

AMORA
MULBERRY

CERTIFIED

FRULIX

NOW A COSMOS CERTIFIED PRODUCT

NATURAL
ORIGIN
99.55%

AS A HIGH
CONCENTRATED
PRODUCT, FRULIX
CERTIFIED AMORA
(MULBERRY)
SHOULD BE USED
IN SMALLER
CONCENTRATIONS
THAN THOSE
NORMALLY USED
WHEN MAKING
FORMULAS WITH
CONVENTIONAL
EXTRACTS.



ASSESSA

INNOVATION FOR A GREENER WORLD



MULBERRY

PROTECTING AND ASTRINGENT

Mulberry is a fruit with a pleasant astringent acid taste and is obtained from the mulberry tree, a bush belonging to the Moraceae family originally from ancient Persian and the Caucasus region. The mulberry tree has been used as a food source by man since antiquity and is also known for its antihelminthic (peel), antiinflammatory and astringent (leaves and fruit) properties. Mulberries are rich in mucilages, organic acids, sugars, anthocyanidin flavonoids and mineral salts such as potassium, magnesium, calcium and manganese, and possesses protecting and astringent properties.

FRULIX CERTIFIED AMORA

FRULIX CERTIFIED AMORA (Mulberry) 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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FRULIX CERTIFIED AMORA IS RECOMMENDED FOR HAIRCARE PRODUCTS

Mulberries are rich in moisturizing mucilages, vitamins, organic acids, essential sugars, antioxidant bioflavonoids and mineral salts. FRULIX CERTIFIED AMORA (Mulberry) possesses astringent, nutrient and protecting properties and is recommended for haircare products in formulas for the treatment, cleansing and protection of hair. FRULIX CERTIFIED AMORA (Mulberry) is especially recommended in products for chemically treated or damaged hair, for conditioning and protection in leave-in and wash-off products.



USAGE LEVELS

FRULIX CERTIFIED AMORA (Mulberry) 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 found in the table below. FRULIX CERTIFIED AMORA (Mulberry) 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
Nutritive lotion	0.2 to 0.6
Serum	0.5 to 1.0
Face mask	0.3 to 1.0
Hair mask	0.3 to 1.0
Shampoo	0.2 to 0.4
Conditioner	0.2 to 0.4
Leave-on	0.3 to 1.0
Shower gel	0.2 to 0.4

SKIN CARE

The moisturizing, emolient and protecting properties of mulberry also mean that FRULIX CERTIFIED AMORA (Mulberry) is recommended for the treatment of skin, in products with nutritive and moisturizing appeal.



INCI NAME
Morus Nigra Fruit
Extract, Sodium
Benzoate and
Potassium Sorbate

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