

KIWI

CERTIFIED

FRULIX

NOW A COSMOS CERTIFIED PRODUCT



TECHNOLOGY

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

FRULIX CERTIFIED KIWI IS A HIGHLY CONCENTRATED INGREDIENT PRODUCED WITHOUT THE ADDITION OF SOLVENTS.

ASSESSA

INNOVATION FOR A GREENER WORLD



KIWI

RICH IN VITAMINS AND MINERAL SALTS

The kiwifruit, often shortened to kiwi in many parts of the world, is the edible berry of a cultivar group of the woody vine *Actinidia deliciosa* and hybrids between this and other species in the genus *Actinidia*. Kiwi is native to Southern China, where it was originally known as Yang Tao, and declared as the "National Fruit" of the People's Republic of China. Other species of *Actinidia* are also found in India and Japan and north into southeastern Siberia. Cultivation spread from China in the early 20th century, when seeds were introduced to New Zealand.

The kiwifruit are oval, with a fibrous, dull brown-green skin and bright green or golden flesh with rows of tiny, black, edible seeds.

The fruit has a soft texture and a unique flavour and is a commercial crop mainly in Italy, Chile, France, Greece, United States, China and New Zealand. In China kiwifruit was traditionally collected from the wild. Until recently China was not a major producing country, but nowadays it is grown mainly in the mountainous area upstream of the Yangtze River.

Also known as the Chinese gooseberry, the fruit was renamed to kiwifruit, for export marketing reasons by New Zealand exporters. The name "kiwifruit" comes from "kiwi", a brown flightless bird, New Zealand's national symbol.

Fresh Kiwi fruits are rich in carbohydrates, vitamins and minerals. Kiwi is also rich in flavonoids, fruit acids and other important phytonutrients, such as caffeic acid, violaxanthin, zeaxanthin, pinene, quercetin, coumaric acid, lutein, isolutein, alpha-carotene and cryptoxanthin.



COMPOSITION (RAW FRUITS)

VITAMINS

VITAMIN	VALUE (100g)
Protein	1.14g
Lutein, Zeaxanthin	122µg
Thiamine	0.027mg
Riboflavin	0.025mg
Niacin	0.341mg
Vitamin B6	0.63mg
Folate Vitamin B9	25µg
Vitamin C	92.7mg
Vitamin E	1.5mg
Vitamin K	40.3µg

MINERALS

MINERALS	(mg/100g)
Potassium	312.00
Sodium	3.00
Calcium	34.00
Magnesium	17.00
Iron	0.31
Phosphorus	34.00
Zinc	0.14
Manganese	0.098

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ANTIOXIDANT ACTIVITY

An aqueous extract of Kiwi at 10 mg/ml showed total antioxidant activity in a linoleic acid emulsion of 85-88%.

At a concentration of 50 mg/ml the extract inhibited the oxidation of linoleic acid by 96-98%.

Jung, K-A. et al; Biological & Pharmaceutical Bulletin, v. 28 (9), p.1782-1785 (2005).

BENEFITS

FRULIX CERTIFIED KIWI is rich in mucilages, essential sugars, vitamins, bioflavonoids, other phytonutrients and essential minerals. FRULIX CERTIFIED KIWI possesses astringent, nutrient and antioxidant properties and is recommended to be used in formulas for the treatment, cleansing and protection of skin and hair. The astringent and protecting properties of kiwi also recommend FRULIX CERTIFIED KIWI for the treatment of oily skin.

USAGE LEVELS

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

PRODUCT	(%)
Moisturizing cream	1.0 to 5.0
Nutritive cream	2.0 to 5.0
Serum	2.0 to 5.0
Nutritive lotion	1.0 to 3.0
Shampoo	1.0 to 3.0
Conditioner	1.0 to 5.0
Face mask	2.0 to 5.0

KIWI FRUITS CONTAIN A REMARKABLE AMOUNT OF C, E AND A VITAMINS. VITAMIN C IS A WATER-SOLUBLE ANTIOXIDANT THAT HAS BEEN PROVEN TO PROTECT THE HUMAN BODY FROM FREE RADICALS.

INCI NAME

Actinidia Deliciosa
Fruit Extract,
Sodium Benzoate and
Potassium Sorbate



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