

# Easy WAY®

INCI: Cellulose acetate

## KEY PROPERTIES

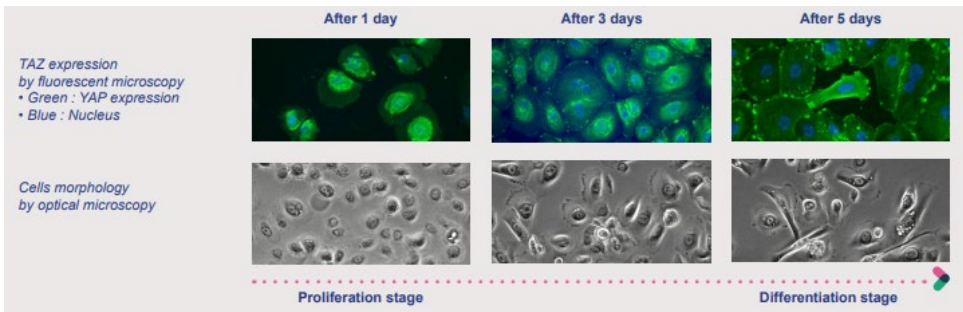
Easy WAY is an innovative cosmetic ingredient that activates skin renewal through mechanobiology.

It harnesses the HIPPO signaling pathway, which stimulates keratinocyte proliferation and regulates differentiation, promoting skin regeneration without the use of chemical agents.

Derived from fine cellulose acetate particles, it is designed for daily use and helps restore a youthful, healthy-looking complexion.

## EFFICACY TESTS

In Vitro: Easy WAY increased keratinocyte proliferation by 37% within 5 days and activated the HIPPO signaling pathway, crucial for skin regeneration.



SOCRI

LESSONIA  
cosmetics + ingredients

## THE FIRST COSMETIC INGREDIENT THAT ACTIVATES SKIN RENEWAL BY MECHANOBIOLOGY

Item Code: H230



Clinical Test:

In a study with 20 volunteers, Easy WAY accelerated skin renewal by 46.5%, significantly improving skin texture, eliminating imperfections

## APPLICATIONS

Skincare creams and serums

## % OF USE

3.5%

Formulation tips: can be added at the end of the formulation in process, under gently stirring

## TECHNICAL DATA

APPEARANCE	POWDER
COLOUR	WHITE
FRAGRANCE	CHARACTERISTIC
PARTICLE SIZE	100-200 µm
NATURALITY INDEX	1 (ISO 16 128)
PRESERVATIVE	NONE



SKIN RENEWAL

SKIN TEXTURE

WELL-AGEING

100% natural



COSMOS compliant



OK China



# Actives