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# VAV Life Sciences introduces clean label cosmetics ingredients in Europe

28 April 2022 | News

**The products include lecithin and phospholipid delivery agents**



Mumbai-based VAV Life Sciences has introduced its range of COSMOS-approved clean label ingredients, for the cosmetic industry in Europe. The products include lecithin and phospholipid delivery agents naturally derived from plant sources like soya and sunflower.

Lecithins are ingredients that can be engineered to form liposomes, structures that have a bilayer membrane resembling the basic cellular membrane structure of the skin. This similarity makes them excellent delivery agents that allow cosmetic actives to penetrate the skin.

VAV will market its clean label products under the brands LECIVA-SMAP (soya lecithin), LECIVA-DIFUZ (soya phospholipids), and LECIVA-LITHE (soya phospholipids), LECIVA-DIFUZ M (sunflower phospholipids), LECIVA-LITHE M (sunflower phospholipids).