

ACEROLA
HAIRCARE

FRULIX

LIQUID FRUITS • EXCLUSIVE TECHNOLOGY

NATURAL
ORIGIN
99.55%

FRULIX ACEROLA

FRULIX ACEROLA is obtained through an exclusive biotechnological process that mimics the natural ripening of the fruit. Using the fruits' native enzymes ASSESSA transforms its pulp into a crystalline liquid with all the active ingredients of the fruit, in concentrations equivalent to those found in nature.

PRODUCED
WITHOUT
THE ADDITION
OF SOLVENTS

ASSESSA

INNOVATION FOR A GREENER WORLD



ACEROLA

SUPER FRUIT WITH MINERALS, VITAMINS, PROTEINS AND POLYPHENOLS

VITAMINS*

VITAMIN	CONC. (mg/L)
Niacinamide	1690.0
Niacin (B3)	478.0
Thiamine (B1)	2.95
Pyridoxine (B6)	0.74
Folic Acid	2.51

*Tested after 4 months from manufacturing

Frulix Acerola also contains other valuable compounds, such as L-proline, betaine, L-asparagine, cyanidin, rutine, isorhamnetin, quercetin, naringenin, and luteolin.

BENEFITS

- Makes hair 35% stronger
- 50% more nourishing
- Anti-breakage effect
- Strengthens hair fibers
- Complex B Vitamin boost

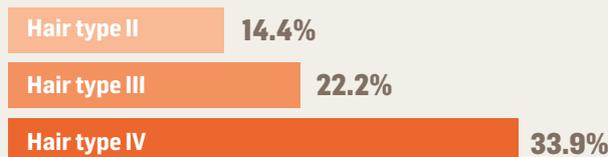
HAIR STRENGTH

Hair breakage, unlike hair loss, refers to damage along the hair shaft caused by a weakened inner cortex and cuticle. This weakening makes the hair susceptible to mid-shaft fractures, resulting in decreased density, strength, and structural integrity.

STRENGTH TEST

Hair strands treated with FRULIX ACEROLA demonstrated a significant increase in mechanical strength compared to the placebo and the benchmark group in all hair types tested.

1 Increase in hair strength with Frulix Acerola compared to the benchmark



2 Increase in hair strength with Frulix Acerola compared to the placebo



FRULIX EXCLUSIVE PROCESS



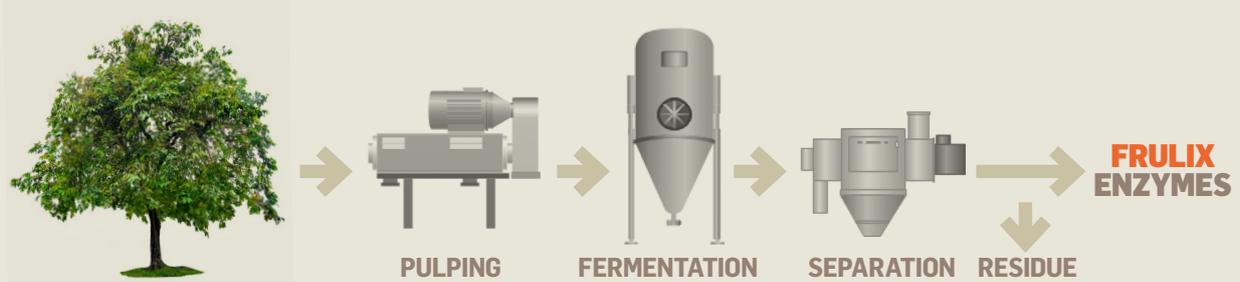
1 THE TECHNOLOGY

FRULIX is obtained through an exclusive biotechnological process that mimics the natural ripening of the fruit. Using the native enzymes that change the texture of the fruit during its ripening, it is possible to transform its pulp into a crystalline liquid.



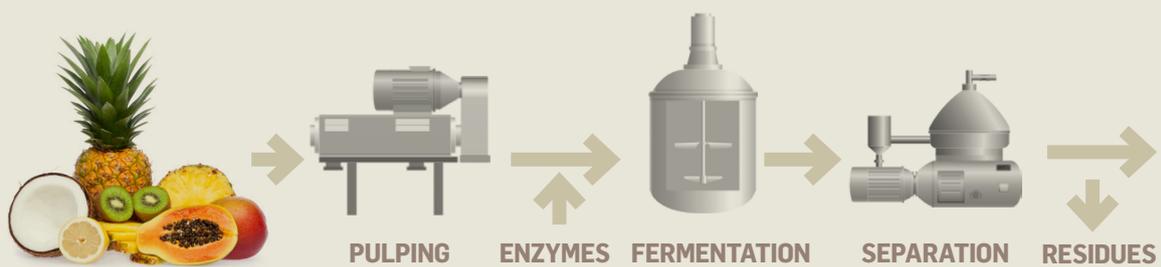
2 PRODUCTION OF ENZYMES

The fruits are harvested, washed and processed into a paste. The slurry is inoculated with microorganisms and the semi-solid mass is placed to ferment. The mixture is separated and the enzymes are removed from the wort.



3 PROCESSING THE FRUITS

The fruits are harvested, washed and processed into the pulp. Seeds and bark are discarded. The pulp is inoculated with the Frulix Enzymes. The residues (fibers, solids) are removed and FRULIX is obtained. The product is stabilized and preserved.



4 FRULIX

The clear liquid from the separation step receives preservatives, mixture and filling.

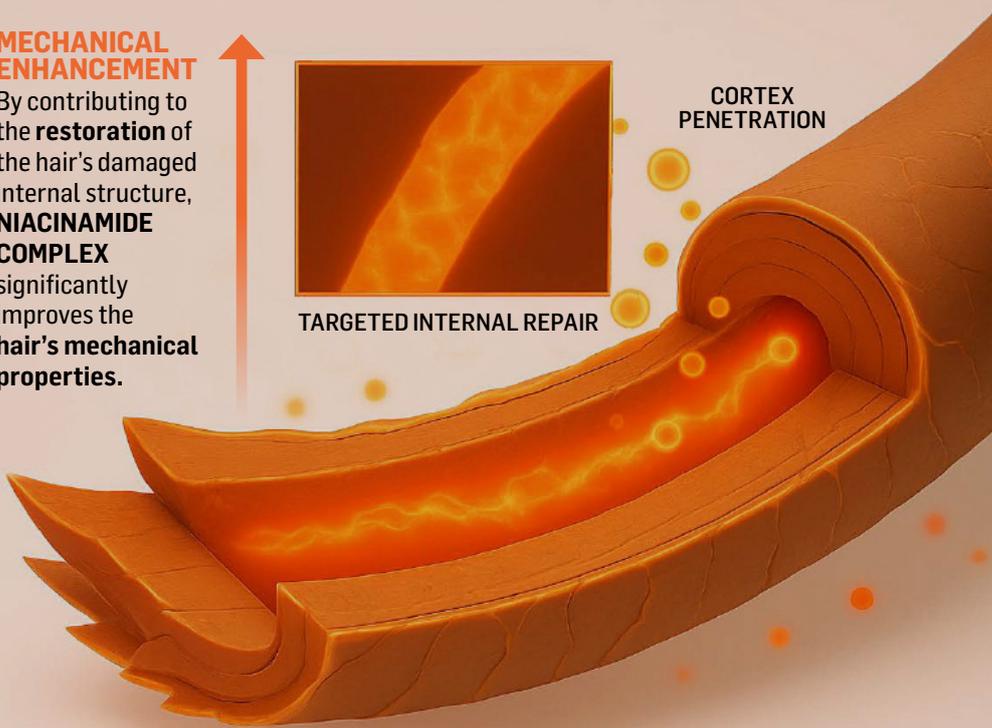


NIACINAMIDE

FRULIX ACEROLA KEY BIOACTIVE COMPONENT

MECHANICAL ENHANCEMENT

By contributing to the **restoration** of the hair's damaged internal structure, **NIACINAMIDE COMPLEX** significantly improves the **hair's mechanical properties**.



USAGE LEVELS

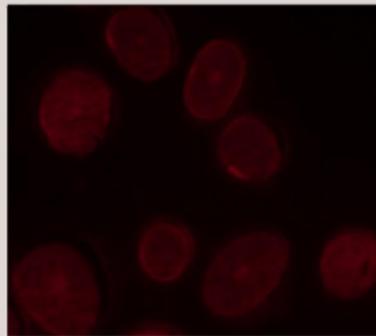
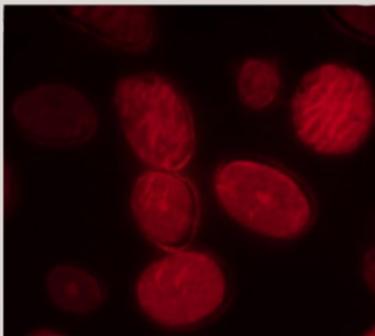
FRULIX ACEROLA is compatible with the majority of ingredients used in cosmetic formulations for the treatment of hair and skin and may be incorporated cold, directly into the aqueous phase of the formulas, in accordance with the suggestions of the table below. It is stable at temperatures up to 90 °C, in pH conditions from 4.00 to 11.00.

PRODUCT	(%)
Shampoo	1.0 to 3.0
Conditioner	1.0 to 3.0
Leave on	1.0 to 3.0
Spray	1.0 to 3.0

FLUORESCENCE MICROSCOPY TEST

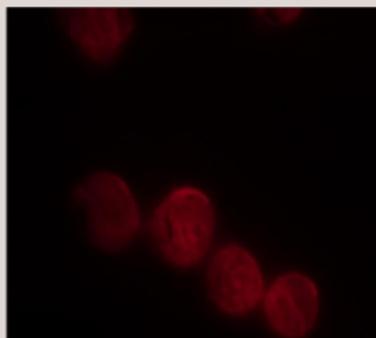
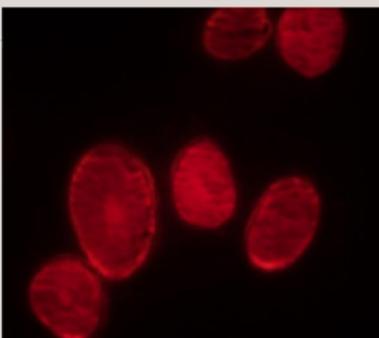
Fluorescence test results show that FRULIX ACEROLA penetrates deep into the hair shaft, filling in damaged spots. **The significant drop in fluorescence intensity proves that the product is working to make hair healthier, more nourished, and much less likely to break.**

CAUCASIAN TRESSES
(HAIR TYPE II)



50%
reduction
of damaged
spots in
caucasian
hair

COILY TRESSES
(HAIR TYPE IV)



34%
reduction
of damaged
spots in
coily hair



AS A MORE
CONCENTRATED
PRODUCT, **FRULIX
ACEROLA** CAN BE
USED IN SMALLER
CONCENTRATIONS THAN
THOSE NORMALLY
USED WHEN
MAKING FORMULAS
WITH CONVENTIONAL
EXTRACTS.

INCI NAME

Malpighia Glabra (Acerola)
Fruit Extract, Sodium Benzoate
and Potassium Sorbate



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NATURAL
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FRULIX LINE



AÇAÍ

[Euterpe Oleracea Fruit Extract]



ACEROLA

[Malpighia Glabra Fruit Extract]



APPLE (MAÇÃ)

[Malus Domestica Fruit Extract]



BANANA

[Musa Sapientum Fruit Extract]



**BLUEBERRY
(MIRTILO)**

[Vaccinium Myrtillus Fruit Extract]



CAJÁ

[Spondias Mombin Fruit Extract]



COCOA (CACAU)

[Theobroma Cacao Fruit Extract]



CUPUAÇU

[Theobroma Grandiflorum]



GRAPE

[Vitis Vinifera Fruit Extract]



GUAVA (GOIABA)

[Psidium Guajava Fruit Extract]



JABUTICABA

[Plinia Cauliflora Fruit Extract]



KIWI

[Actinidia Deliciosa Fruit Extract]



LEMON (LIMÃO)

[Citrus Limon Fruit Extract]



LYCHEE (LICHIA)

[Litchi Chinensis Fruit Extract]



MANGO (MANGA)

[Mangifera Indica Fruit Extract]



MELON (MELÃO)

[Cucumis Melo Fruit Extract]



MULBERRY (AMORA)

[Morus Nigra Fruit Extract]



**ORANGE
(LARANJA)**

[Citrus Aurantium Dulcis Juice]



**PAPAYA
(MAMÃO)**

[Carica Papaya Fruit Extract]



**PASSION FRUIT
(MARACUJÁ)**

[Passiflora Edulis Fruit Extract]



**PEACH
(PÊSSEGO)**

[Prunus Persica Fruit Extract]



**PEAR
(PERA)**

[Pyrus Communis Fruit Extract]



**PINEAPPLE
(ABACAXI)**

[Ananas Sativus Fruit Extract]



PITANGA

[Eugenia Uniflora Fruit Extract]



**RASPBERRY
(FRAMBOESA)**

[Rubus Idaeus Fruit Extract]



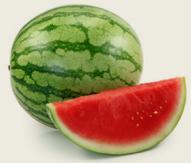
**SOURSOP
(GRAVIOLA)**

[Annona Muricata Fruit Extract]



**STRAWBERRY
(MORANGO)**

[Fragaria Vesca Fruit Extract]



**WATERMELON
(MELANCIA)**

[Citrullus Lanatus Fruit Extract]



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