



# VELDEN.

**Velden (Pty) Ltd**  
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[www.veldenbotanicals.com](http://www.veldenbotanicals.com)

## **Product Sheet.**

### ***RubyM™ Anti-aging Compound***

Velden RubyM™ is a fully standardized, purified botanical compound blending rosehip, myrothamnus and baobab actives in a chemically balanced matrix. This triple-botanical complex is optimized for stability (minimized free radical precursors, chelator control, matched polarity) and is delivered in a form reproducible batch to batch. RubyM™ harnesses high levels of antioxidants, phenolics, and essential fatty acids, while excluding bulk non-actives to reduce oxidative load. In skin formulations, RubyM™ affords robust protection, visible resilience under stress (UV, thermal, metal catalysis), and enhanced sensory consistency. You get the botanical marketing appeal of three star ingredients in one testable, QC-friendly package.

#### **Key actives & efficacy:**

- **Vitamin C:**
  - Rosehip is rich in vitamin C (ascorbic acid/ dehydroascorbic acid DHA) plus phenolic acids, flavonoids, carotenoids.
  - Efficacy: vitamin C is proven to stimulate collagen synthesis, reduce photo-damage, lighten hyperpigmentation, and scavenge reactive oxygen species in skin.
  - Trans-retinoic acid traces in rosehip also show support in skin renewal and wound healing.
- **3,4,5-tri-O-galloylquinic acid:**
  - Myrothamnus (the “resurrection plant”) concentrates this polyphenol (especially in its desiccated state) as a protective antioxidant and membrane protector.
  - Efficacy: In a dermal fibroblast, in vivo cosmetic trial, Myrothamnus @5% dosage in formulation modulated autophagy/ proteasome markers and improved skin appearance over 56 days.
  - Additional in vitro work shows broad antioxidant, antibacterial, and anti-biofilm activity of Myrothamnus extracts at non-cytotoxic levels.
- **Linoleic, linolenic, oleic fatty acids and phytosterols:**
  - Baobab seed oil is rich in unsaturated fatty acids (oleic, linoleic, linolenic) plus sterols (notably  $\beta$ -sitosterol) that support barrier repair, antiinflammation, and skin conditioning.
  - Efficacy: These fatty acids support barrier lipid replenishment, reduce TEWL, soothe inflammation, and improve skin softness and elasticity in topical use.
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## *Myrothamnus Origin Story.*

In the sun-baked highlands of Southern Africa, where rain can vanish for months and the earth turns to dust, a small, silvery-green plant performs one of nature's most extraordinary miracles. The Resurrection Bush (*Myrothamnus flabellifolia*) appears lifeless, its leaves curled and brittle, its stems dry as parchment. Yet, with the first touch of rain or morning dew, it comes alive again within hours, unfurling into vibrant green life.

This astonishing power of revival has captivated botanists and healers for centuries. Hidden within its cells is a complex network of protective molecules, antioxidants, polyphenols, and natural osmo-protectants that allow it to endure extreme dehydration and then regenerate flawlessly. For the skin, this translates into something extraordinary: resilience, renewal, and deep cellular protection against the visible signs of aging.

At Velden, we've partnered with rural harvesting communities in Southern Africa who carefully hand-collect this rare plant using time-honoured, sustainable methods that respect both land and lineage. Through advanced extraction and purification, we've captured its essence in our new anti-aging compound, where the Resurrection Bush becomes a symbol of timeless beauty, helping skin bounce back from stress, fatigue, and environmental damage just as the plant awakens from the desert's sleep.

**Each bottle tells a story of science meeting soul, African resilience reborn in your skincare ritual.**