evra

ANNURXOME™

EXOSOMAL TECHNOLOGY

The project

Born from the collaboration between **Evra** and **ExoLab Italia**, this research project introduces for the first time the **exosomal application** to **Annurca** apple, an iconic variety of the **Italian agricultural tradition**.

This partnership represents a **fully Italian excellence**, combining advanced **nutraceutical and biotechnological expertise** while enhancing a raw material deeply rooted in **national heritage**.

By integrating **technological innovation** with **botanical heritage**, this approach aims to unlock new application opportunities starting from a well-established ingredient, elevating it to a **next-generation scientific platform**.

Why exosomal technology

- **Natural encapsulation** of bioactives
- **Protection** from degradation
- Enhanced cellular uptake
- **Stability** under gastrointestinal conditions (INFOGEST model), supporting their ability to reach the intestinal barrier and interact with biological systems
- **Multi-target** biological activity
- Systemic beauty-from-within approach

A Next-Generation Biological Platform for Hair, Scalp and Skin

TARGET APPLICATION AREAS

Hair – Direct Mechanism

In vitro studies on dermal papilla cells show modulation of **5-alpha-reductase**, **reduction of DHT levels** and support to hair cycle regulation, directly impacting key drivers of hair weakening.

Scalp – Supportive Environment

By reducing oxidative stress and supporting cellular vitality, PDEVs improve scalp condition, indirectly enhancing hair strength and quality.

Skin – Beauty from Within

Through antioxidant activity, PDEVs support **skin barrier function**, hydration-related processes and cellular resilience, contributing to healthy ageing and longevity-related pathways.

POSITIONING

Annurca-derived PDEVs (plant derived extracellular vescicles) targeting hair, scalp and skin through shared biological pathways.