

NETO

PREMIUM QUALITY
DONKEY MILK
POWDER

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The only Cryogenically produced Donkey Milk Powder for use in cosmetics industry

NETO is produced by applying a set of cryogenic steps, combining an advanced membrane technology process for sanitation, followed by the concentration of the donkey milk and lyophilization, maintaining all of its heat sensitive ingredients.

Donkey milk has been known as beauty elixir since the ancient ages, for its excellent skin care properties. **Hellenic Asinus Farms**, has conducted for the first time in the scientific literature, extensive and analytical in-vitro and in-vivo tests for **NETO**, proving that donkey milk powder when cryogenically produced, indeed preserves its unique cosmetic activity.

Hellenic Asinus Farms, has in depth knowledge of donkey milk, and can assist you to better incorporate **NETO** into your top cosmetic product lines. **NETO** is a certified, high quality natural active material that can offer a premium luxury product a competitive edge. Many more activities are currently tested, for additional applications.

NETO is certified by ISO 22000 and each production batch is fully analyzed and accompanied by complete microbiological analysis certificate.

Characteristics

- Rich in **lactose** and **low in fat** (as opposed to cattle and sheep milk)
- Contains **Bioactive proteins (Lysozyme, Lactoferrin, Lactoperoxidase, Immunoglobulins)** which make it ideal for use in sensitive skin conditions.
- Excellent moisturizing profile thanks to **multilevel activity** leading to restoring of skin's normal hydration level
 - Contains **albumins**, that create a moisturizing shield on the upper layers of the skin reducing TEWL.
 - Rich in **Peptides** with structural materials, the amino acids involved in the synthesis of Normal Moisturizing Factor (NMF) of the skin nourish and tone the skin.
- Contains **vitamins A, B1, B2, B6, D & E** and particularly high rates of **vitamin C**.
- Rich source of **calcium, magnesium, phosphorus, sodium, iron, zinc, minerals and omega-3 and omega-6** fatty acids.
- **Anti-wrinkle** and **firming** action, since vitamins A, E and C accelerate the production of elastin (proven mechanism of action)
- **Quick healing** of the skin assisted by the vitamin B complex and especially B2.
- **Enhanced cell membrane integrity** helped by the complementary functions and the antioxidant vitamin E.
- Effectiveness for problematic skin with **eczema, acne or psoriasis**.

Applications

- Anti-aging
- Moisturizing
- Sun care and After Sun
- Baby products
- Products for sensitive skins
- Anti-acne

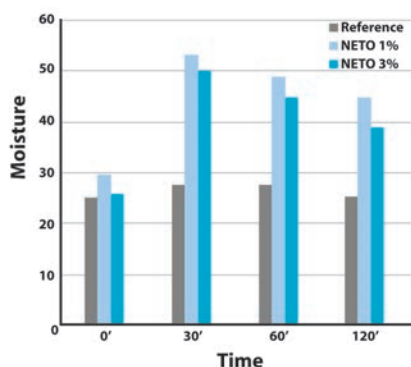
Formulating with NETO

- Recommended concentration: 1-3%
- Water soluble
- Recommended to use cold processes for incorporation (to preserve the valuable proteins)
- Premix 1 part of **NETO** powder with 9 parts of water before adding it into a cream or emulsion below 45°C
- Ideal for use in leave-on products

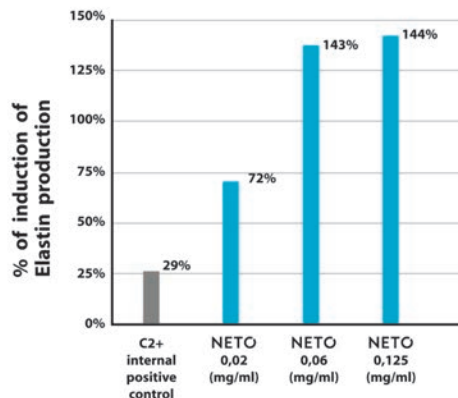
Marketing benefits

- Usage of the full amount of proteins
- Multiple actions
- First time use of donkey milk product with tested results
- Long shelf life
- Ancient beauty tradition secret

Skin moisturization (in vivo)



Elastin production (in vitro)



Anti-inflammatory action (in vitro)

