



AstaAura™

INCI: Haematococcus pluvialis Extract

AstaAura™ is a natural, marine-derived bioactive ingredient extracted from *Haematococcus pluvialis*, a green microalgae species known for its production of astaxanthin, a powerful carotenoid. Renowned for its exceptional antioxidant capabilities, astaxanthin stands among the most powerful antioxidants found in nature. Carotenoids like astaxanthin are essential to the survival of microalgae, as they absorb excess light energy, protect cells from photo-oxidative stress, and neutralize free radicals.

BarAlgae leverages this remarkable natural mechanism to develop a potent bioactive ingredient by cultivating *Haematococcus* under optimized conditions in a state-of-the-art, AI-driven biotech facility. AstaAura™ is perfectly suited for a wide range of applications, including anti-photoaging face and eye creams, brightening serums, scalp care and sun protection products.

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Anti-Photo Aging Properties

This unique marine-derived bio-active ingredient addresses both protective and reparative skincare needs, delivering UV protection and photoaging prevention, antioxidant activity and anti-wrinkle effects for revitalized skin.

Cosmetic Benefits



Antioxidant Activity Cellular Protection

- Decrease ROS and thiobarbituric acid reactive substances
- Heme oxygenase-1 (HO-1) modulation



Photoprotective Properties Inhibits:

- UV-induced reactive nitrogen species (RNS)
- Inflammatory cytokine expression
- Apoptosis in keratinocytes
- Release of prostaglandin E2 from keratinocytes



Wrinkles and Elasticity

- TEWL (Trans epidermal Water Loss) Reduction
- Wrinkle Reduction
- Increased elasticity



Anti-Inflammatory and Calming Effects

- Inhibits gene expression of IL-1 β ,
- IL-6, TNF- α
- Blocking NF- κ B activation

Formulation Tips

- Recommended use level: 1.5%
- Oil Soluble
- Water Soluble - Nanometric Powder