

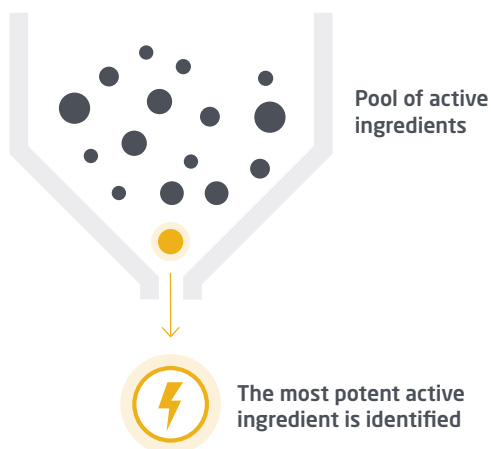
genDETOX

UNCOVER THE DETOXIFICATION POTENTIAL
OF YOUR ACTIVE INGREDIENT



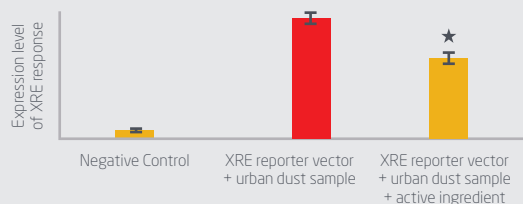
Urban lifestyle is often associated with regular exposure to air pollution. The polluted air contains harmful molecules such as hydrocarbons or pesticides that weaken the skin barrier. There is a growing demand from customers for efficient detoxifying cosmetics. Dermocosmetic companies need cost-effective and efficient methods to assess the detoxifying potential of their pool of active ingredients, in order to identify the most promising ones.

- **genDETOX is an integrated**
- **test which identifies the active**
- **ingredient with the highest ability**
- **to activate the detoxification**
- **response of the skin cells.**



genDETOX Method

This test measures the activity of detoxification response using a Xenobiotic Response Element (XRE) Reporter Vector. The xenobiotic response elements are specific sequences that activate the gene expression upon the binding of the pollutant. The anti-pollution potential of the active ingredient can be visualized by a decrease in detoxification response.



The expression levels of XRE response following an exposure to pollutant samples with or without the application of an active ingredient. ★ The star represents a significant difference as compared to the cells not treated with the active ingredient.

Once the most potent active ingredient is identified, a functional test can be applied to study the activity of the different enzymes involved in the detoxification process.

Your Benefits

Reliable: optimized XRE-Luc transfection process for efficient quantification of the detoxification response

Tailored: your active ingredient can be tested against a wide range of pollutants depending on your needs (indoor or outdoor pollution)

Fast: accurate results delivered in as less as 2 months

genDETOX

Innovation: genDETOX uses Xenobiotic Response Elements in a functional test to highlight the detoxification potential of active ingredients.

Expertise: Our scientific team efficiently ensures the successful application of the test through the effective transfection of Xenobiotic Response Element Reporter Vector.

The xenobiotics can be customized to translate indoor or outdoor pollution as closely as possible (Urban dust, In-House dust, Particulate Matter, et).

Support: Working together as one team, we partner with you to determine the most efficient and appropriate strategy to reveal the power of your cosmetic active ingredients.

genel
THE RNAi SWITCH

Contact us for a free scientific diagnosis

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