

CUPUAÇU

FRULIX

LIQUID FRUITS • EXCLUSIVE TECHNOLOGY



ASSESSA

INNOVATION FOR A GREENER WORLD



FRULIX CUPUAÇU

THE FRUIT SEEDS ARE USED AS BASE IN COSMETIC CREAMS AND LIPSTICKS

A native of the Amazon, the cupuaçu tree measures 3 to 6 meters in height. The fruit, cylindrical in form, has a diameter of approximately 13 cm and measures around 20 cm in height, weighing from 800 to 1500 grams. The extremities are round, the skin is a dark, ligneous brown and a white pulp covers the seeds. Aromatic, with a bittersweet taste, cupuaçu is used in drinks, preserves, ice creams, candies, liquor and a special conhaque known as "cupuaçu wine". Cupuaçu fat extracted from the seeds is used in the making of chocolate and in cosmetics as base for creams and lipsticks. FRULIX CUPUAÇU is obtained through an exclusive biotechnological process that mimics the natural ripening of the fruit. Using the fruits' native enzymes, that act in the texture during its ripening, ASSESSA transforms it's pulp into a crystalline liquid with all the active ingredients in concentrations equivalent to those found in nature.

COMPOSITION

PROTEINS (MG/L)

AVG.	MINIMUM
136.00	110.00

MINERALS

ELEMENT	CONC. (MG/L)
Na	225.00
K	1650.60
Ca	87.20
Mg	147.40
Mn	1.90
Cu	0.80
Zn	3.80
Fe	14.80
Si	77.7

VITAMINS (*)

VITAMIN	CONC. (MG/L)
Ascorbic Acid (Vit. C)	254.90
Pyridoxine (Vit. B6)	0.14

(*) Tested after 4 months from manufacturing

THE FRUIT

Cupuaçu is rich in vitamins, moisturizing polysaccharides, antioxidant anthocyanadins, essential sugars and mineral salts. FRULIX CUPUAÇU boasts protective, nutritive, remineralizing and moisturizing properties and is recommended in formulas for the treatment of and moisturizing of dry or damaged hair. The properties of the fruit also mean FRULIX CUPUAÇU is recommended for the treatment of skin, in products with moisturizing and regenerative appeal.



CUPUAÇU

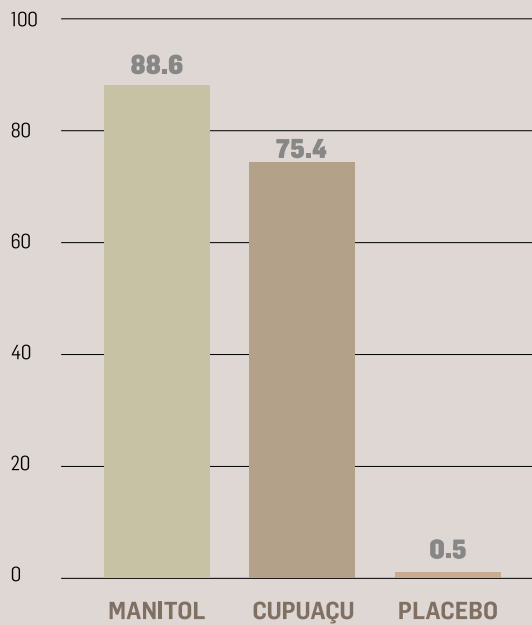
FRULIX

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ANTIOXIDANT ACTIVITY

The test for antioxidant activity was carried out in accordance with the Fenton protocol, comparing FRULIX CUPUAÇU with a saline solution (placebo) and with manitol as a positive control. The graph below shows the antioxidant activity compared to the action of the saline solution.

INHIBITION OF DECOMPOSITION OF DEOXY-RIBOSE (FENTON)



FRULIX CUPUAÇU shows good antioxidant activity (75.4%) when compared to placebo.

AS A VERY CONCENTRATED PRODUCT, FRULIX CUPUAÇU SHOULD BE USED IN SMALLER CONCENTRATIONS THAN THOSE NORMALLY USED WHEN MAKING FORMULAS WITH CONVENTIONAL EXTRACTS.

INCI NAME

Theobroma Grandiflorum Fruit Extract, Sodium Benzoate and Potassium Sorbate



USE LEVELS

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

PRODUCT	(%)
Moisturizing cream	0.3 to 0.8
Moisturizing lotion	0.2 to 0.6
Nutritive cream	0.3 to 0.8
Face mask	0.3 to 1.0
Serum	0.5 to 1.0
Conditioner	0.2 to 0.4
Hair mask	0.3 to 1.0
Leave-on	0.3 to 1.0
Shampoo	0.2 to 0.4



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