

POMEGRANATE

The pomegranate, an ancient fruit whose regenerative properties have been celebrated for thousands of years, has come under growing scrutiny by skin care specialists and medical researchers seeking natural agents for the prevention and treatment of aging skin and degenerative diseases. Inovia are pleased to offer two exciting new products derived from the Pomegranate fruit.

Pomegranate Seed Oil. Cold-pressed. Organic

Pomegranate HydroAlcoholic Extract. Organic

These ingredients can be readily blended into numerous combination products such as skin creams, lotions and hair care products.

Pomegranate seed oil has excellent moisturizing and nourishing properties. It is great for mature and aging skin, dry and cracked skin, irritated and sun burnt skin. This oil is used to treat acne, eczema, psoriasis and assists in many special facial and body treatments. The pomegranate:

Boosts restoration and repair of the skin
Evens skin tone
Mops up free radicals
Helps with collagen production
Acts as a natural SPF
Helps reverse the damage of sun exposure

Pomegranate seed oil is a unique natural product, with no equal among all other plant oils. It is one of only about six plant sources known that contain **conjugated fatty acids**. Conjugated fatty acids are important because they inhibit eicosanoid metabolism at several points in the synthesis of prostaglandins from arachidonic acid. This makes them significant natural anti-inflammatory agents. There is only one other source of conjugated fatty acids presently available in the nutraceutical and cosmeceutical marketplace, conjugated linoleic acid (CLA) which is derived from cow and sheep products. Research shows that Pomegranate seed oil has an even more potent activity than CLA.

Cold-pressed pomegranate seed oil is recommended as a highly emollient, protective and nourishing anti-aging skin-care ingredient and moisturizer. It also has the unique ability to naturally boost the sun protection factor (SPF) rating of topical sunscreens whether applied topically or taken internally.

Pomegranate Hydroalcoholic Extract is a great addition to personal care products. Inovia use fresh organic pomegranates, selected at the peak of ripeness. These are coarse comminuted under cold, pH controlled conditions with organic alcohol. The spent comminute is removed by centrifugal filtration followed by crossflow micro filtration which gives additional microbial stability and a bright translucent appearance. The alcohol is self-preserving so no additional preservatives are required. The resulting Hydroalcoholic Extract is certified Organic by the Soil Association.

The clear orange-brown liquid has a characteristic fresh pomegranate odour and numerous product applications. For example, Pomegranate Hydroalcoholic Extract is suitable for use in alcohol and aqueous products, including the aqueous phase of creams and lotions. For additional benefits this extract can be combined with the Pomegranate Seed Oil, making it suitable for the oil phase of creams and lotions. Examples of products based on these ingredients include:

Skin cream for anti-aging
Skin cleansing products
Hair care products

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