

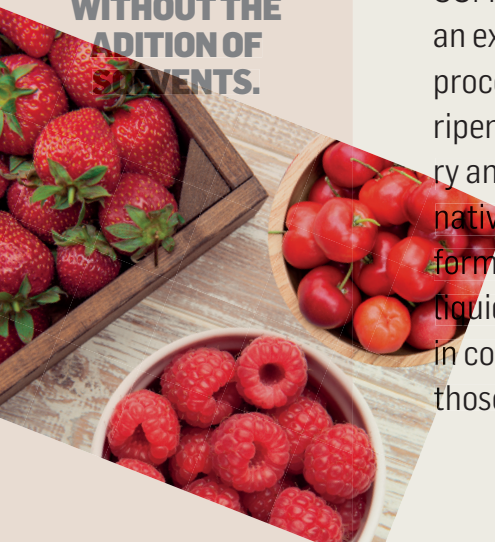
COMPLEXO
FRUTAS
VERMELHAS
RED FRUITS COMPLEX

FRULIX

STRAWBERRY + RASPBERRY + ACEROLA



**FRULIX
COMPLEXO
FRUTAS
VERMELHAS
(RED FRUITS
COMPLEX),
OBTAINED
THROUGH AN
EXCLUSIVE BIO-
TECHNOLOGICAL
PROCESS,
IS PRODUCED
WITHOUT THE
ADDITION OF
SOLVENTS.**



ASSESSA

INNOVATION FOR A GREENER WORLD



THE FRUITS

Strawberries and raspberries are rich in mucilages, sugars, organic acids, flavonoids and mineral salts such as potassium, magnesium, calcium and manganese, having protective and astringent properties. Acerola, in addition to the high levels of vitamin C, also has considerable amounts of vitamins A, B1 and B2, being also rich in calcium, iron and phosphorus. The combination of these three fruits results in a product of high cosmetic activity, with hydrating (sugars and fruit acids), protective (anthocyanins and bioflavonoids combined), nourishing and reinforcing (essential sugars and mineral salts) properties that are incomparable.

TECHNOLOGY

FRULIX COMPLEXO FRUTAS VERMELHAS (RED FRUITS COMPLEX) is obtained through an exclusive biotechnological process that mimics the natural ripening of strawberry, raspberry and acerola. Using the fruits native enzymes, ASSESSA transforms the pulps into a crystalline liquid with all active components in concentrations equivalent to those found in natural fruit.



STRAWBERRY

Strawberry plant is the common name given to plants of the *Rosaceae* family, of the *Fragaria* genus. Produces a fruit known for its delicate taste, and has been cultivated and consumed for centuries. The plants currently cultivated are the result of various crossings between varieties of wild plants originally from Europe, North and South America



RASPBERRY

The raspberry belongs to the *Rosaceae* family. This small fruit, also called red raspberry or European raspberry is a red-fruited species of *Rubus* native to Europe and northern Asia and commonly cultivated in other temperate regions.



ACEROLA

The Acerola plant belongs to the *Malpighiaceae* family and is a bush or shrub of 2.5 m in height with a dense crown formed of small (2-8 cm) shiny dark green leaves. Its flowers range in color from pink to violet. The fruit is a drupe with a smooth surface and is divided into three segments.

COMPLEXO
FRUTAS
VERMELHAS

RED FRUITS COMPLEX

FRULIX

STRAWBERRY + RASPBERRY + ACEROLA



FUNCTIONS

FRULIX COMPLEXO FRUTAS VERMELHAS (RED FRUITS COMPLEX) has astringent, nutrient and protective properties and is indicated in formulas for hair hydration and protection. FRULIX COMPLEXO FRUTAS VERMELHAS (RED FRUITS COMPLEX) is especially recommended for the treatment of chemically treated and damaged hair. The nourishing and moisturizing properties of these fruits also make FRULIX RED FRUITS COMPLEX suitable for skincare.

**INDICATED
FOR HAIR
HYDRATION
AND HAIR
PROTECTION.**



USAGE LEVELS

FRULIX COMPLEXO FRUTAS VERMELHAS (RED FRUITS COMPLEX) 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. 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
Nutritive lotion	0.2 to 0.6
Serum	0.5 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

**AS A HIGH
CONCENTRATED
PRODUCT,
FRULIX
COMPLEXO FRUTAS
VERMELHAS (RED
FRUITS COMPLEX)
SHOULD BE USED
IN SMALLER
CONCENTRATIONS
THAN THOSE
NORMALLY USED
WHEN MAKING
FORMULA WITH
CONVENTIONAL
EXTRACTS.**

INCI NAME
Fragaria Vesca
(strawberry) Fruit Extract,
Rubus Idaeus (raspberry)
Fruit Extract, Malpighia
Glabra (acerola) Fruit
Extract, Sodium Benzoate
and Potassium Sorbate

VISIT US AT
www.assessa.com.br

ASSESSA
INNOVATION FOR A GREENER WORLD