

Active Calm

Product Name: Active Calm

Plant Name: Feverfew

Scientific name: *Chrysanthemum Parthenium*

Feverfew

Active Calm

1. Tanacetum: Immortality

Greek word, athanasis (*athanatos*)

2. Parthenium (5th century B.C)

Parthenon, the temp of the goddess Athena



The generic name Tanacetum is derived from the greek word, athanasis meaning long-lasting or immortal. And the Parthenium is believed to have been given when this herb was used to treat someone who had fallen while building the Parthenon, the temp of the goddess Athena in the 5th century B.C.

Therapeutic effect of Feverfew

Active Calm



- 1. Herbal remedies**
Anti-inflammatory agent
- Psoriasis, allergies
- 2. Medieval aspirin** of
18th century

Along with the everlasting qualities and pharmacological activities, feverfew has been used as traditional and folk medicine, especially among Greek and herbalists. They have used feverfew to treat skin conditions such as psoriasis and allergies. And Feverfew also was known as “[medieval aspirin](#)” or the “[aspirin](#)” of 18th century.

Reference: Pareek, A., Suthar, M., Rathore, G. S., & Bansal, V. (2011). Feverfew (Tanacetum parthenium L.): A systematic review. Pharmacognosy reviews, 5(9), 103.

Harvesting of Feverfew

Active Calm



Then, where can we find Feverfew?

Feverfew grows in the most parts of Europe.

Our feverfew is actually grown and harvested from the beautiful land, [Scotland UK](#) within Europe.

in vitro efficacy

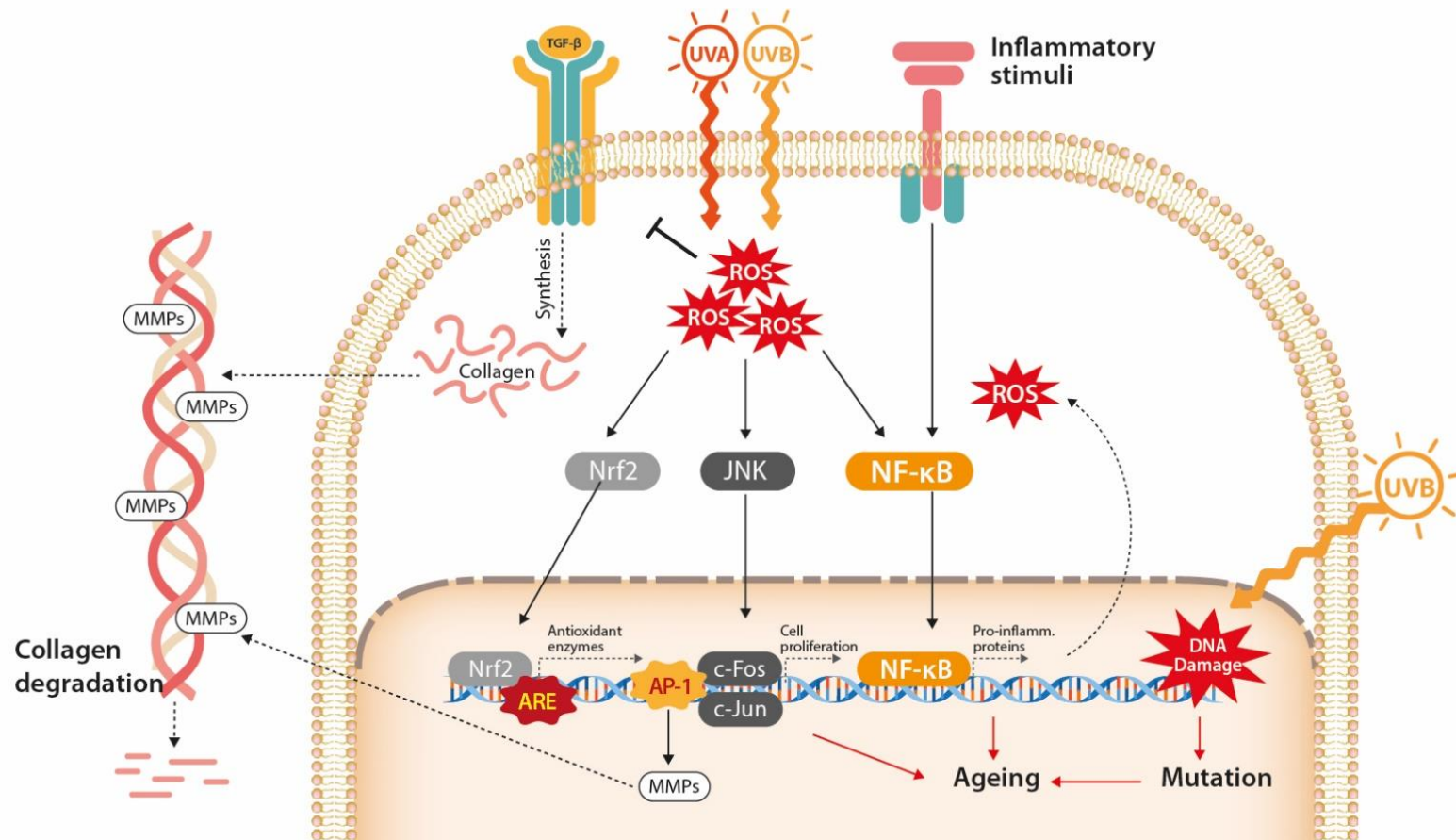
- Antioxidant
- Anti-inflammation
- Hair cell growth



Oxidative stress mechanism

Active Calm

Our skin is under attack from many factors in daily life, such as UV, pollution and smoking. These factors increase the Reactive Oxygen Species (ROS). It causes cellular damage, resulting in skin aging.

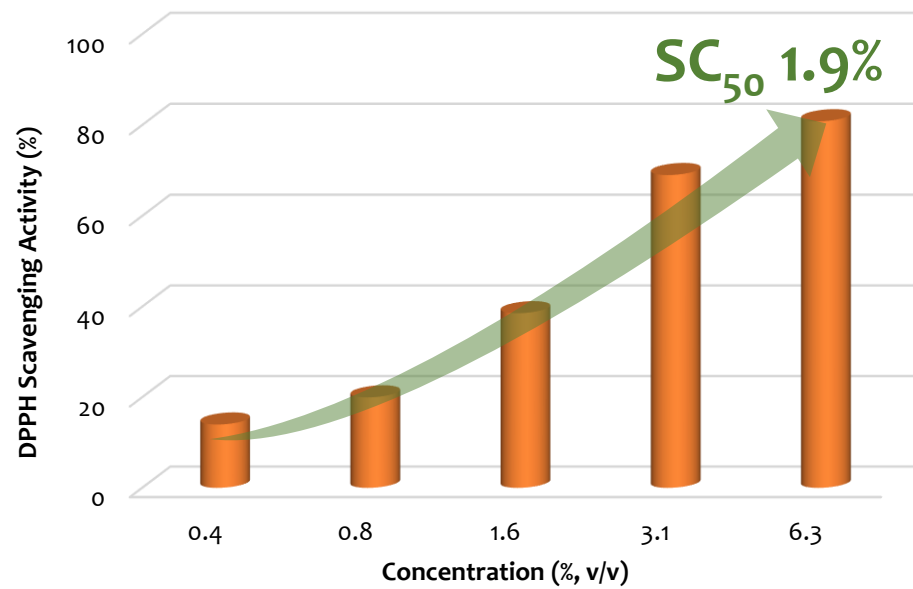


Anti-oxidant effects of Active Calm

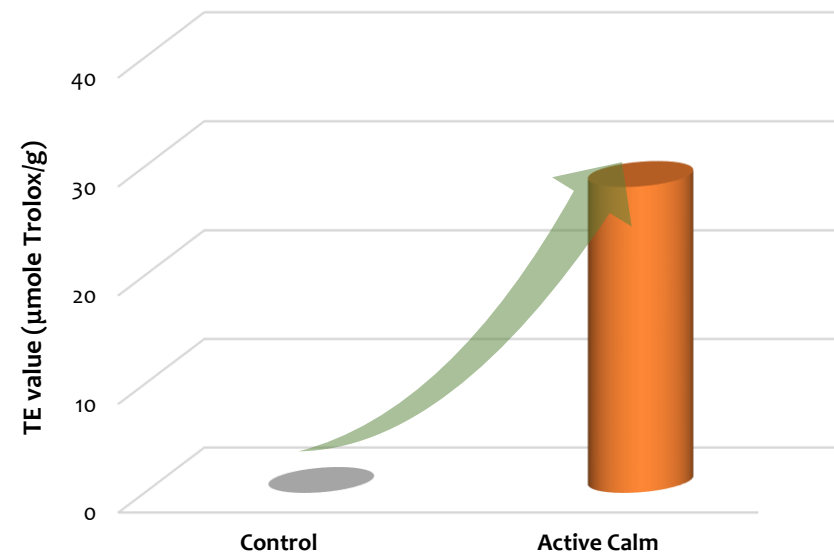
Active Calm

When testing for free radical scavenging activity, oxygen radical absorbance capacity, it was confirmed that as the concentration of the Active Calm increases, the inhibition activity also increases along with it.

Free Radical Scavenging Activity (*in tubo*)



Oxygen Radical Absorbance Capacity (*in tubo*)

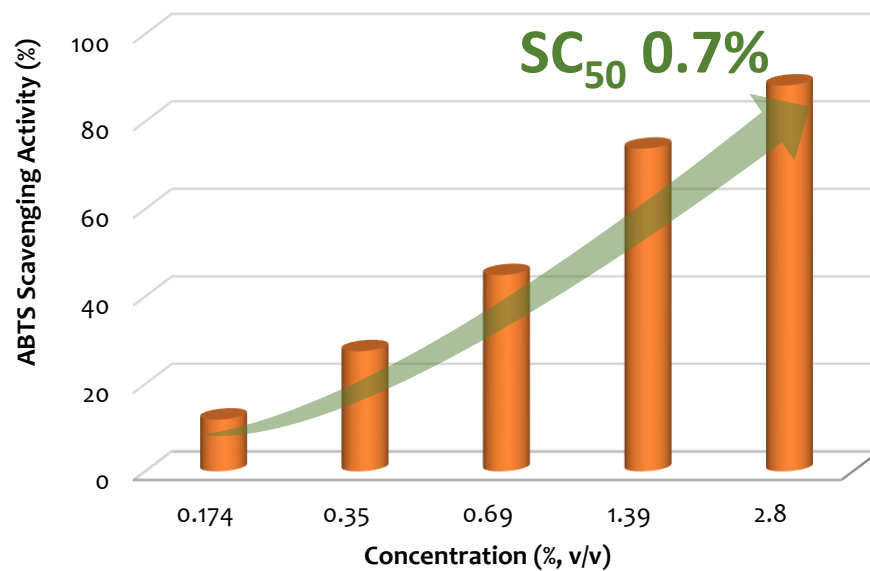


Anti-oxidant effects of Active Calm

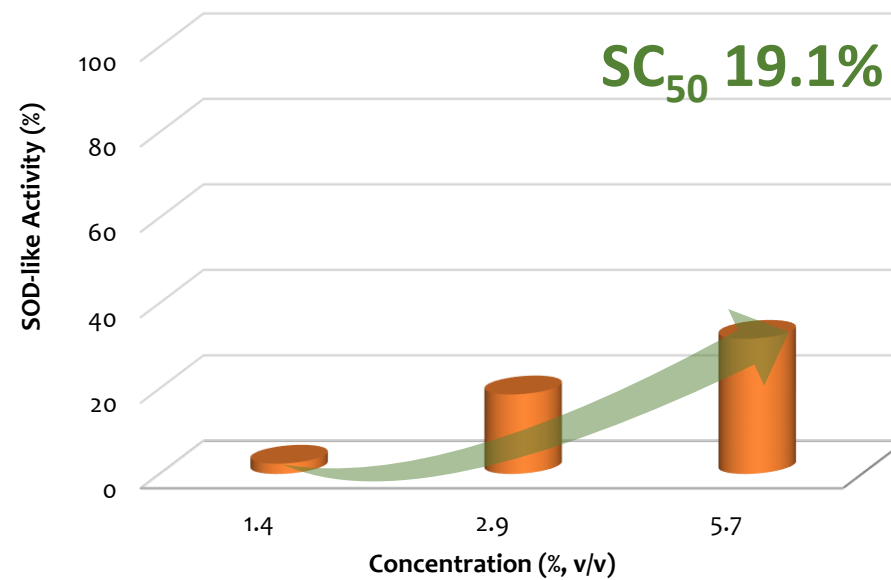
Active Calm

When testing for ABTS radical cation scavenging activity, superoxide scavenging activity, it was confirmed that as the concentration of the Active Calm increases, the inhibition activity also increases along with it.

ABTS Radical Cation Scavenging Activity (*in tubo*)



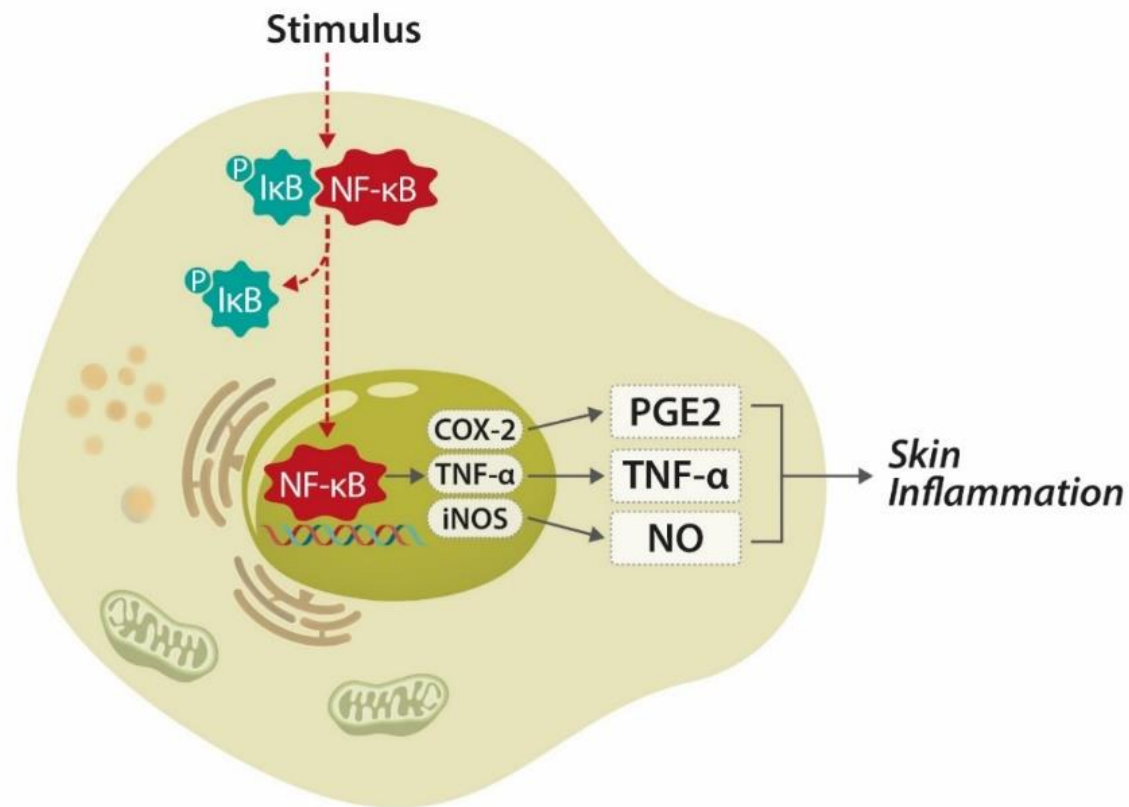
Superoxide Scavenging Activity (*in tubo*)



Anti-inflammation mechanism

Active Calm

The immune system is responsible of protecting our skin from the harmful stimuli and of maintaining homeostasis. In case of hyperimmune reaction, skin irritation can occur.

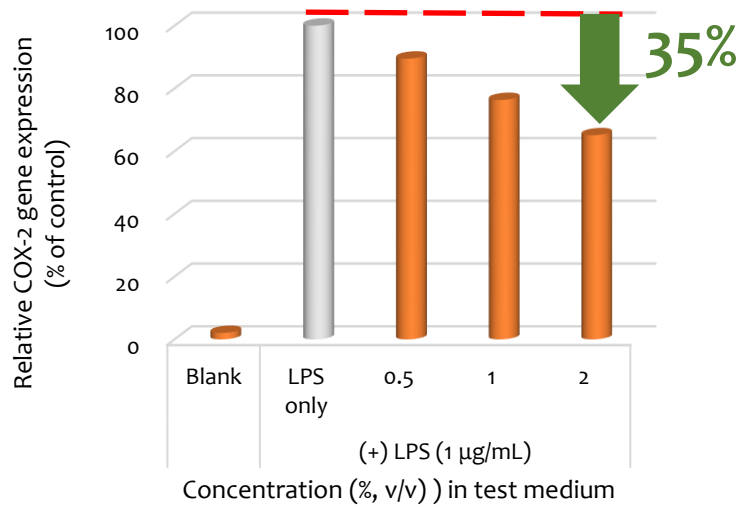


Anti-inflammatory effects of Active Calm

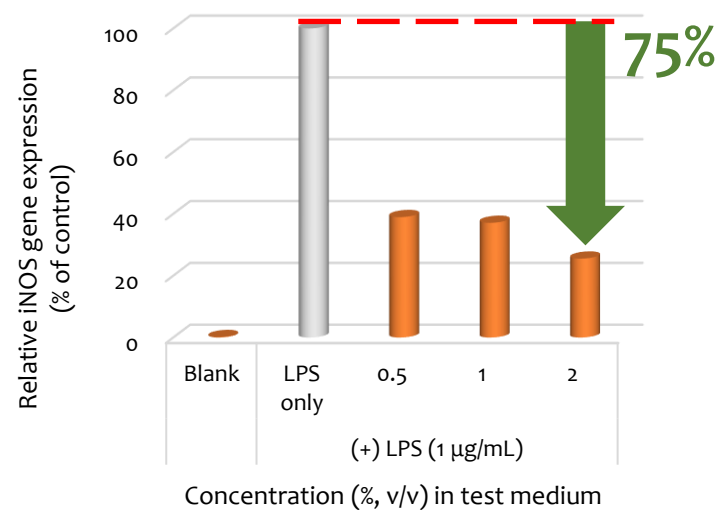
Active Calm

Active Calm have anti-inflammatory effects by inhibiting the gene expression of COX-2 and iNOS, and sequentially inhibiting NO production.

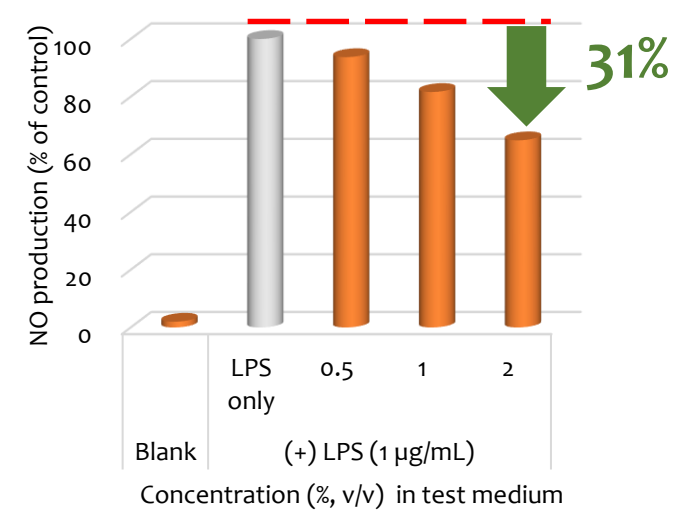
COX-2 Gene Expression (*in vitro*)



iNOS Gene Expression (*in vitro*)



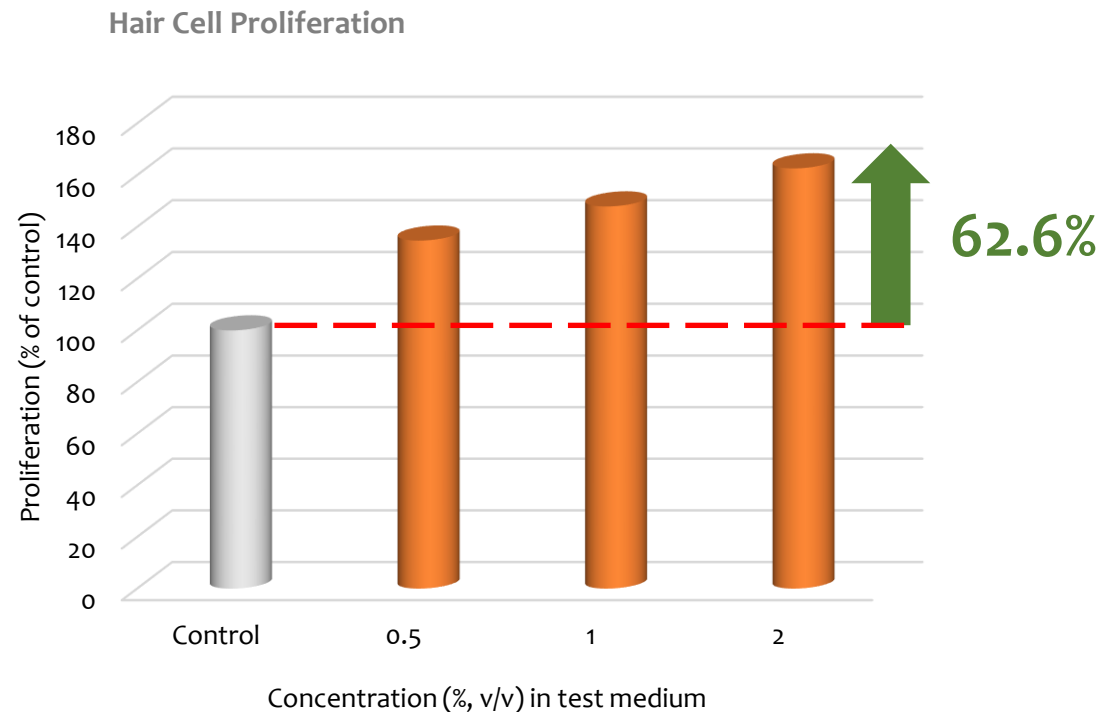
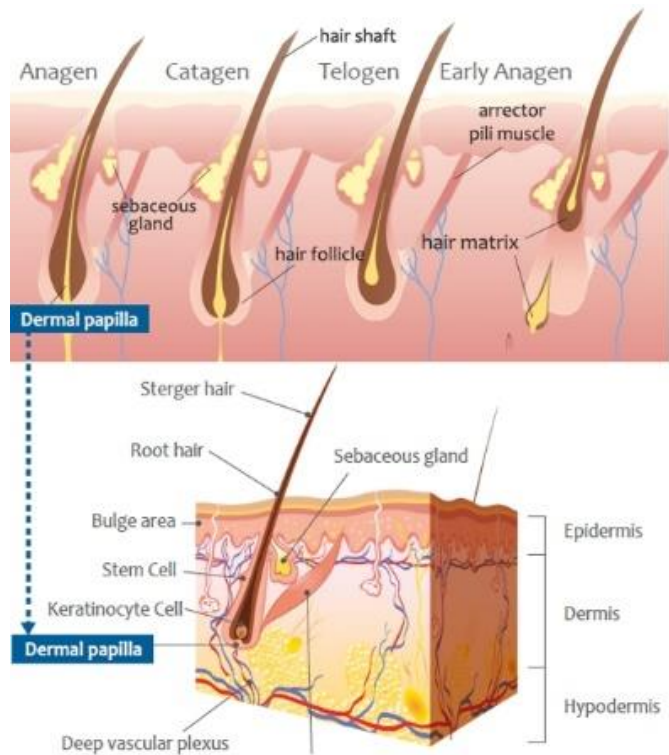
NO Synthesis Inhibition Activity (*In vitro*)



Hair growth effects of Active Calm

Active Calm

Human hair growth has a unique repetitive cycle composed of the anagen, catagen, telogen phases, and early anagen. And in this hair growth, Human Dermal Papilla (HDP) cells play a critical role in regulating hair follicle development and period regeneration. Therefore, this cycle clearly shows the importance of hair cell regeneration, which is the fundamental method to restore lost hair cells. Active Calm was shown to have excellent hair-growth efficacy by increasing hair cells to 62.6%.



Product information



Product Name: Active Calm

INCI name: Chrysanthemum Parthenium (Feverfew) Extract

IECIC 2015 name: CHRYSANTHEMUM PARTHENIUM (FEVERFEW) EXTRACT

Dosage: 1-3%

Efficacy: Anti-oxidation, anti-inflammatory activities and hair growth effect



The Secrets of Caledonia

The Secrets of Caledonia (TSOC) is a supplier of natural cosmetic ingredients inspired by Scottish traditional herbal medicine. Taking advantage of Scotland's biodiversity and working in collaboration with established Scottish herbalists, we aim to provide the most effective and innovative natural ingredients at the highest quality.



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