

GOIABA  
GUAVA

FRULIX

LIQUID FRUITS • EXCLUSIVE TECHNOLOGY

**ASSESSA**  
INNOVATION FOR A GREENER WORLD



**FRULIX  
GOIABA**  
IS A HIGHLY  
CONCENTRATED  
INGREDIENT  
PRODUCED  
WITHOUT  
ADDITION OF  
SOLVENTS.



## FRULIX GOIABA

ANTIOXIDANT, NUTRITIVE  
AND PROTECTIVE FOR  
SKIN AND HAIR CARES

The guava tree (*Psidium guajava*) belongs to the Mirtaceae family, and is native to the tropical regions of the Americas. It is a lowgrowing tree, with tawny coloured bark, small white flowers and obovate leaves, from which essential oil is extracted. Its fruit, known as 'guava', has a roundish or ovoid form, smooth or slightly wrinkled skin, and its colour may vary from green or white to yellow. The colour of its pulp also varies between white and dark pink or yellow and reddish orange. It can be consumed raw but is also excellent incorporated into sweet pastes, ice-cream, cocktails and the famous guava jelly. Guava is high in nutritional value, mainly due its high levels of vitamin C – 180 to 300 mg per 100g of fruit – and is important in combating infections and bleeding, strengthening bones and teeth and healing cuts and burns. It also possesses vitamin A – good for the sight, the health of the skin and mucous membranes, and in assisting growth – and vitamin B1, which helps to regulate the nervous and digestive systems, as well as improving cardiac muscle tone. It also contains mineral salts such as calcium, phosphorous and iron which contribute to the formation of bones, teeth and blood.

## TECHNOLOGY

**FRULIX GOIABA (Guava) 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 it's pulp into a crystalline liquid with all the active ingredients of the fruit, in concentrations equivalent to those found in nature.**



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AS A VERY  
CONCENTRATED  
PRODUCT,  
**FRULIX GOIABA  
(GUAVA)** SHOULD  
BE USED IN  
SMALLER  
CONCENTRATIONS  
THAN THOSE  
NORMALLY USED  
WHEN MAKING  
FORMULAS WITH  
CONVENTIONAL  
EXTRACTS.

**INCI NAME**

Psidium Guajava  
Fruit Extract,  
Phenoxyethanol and  
Ethylhexylglycerin

## FUNCTIONS

Due to the high level of vitamin C present in the fruit, FRULIX GOIABA (Guava) possesses antioxidant and dermoprotective properties which contribute to improving the elasticity and tone of the skin. The protective and nutritive properties of the vitamins and mineral salts present in FRULIX GOIABA (Guava) also mean that it is recommended for hair-care products such as shampoos and conditioners.



## USAGE LEVELS

FRULIX GOIABA (Guava) 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 for concentration in the table below. It is stable at temperatures of up to 90 °C, in pH conditions which range from 4.00 to 11.00.

Recommendations for use, in the table below, are suggestions and intended to guide formulators in order to optimize the benefits obtained with the use of FRULIX GOIABA (Guava) in their products.

PRODUCT	(%)
Moisturizing cream	1.0 to 5.0
Nutritive lotion	1.0 to 3.0
Soothing lotion	1.0 to 3.0
Nutritive cream	1.0 to 3.0
Hair mask	1.0 to 5.0
Shampoo	1.0 to 3.0
Conditioner	1.0 to 5.0
Shine modelling gel	1.0 to 3.0
Hair mousse	1.0 to 3.0



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