# Anti-Pollution

**With rising environmental concerns, people are increasingly aware of the detrimental impacts of environmental pollution. While the air pollution in Europe has been mitigated through stringent control measures, figures are still alarming considered at a global level.**

Irrefutable facts demonstrate that complex chemical substances as well as fine dust particles and soot exert adverse effects on our health, particularly on the skin. Our skin, as the first "red flag" organ of the body, mirrors such negative consequences: irritations and premature signs of ageing, such as onset of wrinkles, pigment spots, telangiectasia, and much more. This prompts a question: What preventive actions can city dwellers take to be protected against environmental effects? For the first time, MDM shows you an effective anti-pollution care concept based on cutting-edge scientific knowledge.

## Main active ingredients:

**28Extremoin®** has been specially designed to protect the skin from damage by pollution such as particulate matter, soot, exhaust gases and solar radiation. It consists of the two natural extremolytes Ectoin® and Hydroxyectoin, which are extraordinary effective cell protectors. 28Extremoin® greatly reduces the expression of POMC (marker gene for pigmentation) and MMP-1 (marker gene for wrinkling) in skin cells, which are induced by air pollution and thus protects the skin from the occurrence of deep wrinkles and age spots.

**An exopolysaccharide from the maritime Kopara** forms a shield against toxic pollution substances. It binds heavy metals on the skin, protects the skin against oxidative stress and increases the resistance of the skin against external stresses, such as solar radiation and urban environmental toxins.

**Malachit** with a high copper content supports the natural detoxification activity of the skin and acts as a cofactor to protect skin against free radicals. It strengthens the natural defenses and protects from harmful environmental influences, such as UV radiation.

**Activated charcoal** has a porous structure with enormous adsorption forces, which removes bacteria, toxins, pollution, dirt and sebum from the skin surface.

## Arm yourself against any negative environmental impact with our innovative care products:

**ANTI-POLLUTION SHOWER GEL:** Effective cleaning power with activated charcoal, malachite and maritime Kopara - cleans carefully and thoroughly the skin without stressing. It effectively removes contaminants from the environment, which accumulate on skin over day and night.

**ANTI-POLLUTION BODYLOTION:** Silky body milk with 28Extremoin®, Magnolia and peach kernel oil. It supplies rich moisture and forms a natural protective shield on the skin.

**ANTI POLLUTION CONCENTRATE:** Protective concentrate with 28Extremoin®, maritime Kopara and malachite protects the skin intensively against environmentally-induced stresses and pollution - for an all-round protection.

**ANTI-POLLUTION CREAM LIGHT:** Light Moisturizer with 28Extremoin®, low molecular and oligomeric hyaluronic acid provides effective protection against environmental stresses and intensively regenerates the skin.

**ANTI-POLLUTION CREAM RICH:** rich, nourishing cream with 28Extremoin® protects and soothes the skin with selected ingredients and donates the skin an extra portion of care. The cells are actively protected against negative environmental factors.