

# VIVALIN™

## Organic Flax Extract

### Flax History

Flax, (*linum usitatissimum* = most useful) boasts a pedigree of 6,000 years as a superior emollient and skin nourisher with healing properties.

Its usefulness has been famously celebrated throughout history by Hippocrates, Tacitus, Pliny, Charlemagne and Hildegard von Bingen, who have all praised its virtues and promoted its use.

Flax has traditionally been associated with fairness and beauty. In the Middle ages, the Bohemians had a belief that if children danced among flax, they would become beautiful.

Likewise, the delicate turquoise blue flax flowers would be placed in maidens' shoes to bestow beauty on their skin and "flaxen" hair.

The whole plant was held in such high regard that it was even given its own goddess in Teuton mythology – Hulda, who was held to have first taught mortals the art of cultivating flax.

To this day, the emollient and healing properties of flax have found application in poultices and compresses for the treatment of inflamed, infected or irradiated skin conditions.

### VIVALIN™ is:

- An aqueous extract of flaxseed produced by a patented process
- Soil Association Certified product
- A plant extract with unique physical properties which protect, nourish, smooth and repair skin and hair
- Powerfully hydrating, with the intensity and feel of a serum
- Versatile across a wide range of applications
- A cosmeceutical delivery system

### VIVALIN™ benefits:

- A superior emollient
- A pure base that provides nutrition for the skin and hair
- Has emulsifying properties that can stabilise oil/water emulsions
- Acts as a viscosity building agent for aqueous systems
- Huge range of applications in cosmetics, skin as well as hair care formulations
- Its purity and pedigree make it ideal for hypoallergenic preparations
- Has a tautening and smoothing effect on skin
- Creates a glossing effect on hair
- Leaves a silkening after feel on skin and hair

## Specific formulation opportunities:

- Anti aging creams and serums
- Around eye creams
- Baby creams
- Moisturisers, facial cleansers, masks, anti-wrinkle preparations
- Shaving creams and after shave moisturisers
- Lip gloss and lip salves
- Shampoos, conditioners, hair thickeners, sculpting gels & creams, hair colours and bleaching aids
- Hand creams, cuticle softeners
- Foot treatments

## VIVALIN™ features:

- Light creamy white liquid
- Soft and gently viscous feel
- Fine, silky texture
- Slight mild and pleasant odour
- INCI Name: Water and Linum Usitatissimum (linseed) seed extract
- CAS NO: Linum Usitatissimum: 8001-26-1



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