



INFINITEE USA
1 Tristas Way
South Plainfield, NJ 07080
Ph: +1 (908) 561-2757
info@infiniteeworld.com
www.infiniteeusa.com

Date: April 21 2026.

PRESS RELEASE: INFINITEE USA LAUNCHES ‘INFIN REJUVE BAKUCHIOL’—A NEXT-GENERATION, PLANT-BASED ALTERNATIVE TO RETINOL

INFINITEE USA is launching **INFIN Rejuve Bakuchiol**, a breakthrough plant-derived active that is set to transform modern skin care formulations at NYSCC 2026 at Javits Center, New York City, on May 19 & 20, 2026. Sourced from *Psoralea corylifolia* (Babchi), a botanical long used in Ayurvedic and Chinese medicine, Bakuchiol bridges ancient botanical intelligence with advanced scientific validation. [As demonstrated in studies](#), Bakuchiol delivers retinol-like benefits—including visible reduction in fine lines, wrinkles, and uneven skin tone—this next-generation active offers a significant advantage: it combines anti-aging, brightening, and anti-inflammatory properties and is suitable for sensitive skin, enabling both day and night application without the drawbacks associated with traditional retinoids. Unlike retinol, [bakuchiol](#) does not cause redness, peeling, or photosensitivity, making it ideal for sensitive, acne-prone, and pigmentation-focused formulations. With its ability to stimulate collagen production, enhance cellular renewal, and provide potent antioxidant protection ‘INFIN Rejuve Bakuchiol’ is a highly versatile ingredient for next-generation skincare formulations.

Bakuchiol is grown across rural Rajasthan, Madhya Pradesh, and Chhattisgarh in India who earn substantially more through cultivating bakuchiol. With the global [Bakuchiol market](#) projected to grow rapidly, INFINITEE’s INFIN Rejuve empowers brands to develop clean plant-based formulations that meet evolving consumer expectations. “Bakuchiol represents the future of gentle yet effective anti-aging,” said Subhas Sen, President & CEO of INFINITEE Group, “With INFIN Rejuve Bakuchiol, we are enabling our partners to deliver high-performance outcomes while staying true to the principles of sustainability and skin compatibility.”

Visit **Booth # 2067** at **NYSCC 2026** to learn more about these offerings.

ABOUT INFINITEE USA

INFINITEE WORLD is a globally integrated ingredient solutions provider delivering high-quality naturals and synthetics for personal care markets worldwide. With strong operational bases in the U.S. and India, extensive global sourcing networks, and certified quality systems (ISO, RSPO, Organic, Vegan), the company combines technical expertise, regulatory support, and supply chain efficiency to enable innovation at scale. Its evolving portfolio, encompassing oils & butters, advanced actives and probiotics, esters & emulsifiers, and surfactants & preservatives, underscores a deep commitment to sustainable and future-ready formulation solutions

At the forefront of innovation, INFINITEE USA, the flagship company of INFINITEE WORLD, is driving transformation through path-breaking probiotics and advanced delivery technologies. Member of the Global Shea Alliance and committed to sustainability, the company offers multi-strain probiotics and advanced actives that can be used for targeted solutions for skin, hair, eye, and lip care. With a range of oils and butters, biotics and actives that offer a natural, sustainable alternative to harsh chemicals with superior performance and stability, the company is in alignment with the growing market demand for clean, effective, and technology-backed formulations. For product details and company information, please email Puja at Puja.V@infiniteeworld.com or visit our website at <https://www.infiniteeusa.com/>



INFINITEE USA
1 Tristas Way
South Plainfield, NJ 07080
Ph: +1 (908) 561-2757
info@infiniteeworld.com
www.infiniteeusa.com

See you in **Booth #2067** at NYSCC 2026!

infinitee
usa

Powering your Business with Naturals & Synthetics

BAKUCHIOL
The Power to Renew
Stimulates Collagen Production
Provides Retinol Like Benefits
Replaces Old Cells Faster
Slows Down Aging & Reduces Acne

EXOTIC BUTTERS

PLANT BASED OILS

ORGANIC OILS

PRESERVATIVES

HEMPSEED OIL
The Power to Protect
Protects against Premature Aging
Lubrlicity makes Skin Soft & Supple
Non-Greasy & Quickly Absorbed
Also Available as Organic Hempseed Oil