

# From Tradition to Innovation : Hibiscus in Modern Anti-Aging Skincare

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**Abstract:** *Hibiscus (Hibiscus sabdariffa)* is a potent natural ingredient widely known for its anti-aging properties due to its rich phytochemical profile, including flavonoids, anthocyanins, and organic acids. This review explores the formulation, mechanism of action, and comparative efficacy of hibiscus-based anti-aging cream against other natural agents. Hibiscus uniquely inhibits elastase activity, promoting collagen synthesis and maintaining skin elasticity. Despite challenges such as compound stability and skin penetration, advancements in nanocarriers and sustainable formulation offer promising future prospects. This study emphasizes the potential of hibiscus in skincare, encouraging further research to enhance efficacy and consumer acceptance

**Keywords:** Hibiscus, Skincare, Anti-aging, Antioxidant, UV-protection