

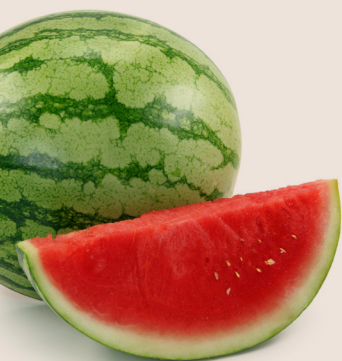
MELANCIA  
WATERMELON

FRULIX

LIQUID FRUITS • EXCLUSIVE TECHNOLOGY

NATURAL  
ORIGIN  
99.55%

**FRULIX  
MELANCIA  
(WATERMELON)**  
POSSESSES  
HYDRATING AND  
NUTRITIONAL  
PROPERTIES FOR  
HAIR CARE  
PRODUCTS.  
IS ALSO IDEAL  
FOR USE WITH  
MOISTURIZING  
AND ANTI-AGING  
PRODUCTS FOR  
THE TREATMENT  
OF THE SKIN.



ASSESSA

INNOVATION FOR A GREENER WORLD



## WATERMELON

Watermelon is a creeping plant of the Cucurbitaceae family. It possesses triangular and trilobulate leaves and small yellowish flowers, producing a roundish or elongated fruit, with succulent, sweet red pulp and multiple flat, black seeds.

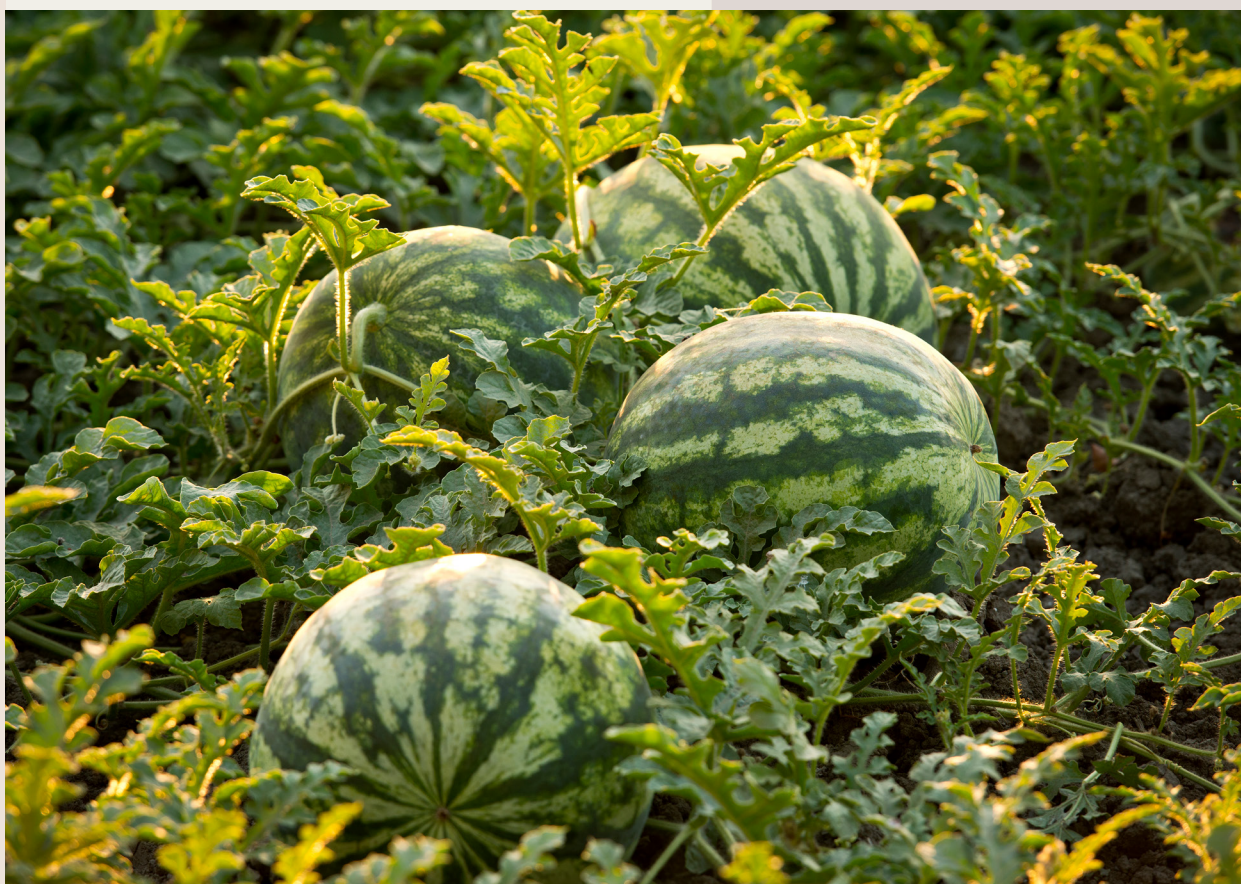
The pulp has a high water content (around 90%) and a diameter which varies between 25 and 75cm. Its skin is a smooth, shiny light green, with darker green streaks running along it lengthwise.

Watermelon is a highly refreshing fruit, ideal for consumption during periods of hot weather.



## TECHNOLOGY

**FRULIX MELANCIA (Watermelon) is obtained through an exclusive biotechnological process that mimics the natural ripening of 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. Is a highly concentrated ingredient produced without the addition of solvents.**



# FRULIX EXCLUSIVE PROCESS



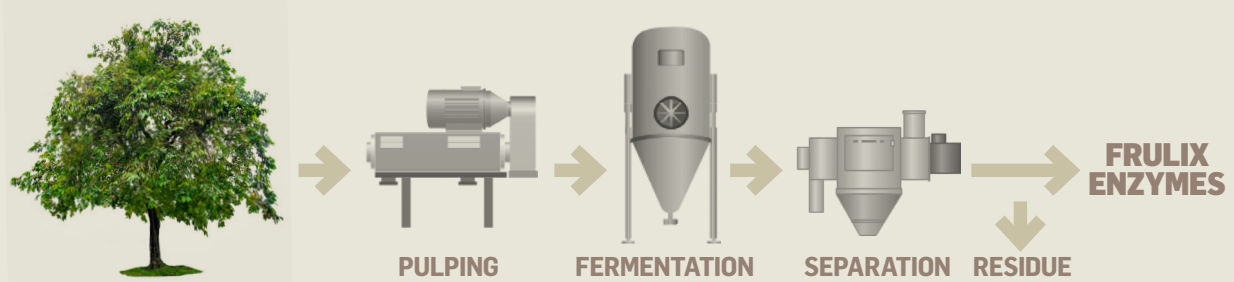
## 1 THE TECHNOLOGY

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.



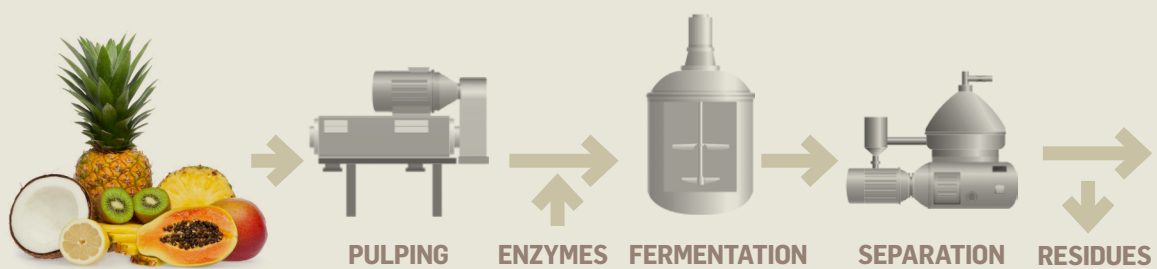
## 2 PRODUCTION OF ENZYMES

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.





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



## APPLICATIONS

### SKIN CARE PRODUCTS

EMULSIONS, MASKS, SERUMS, MATURE SKIN PRODUCTS, LIQUID AND BAR SOAPS.

### HAIR CARE PRODUCTS

SHAMPOOS, CONDITIONERS, HAIR MASKS, LEAVE ON AND SERUMS.

## FRULIX IS A SOLVENT FREE PRODUCT

### INCI NAME

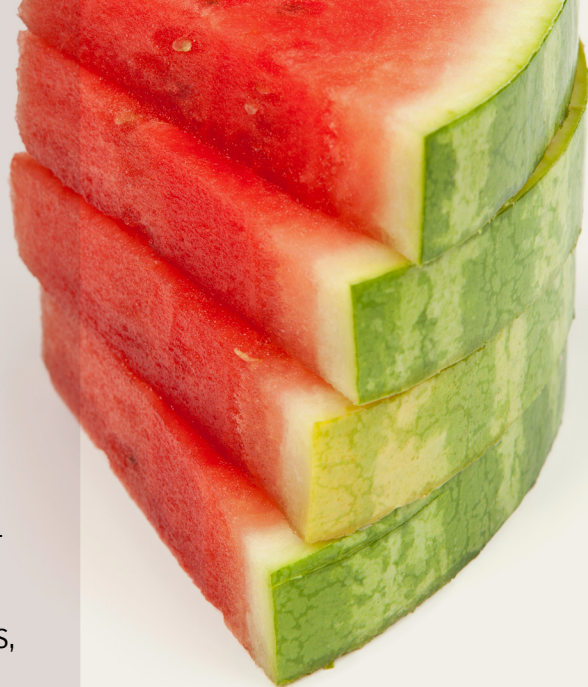
Citrullus Lanatus Fruit Extract, Sodium Benzoate and Potassium Sorbate.

## PROPERTIES

In addition to being rich in hydrating mucilages, watermelon also possesses sugars, complex B vitamins and mineral salts, such as calcium, phosphorous and iron. Its pulp contains lycopenes and glutathione – powerful antioxidants.

FRULIX MELANCIA (Watermelon) possesses hydrating and nutritional properties and is recommended in hair-care products, especially for conditioning dry hair.

The fruit's properties make FRULIX MELANCIA (Watermelon) ideal for use in products with moisturizing and anti-aging appeal for skin treatment.



## USAGE LEVELS

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

PRODUCT	(%)
Moisturizing cream	0.3 to 0.8
Nutritive lotion	0.2 to 0.6
Nutritive cream	0.5 to 1.0
Hair mask	0.3 to 1.0
Shampoos	0.2 to 0.4
Conditioners	0.2 to 0.4
Leave-on	0.3 to 1.0
Shower gel	0.2 to 0.4



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FRULIX LINE

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**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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