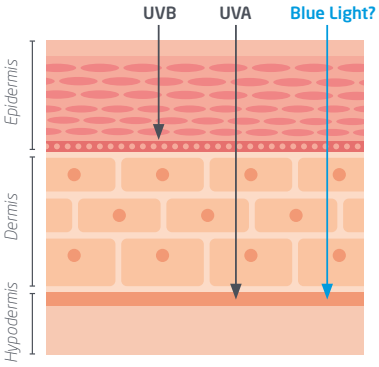
genSPECTRA

DEMONSTRATE THE ACTIVITY OF YOUR COSMETIC INGREDIENTS IN SYNERGY WITH OR AS PROTECTION AGAINST BLUE LIGHT

The main component of screens that we use every day, are blue Light Emitting Diodes (LEDs). They emit blue light at a wavelength ranging between 400nm and 495nm, which can be harmful to the biological system. However, blue light has a more nuanced effect

Studies have shown the benefits of blue light exposure. For instance, it is regularly used for wound healing purposes *in-vivo* by modulation of keratin gene expression.

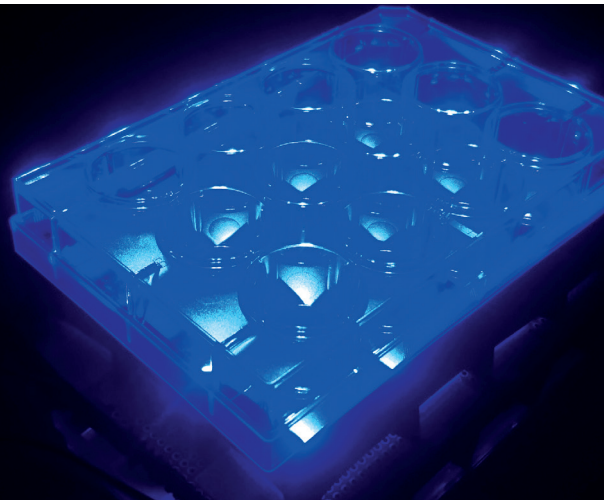
It is common fact that blue light from prolonged exposition to screens is likely to create damages to the skin. Indeed, further studies have indicated that, similarly to UVA, blue light can also contribute to premature skin aging. This is due to its ability to penetrate the dermis and contribute to oxidative stress which contributes to the photoaging process.



genSPECTRA is an original method designed by genel which explores the ambivalence of blue light effects

genSPECTRA Method

- **Test the ability of your active ingredient to strengthen the wound-healing properties of blue light.**
- **Validate the ability of your active ingredient to protect against the damages of blue light exposure.**



Your Benefits

Reliable: optimized process that guarantees fast and strong results

Relevant: : can either mimic harmful effects or beneficial effects for the purpose of active ingredient positioning

Tailored: adaptable to any type of cells and skin explant

genSPECTRA

Innovation: **genSPECTRA** is an innovative method allowing the study of either a beneficial or a stress-inducing blue light-exposure.

Expertise: Our scientific team masters all the required parameters of the blue light treatment to deliver reliable results for supporting your active ingredient claims.

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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