



VELDEN

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Product Sheet.

TriAct™ Firming, brightening & cellular repair compound

TriAct™ is an advanced botanical active complex designed to visibly firm, even skin tone, and restore resilience at a cellular level. Formulated using *Kigelia africana*, *Rosa canina* (rosehip), cold-pressed marula oil, and rosemary extract, this compound combines clinically studied phytoactives that target key aging markers including: loss of elasticity, pigmentation, oxidative stress, and dermal thinning. *Kigelia* provides powerful firming and dermal-structure support, *Rosa canina* delivers brightening and depigmenting bioactives, marula oil nourishes and strengthens the skin barrier, while rosemary extract protects fibroblasts from oxidative damage and inflammation. The synergy of polyphenols, triterpenoids, flavonoids, fatty acids, and antioxidant molecules makes TriAct™ a multi-functional active ideal for formulations targeting aging, uneven tone, dullness, and loss of firmness.

Why this matters:

Skin aging is driven by collagen loss, oxidative stress, dermal inflammation, and melanocyte overstimulation. TriAct™ addresses all four mechanisms simultaneously using a biomimetic, naturally derived approach:

- **Firmness & Elasticity Restoration:** *Kigelia*'s iridoids and flavonoids strengthen collagen fibrils and inhibit collagenase and elastase activity. Rosemary's ursolic acid further supports dermal architecture.
- **Pigmentation & Uneven Tone Correction:** Rosehip's natural trans-retinoic acid reduces hyperpigmentation by regulating melanocyte activity and speeding up epidermal renewal, while rosmarinic acid and proanthocyanidins suppress tyrosinase activity.
- **Barrier Repair + Oxidative Defense:** Marula oil replenishes lipids and tocopherols to protect against trans epidermal water loss and pollution damage. Rosemary and rosehip provide antioxidant polyphenols that prevent free radical-induced cellular aging.
- **Holistic Skin Longevity:** Unlike isolated actives, this compound supports structural proteins, lipid repair, pigmentation control, and inflammation modulation in a single, stable system.

TriAct™ therefore delivers a "lift + lighten + protect" trifecta, making it a powerful foundation active for serums, creams, and treatments targeting sagging skin, dullness, sun damage, age spots, post-inflammatory hyperpigmentation, and loss of bounce.

Kigelia Origin Story

Africa's miracle renewal tree.

In the warm winds of sub-Saharan Africa, along red-earth riverbanks and sunlit savannas, stands a tree both strange and sacred, *Kigelia africana*, the "Sausage Tree."

To travelers, it is striking for its long pendulous fruit, hanging like bronze lanterns from twisting branches.

To African communities, it is far more than a curiosity, it is medicine, myth and magic intertwined.



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For centuries, the women of the Zulu, Shona and Tsonga tribes gathered at dawn beneath the shade of this ancient tree. They would gently grind its fruit and bark into pastes and infusions, using it to firm skin, soothe inflammation, and heal the marks left by sun and time. In village lore, Kigelia was known as the “Tree That Makes Women Beautiful.” Mothers passed it down to daughters like a whispered secret, *“This tree holds strength, the kind that firms, lifts and restores.”*

Beyond beauty, the tree was respected as a healer. Healers used its extracts for everything from soothing burns and infections to treating snake bites and sun damage. Warriors would return from long journeys to have their muscles massaged with Kigelia salve, a cooling remedy from the tree of the earth and sky.

Scientists centuries later would reveal what the women already knew. Hidden within Kigelia’s fruit and bark are powerful natural molecules, **verrucosin, kigelin, flavonoids and iridoids**, compounds that **tighten the skin, boost collagen, reduce dark spots and protect against UV-induced damage**. Nature’s own lifting and firming complex.

But Kigelia is more than chemistry. It is a story of resilience.

It thrives in brutal sun, cracked earth and long droughts, yet it blossoms with crimson flowers at night, illuminated only by the moon and the gentle fluttering of bats that come to drink its nectar.

From this strength, we borrow its gift: **firmness, evenness, renewal.**