



# ECOORI

SUSTAINABLE & INNOVATIVE

A low-angle, teal-tinted photograph of an industrial facility. Several large, cylindrical storage tanks are visible, with a network of pipes and walkways crisscrossing the scene. The sky is a clear, pale blue. The overall aesthetic is modern and industrial.

**To be the innovator  
of the world's best  
green chemistry**

# ABOUT US

With Ecoori, we aim to revamp the chemical industry by formulating safe and sustainable solutions that drive innovation for your businesses. We promise only the best quality chemicals – for your businesses and for our planet.



SUSTAINABLE



INNOVATIVE



NATURAL

## OUR MISSION

# To drive the chemical industry towards **SUSTAINABILITY**

For years, we have held on to the belief that environmental sustainability and the development of the chemical industry should go hand in hand. With that, we created our very own green chemistry concept – Ecoori.



## OUR BRAND STORY

# Making chemicals green

The chemical industry is undoubtedly a controversial one. One on hand, chemicals have long been seen an environmental threat. Yet on the other, chemicals are an essential component so widely present in our daily lives.

# NATORI ECTOIN 100

TETRAHYDROMETHYLPYRIMIDINE CARBOXYLIC ACID (ECTOIN)



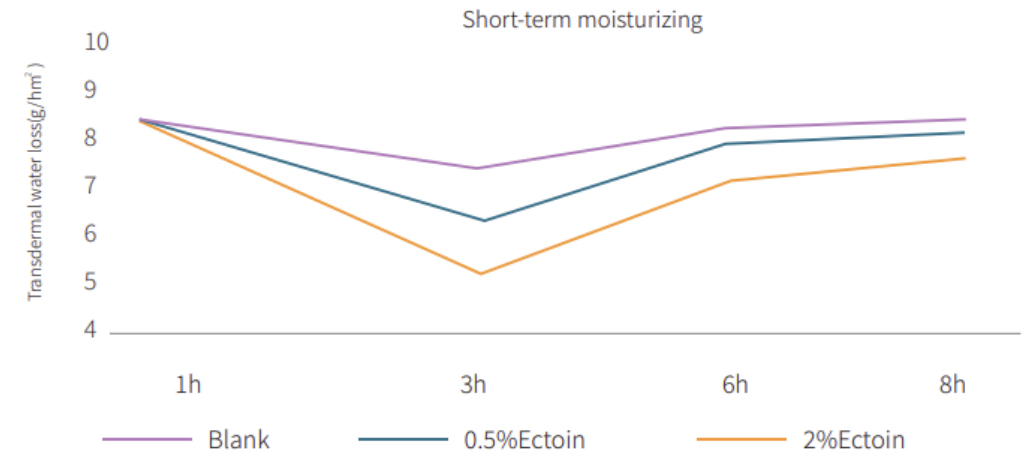
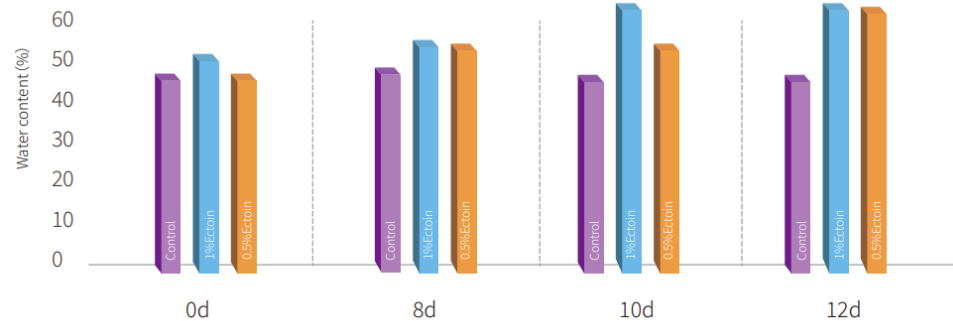
**Ectoin**

## NATORI ECTOIN 100

A safe, natural and biodegradable moisturiser. It promotes the association of water molecular clusters, forming a hydration layer around DNA and proteins, so as to protect macromolecules and cell membranes inside microbes from damage caused by UV light, high temperature and high salt etc.  
Recommended Dosage: 0.1 – 2.0%

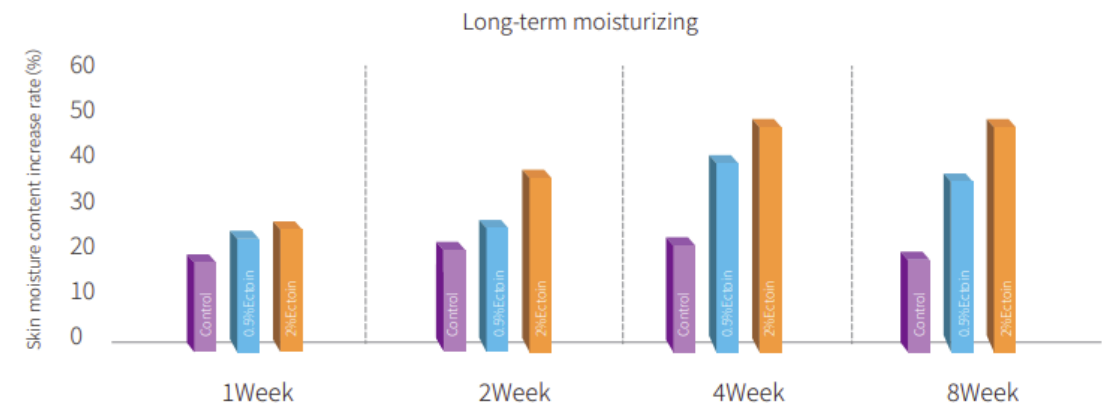
- Moisturizing
- Relieving
- Repairing and protection

# Efficacy – Moisturizing

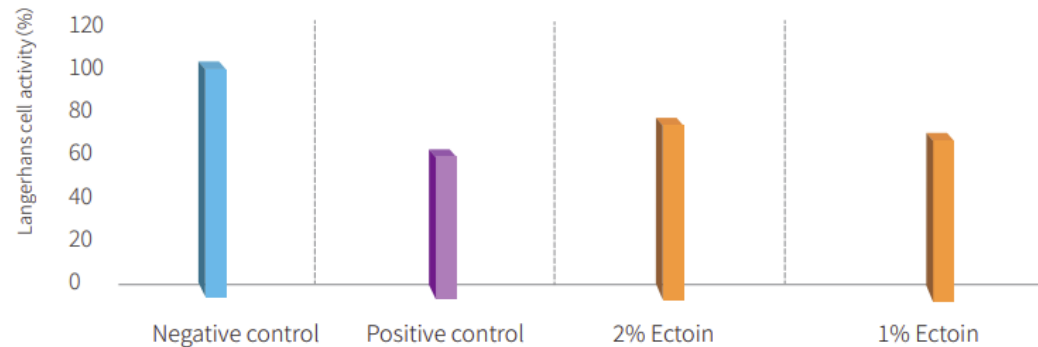


Ectoin has **excellent moisturizing effect, skin-barrier repairing** and **water retention** properties.

Strong electronegativity → promotes association of water molecules within skin to produce the kosmotropic effect enhancing water structures.

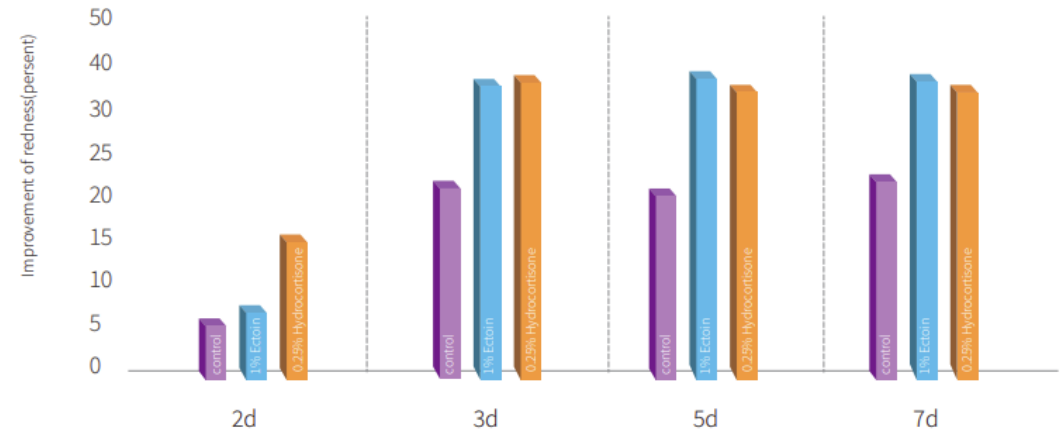


# Efficacy – Relieving



Ectoin can **protect Langerhans cells** from external damages and **enhance its activity** → achieves effect of relieving external stimulations.

Langerhans cells → important to maintain normal immunity of skin cells.

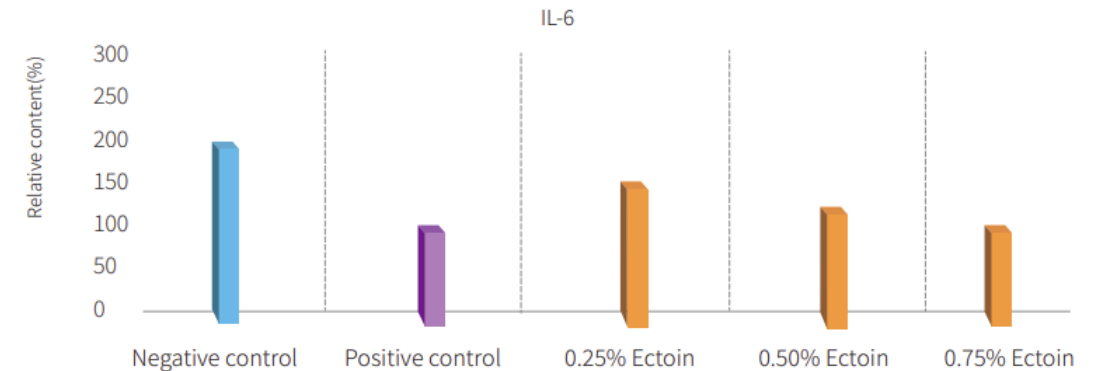
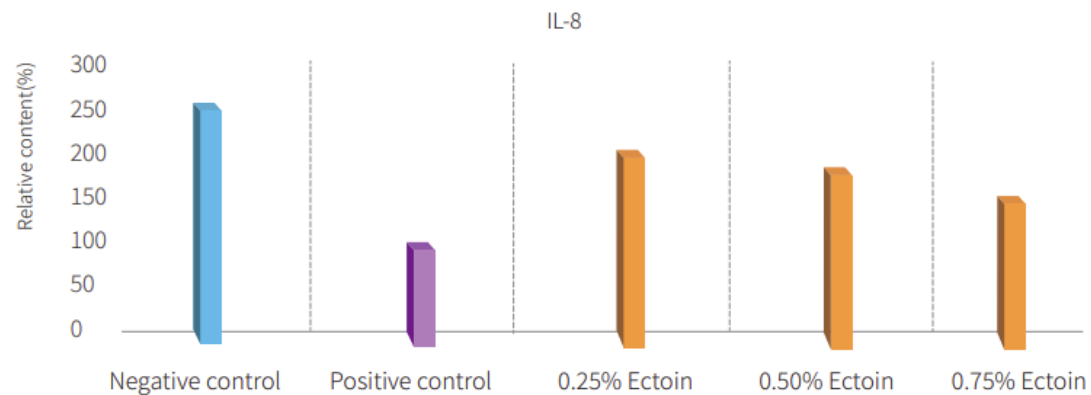
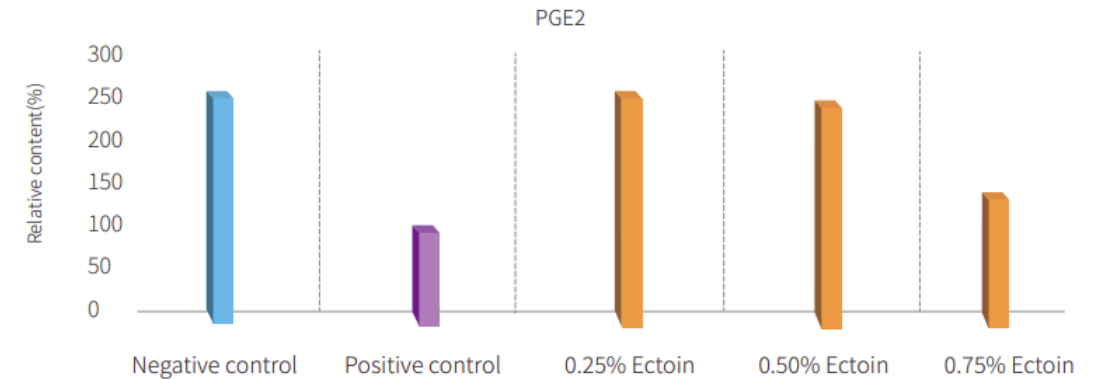
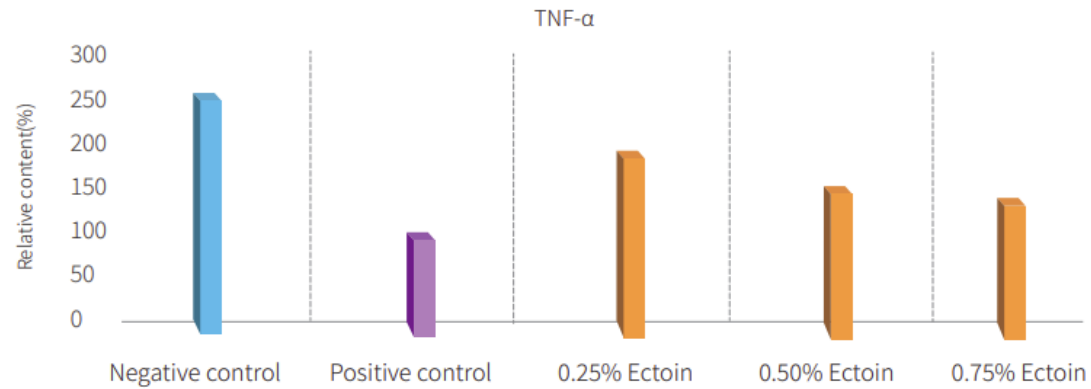


**1% Ectoin** and **0.25% Hydrocortisone** have the **same relieving effect**.

- Skin barriers of the 20 volunteers' inner side forearm skin are damaged by sds.
- 1% Ectoin and 0.25% Hydrocortisone (EBenol ointment) are put on the skin. Test period: 7 days.



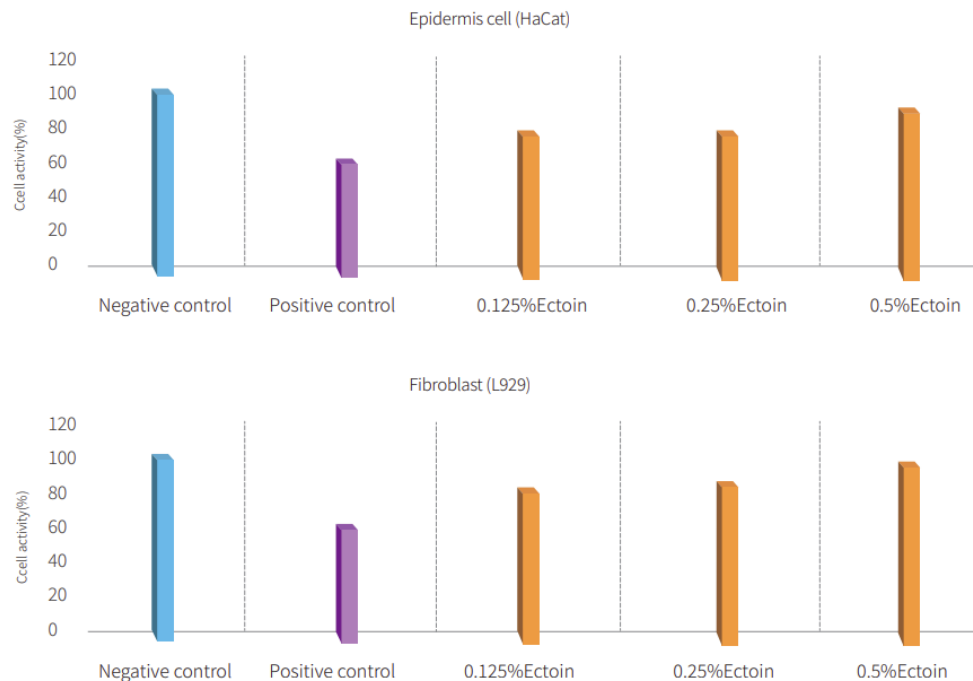
# Efficacy – Relieving



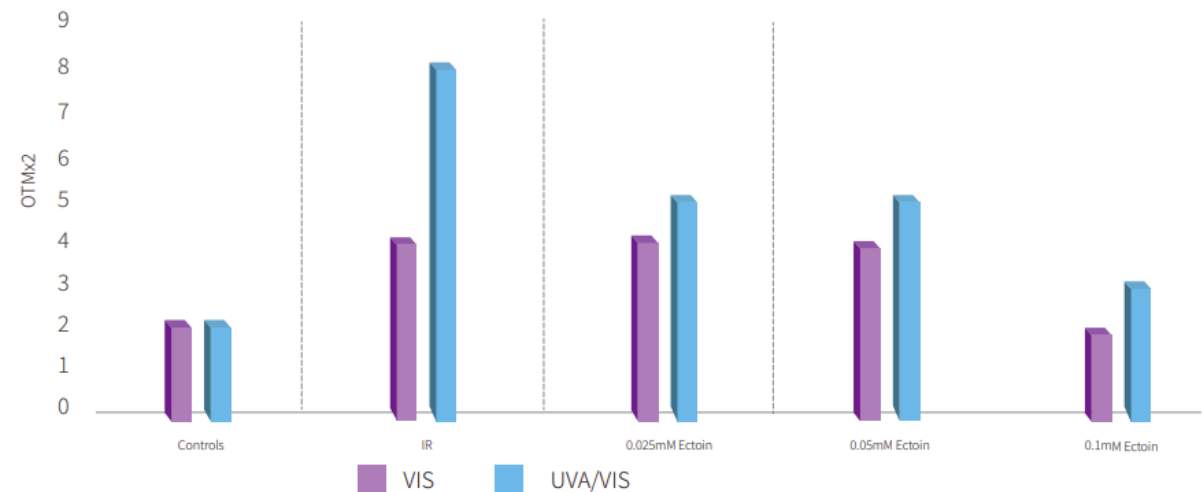
Ectoin can **inhibit** the activity of **IL-6, IL-8, PGE2 and TNF- $\alpha$**  to effectively **relieve inflammation**.

All these factors induces inflammation.

# Efficacy – Repairing and Protection



According to Comet Assay, **0.1mM Ectoin** can **effectively resist the damages** caused by **UV** and **visible light**.



Ectoin has **repairing effect** on the **damages** caused by **UV** (Higher concentration, stronger repairing effect).



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