
From the plant to the skin

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Abstract

The development of new active ingredients is the result of a serie of logical steps:

- Biological target identification
- Plant selection based on pharmacognosy or reverse pharmacognosy
- Pre-screening phase to limit the primary plant selection
- Biological activities proof with the active molecule identification

And finally, safety tests before launch the product.

From the beginning the idea, up to the introduction to the market, until 5 years could be necessary....

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