



ACTIVLAYR

Natural bioactives diving deep into your skin

ActivLayr is a new, innovative brand by specialised nano-fibre company, Revolution Fibres. ActivLayr introduces a non-invasive delivery of pure bioactives deep into the dermal layers of skin by combining scientific innovations with clean and sustainable beauty. Clinically proven and scientifically tested, it decreases wrinkle lines and increases skin elasticity. A New Zealand based brand, ActivLayr is the only company that produces marine collagen nano-fibres for skincare cosmetics.

Using discarded fish skin and scales

What is special about ActivLayr is the usage of marine collagen nano-fibres. These nano-fibres are a creation of the collagen found in sustainably fished, unused Hoki skin. Hoki is a deep-water fish that is harvested year-round from depths of from 600 to 2,500 feet by trawlers working waters off New Zealand, southern Australia and Tasmania. The Hoki skin that was being turned into pet food and fish meal, is now being converted into high-end cosmetic products. ActivLayr takes the collagen from the skins then extracts nano-fibres, making it into non-woven fabric by a process called electro-spinning.

Usually, collagen is collected from cow hides (bovine collagen) and pigs which might spark religious debate. However, ActivLayr uses purely fish collagen as it provides elasticity, firmness and increased hydration for your skin. The marine collagen has a very low melting point and smaller peptides, so when placed on the skin it can dissolve completely and the body is able to use the collagen effectively.

From nature straight to you

The only ingredients in ActivLayr's products are Marine collagen, Grapeseed and Kiwi Extract as well as Hyaluronic acid. They do not use any emulsifiers, stabilisers, or harmful synthetics. The marine collagen is combined with the fruit extracts (bioactives) and hyaluronic acid (helps skin retain moisture) then bonded to the fibres. Marine collagen is type 1 collagen, which is same genetic variant as skin collagen. However, only in nano-fibre form, will this collagen be soluble.

The electro spun non-woven fabric is made of high molecular weight which allows for diffusion into the skin.



No delays, instant diffusion

It is known that collagen is widely used in medicine and oral health supplements. The collagen protein has a high substantivity to the skin but cannot permeate due to its structure. In cosmetic surgery it is injected directly into the skin. Hence, by making it smaller through nano-fibre, the collagen is able to penetrate the skin easily and deliver the bioactives. This instant diffusion is due to the rapid breakdown of soluble amino acid chains in the marine collagen nano-fibre that the bioactives have bonded to. Such instant breakdown is only possible with a high surface area nano-fibre.

Super thin and extremely light, (10 to 100 times thinner than human pores), when the nano-fibre is placed on wet skin, it dissolves rapidly in the water and doesn't affect the density of it. The water then permeates the skin.

While regular creams or serums struggle to break the surface of human skin, ActivLayr dives deep, efficiently and quickly. With this penetration into the skin, each dose gives you 100% bioactives, ensuring maximum effect.

ActivLayr in Singapore

RICE Consultancy is the Marketing and Sales Agency for ActivLayr in Singapore. We will be utilising the press and media in order to advance the products across different platforms as well as liaise with clinics to promote the products.

We also will use strong influencer platforms to showcase the products to potential consumers, as well as push various social media platforms.

New product development on the way

ActivLayr is developing new products which includes, skin whitening, skin nourishing and well as skin tightening for the forehead and neck. The product that they have out in the market

currently, is an undereye mask that comes in packs of 7 along with a spritzer, all in a stunning package.

A new 'Spa Kit' is also in the works, even though it is not commercially sold, it will be used professionally in spas. This kit comes in different shapes and sizes to be used across the face. With the new Spa Kit, the application area is not just limited to the undereye.

It is certain refreshing to see ActivLayr bring a new approach to the skincare cosmetic industry and we look forward to see what they have for the future.