


**A novel natural photo-protective agent with skin rejuvenating properties (Ariel)**

Shoshana Adar

Dr. Cohen and Dr Adar have isolated a novel colorless sun blocker compound. The compound, SH-401, is purified from *Rhus coriaria* (commonly called Sicilian sumac), an edible plant that is used as a spice. Importantly, SH-40 was shown to block UVA & UVB (including DNA damage) and rejuvenate the skin ECM. This technology addresses a \$400M market (natural sunscreens).

-A novel natural photo-protective agent with skin rejuvenating properties

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