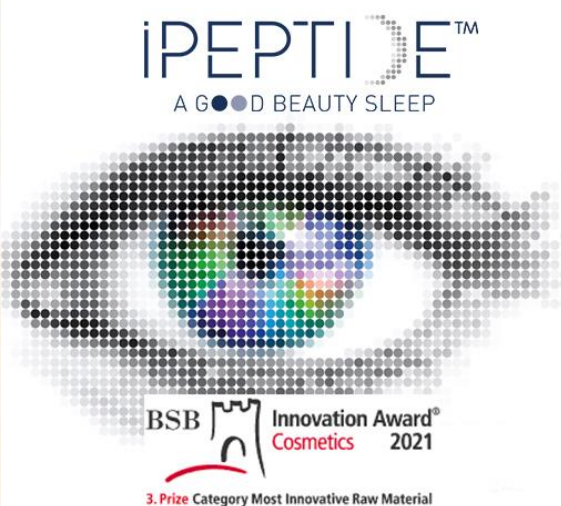


Æonome™ gold prize and iPeptide™ bronze prize awarded at the 19th BSB Innovation Award®- 2021

abril 27, 2021

In the 19th BSB Innovation Award® edition two active ingredients from LipoTrue have been awarded by the independent BSB Consulting Services Agency. In the category “**Most Innovative Natural Raw Material Microbiome targeted**”, **Æonome™** has been awarded with the **gold prize**, whereas **iPeptide™** has been awarded with the **bronze prize** in the category “**Most Innovative Raw Material for skin an eye appearance**”.



Æonome™, awarded with the **gold prize**, is a marine ferment extract that unveils itself as an **agebiotic**, a new approach to skin’s microbiome to unlock ageless properties. **Æonome™** is an agebiotic that induces the **release of antioxidants** by a **balanced microbiota** protecting skin from visible signs of aging.

Æonome™ is metabolized by the commensal cutaneous microbiota enhancing the **production and release of antioxidant metabolites**, protecting the skin cells from **oxidative stress**. **Æonome™**’s agebiotic efficacy **reinforces the antioxidant protection** of the microbiota of the skin cells’ **ageless force**, improving **rugosity, wrinkles and hydration**.

iPeptide™, awarded with the **bronze prize**, is a biohacking peptide for a good beauty sleep that targets sleep deprivation features such as **hanging eyelids, swollen eyes and dark circles**. **iPeptide™** attenuates the exaggerated inflammatory response of the **alarmin, IL-33, prevents damage** induced by **sleep deprivation**, and presents **melatonin-like properties** against glycation & peroxidation. Visually, **iPeptide™** is able to improve **fatigue signs** such as wrinkles, sagginess, hanging eyelids, dark circles and eyebags. [Click here to watch iPeptide™’s video.](#)

About BSB Innovation Award®

The BSB Innovation Prize has been awarded annually by Beratungs- und Servicebüro Dr. Riedel (Dr. Riedel Consulting Services Agency). The winners are selected by an independent, international jury consisting of prestigious representatives of the cosmetics industry.