



Hibiscus

THE 'BOTOX' PLANT

One of the most powerful anti-ageing plant actives; it's no wonder Hibiscus is called the 'Botox' plant. Hibiscus has a magical reputation for increasing skin elasticity to give a stunning natural youth-boost. With the incredible ability to inhibit the activity of the enzyme elastase, which is responsible for breaking down our skin's precious elastin, Hibiscus actively combats the ageing process by firming and lifting your skin.

EVENS SKIN TONE

One of the visible signs of skin ageing is the appearance of hyper-pigmentation or age spots. Age spots can occur due to a number of different variables, including ultraviolet radiation exposure, excess melanin production and genetics. Due to the slightly exfoliating effect of the organic acids found in the plant, including citric acid and malic acid, Hibiscus helps to speed up cell turnover, resulting in a more even looking skin tone.

RICH IN ANTIOXIDANTS

Hibiscus is rich in antioxidants, called anthocyanocides. Antioxidants are proven to help fight skin damaging free radicals which spawn when pollutants such as ultraviolet radiation and traffic pollution make contact with the skin, and can result in premature skin ageing. Not only do anthocyanocides protect against free radical damage, they also have slightly astringent properties, helping to reduce the appearance of large pores for a smoother complexion. They also have an anti-inflammatory effect and can help to soothe inflamed skin, making Hibiscus suitable for those prone to very sensitive skin.

PURIFY YOUR COMPLEXION

As mentioned previously, Hibiscus contains gentle acids that have a slight exfoliating effect on the skin. Not only does this help with age spots, this Hibiscus benefit can encourage an all round fresher, younger, smoother looking complexion. The natural acids present in Hibiscus help to purify your skin by breaking down dead skin and increasing cell turnover, they can even help to control acne breakouts. Unlike harsh synthetic forms of these acids which can strip your skin of its natural oils, the organic acids from Hibiscus bring your skin back in balance for a naturally gorgeous, glowing complexion.

INTENSE MOISTURE BOOST

Lastly, Hibiscus has a naturally high mucilage content., a sticky substance produced by plants that help with the storage of water and food. Mucilage makes a fantastic natural skin moisturizer that is gentle on sensitive skin. This high mucilage content of Hibiscus enhances the skin's ability to retain moisture, which is a key factor in retaining a youthful complexion. The naturally moisture rich qualities of Hibiscus helps skin stay hydrated, soft and supple for longer, keeping dry, dull skin at bay.