

Personal Care

Puredia  
— Tibetan Organic Ingredients —



## Puredia SeaBerry® Seed oil

Tibetan bioactive oil for your body and soul.

**Product Name:** Puredia SeaBerry® Seed oil  
**INCI name:** HIPPOPHAE RHAMNOIDES SEED OIL  
**Physical form 20°C:** Liquid  
**Appearance:** Clear orange yellow liquid  
**Refractive index:** 1.470 – 1.480



Vast fatty acid profile for all ages skin



Skin rejuvenating and anti-aging golden oil



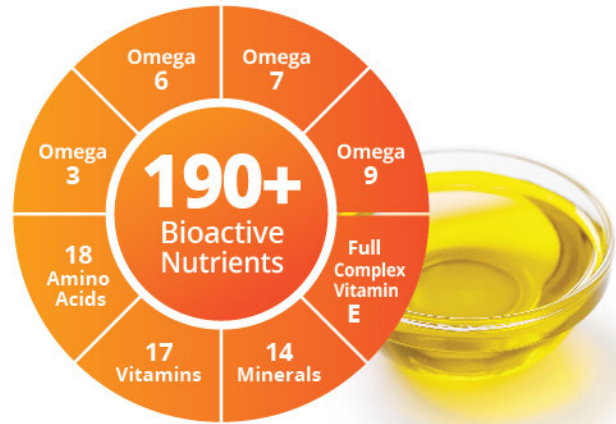
Self preserving, potent, clean exotic oil from Tibet

## Puredia SeaBerry® Seed Oil

### Key Nutrients

Omega -3, -6, -9, Vitamin E, β-carotene

Puredia SeaBerry® Seed oil is a bioactive oil with 190+ bioactive nutrients extracted from the berry's seed using supercritical CO<sub>2</sub> extraction. With Omegas-3, -6, -9, and vitamins A and E, Sea Buckthorn seed oil stands out as the best plant base, clean and stable Omega-3 source. With more than 95% of omega with all the natural antioxidants in the oil work together to create a much more potent and stable product than any other Omega-3 sources.



### Fatty Acid Profile

Test Items	Test Items
Linoleic Acid (Omega 6)	37.99%
Linolenic Acid (Omega 3)	27.46%
Oleic Acid (Omega 9)	20.16%
Stearic Acid	2.44%
Palmitoleic Acid (Omega 7)	0.43%

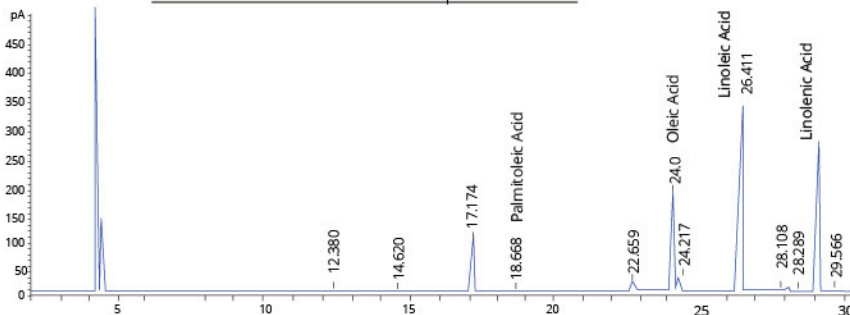


Figure 1 Gas Chromatographic Separation of Puredia SeaBerry® Seed Oil

### Seed Oil Tocopherol profile

d- α- Tocopherol	103.83 mg / 100g
d- γ- Tocopherol	56.97 mg / 100g
δ- Tocopherol	3.62mg / 100g

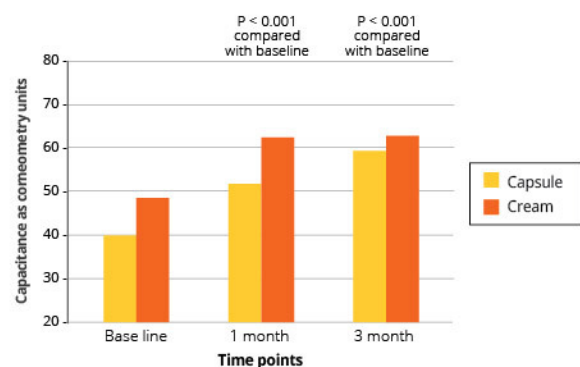
Category

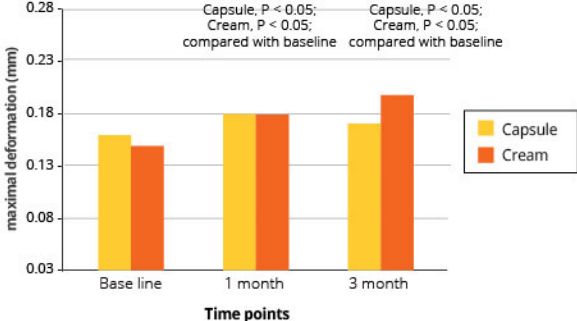
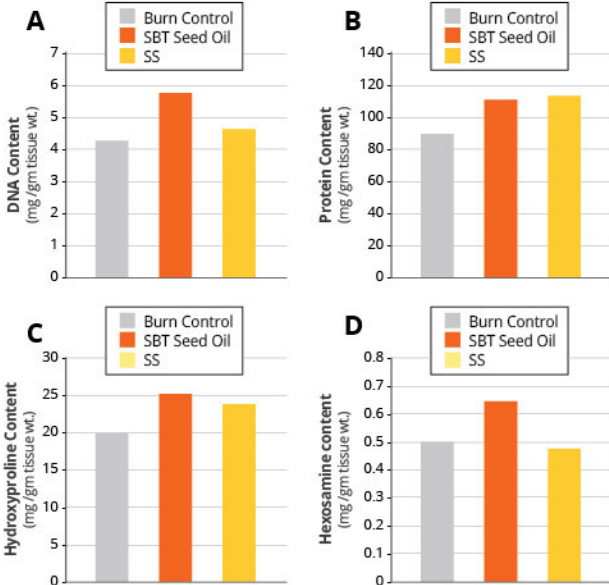
Skin Benefits

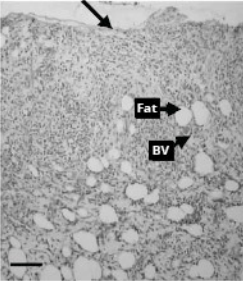
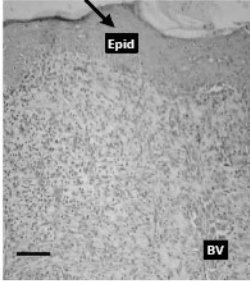
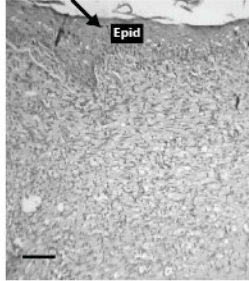




**Hydration:**  
Reduced transepidermal water loss (TEWL)

Natural moisturizing factors (NMF) are elements that keep the epidermis protected and well-hydrated. With all the amino acids, fatty acids, triglycerides, phospholipids and sterols in Puredia SeaBerry®, they act as precursors to NMF to hold water in the stratum corneum and provide a barrier that sits on the surface of the skin to reduce TEWL .

**Hydration:** In vivo study with 60 healthy subjects using topical cream with 1% of seed oil for 3 months. One-month application of seaberry oil cream increased the capacitance of the skin by 30.5% (P<0.001). This increase was maintained during the rest of the study period.



Category	Skin Benefits									
<p>Antioxidants and delay extrinsic aging process</p>	<p>Skin aging can be divided into two types, intrinsic aging, and extrinsic photo-aging. The exposure to UVR is the main cause of oxidative stress in the skin. Upon exposure to sunlight, skin molecules absorb UVR resulting in the generation of reactive oxygen species (ROS). With the <math>\beta</math>-carotene, vitamin C, vitamin E, superoxide dismutase (SOD) and flavonoids (isorhamnetin, quercetin, myricetin, kaempferol), Puredia SeaBerry® is one of the strongest superfruits in the world with the oxygen radical absorbance capacity (ORAC) as high as 360,000 <math>\mu\text{mol Te}/100\text{g}</math>. This antioxidant attribute may delay the aging process by removing the free radicals.</p> <p>Elasticity: In vivo study with 60 healthy subjects using topical cream with 1% of seaberry seed oil for 3 months. Topical treatment with significantly increased the overall elasticity of the skin. After one and three months of treatment, overall elasticity was increased from the baseline by 18.6% and 21.9%, respectively, in the cream group.</p>  <p>The clear increase in the overall elasticity and the decreasing trend in the visco-elastic ratio demonstrated clear positive effects of the test products in improving the elasticity of the skin.</p>									
<p>Anti-inflammation and fatty acids</p>	<p>Inflammatory skin diseases come in many forms, from occasional rashes accompanied by skin itching and redness, to chronic conditions such as dermatitis (eczema), rosacea, seborrheic dermatitis, and psoriasis. SeaBerry has a natural anti-inflammatory effect with its high amount of total omegas -3, -6, -9 greater than 90%, playing a key role in calming the skin and reducing the redness and irritations triggered by inflammation.</p> <table border="1" data-bbox="371 1048 1469 1301"> <thead> <tr> <th>Essential Fatty Acids</th> <th>Omega 3 (<math>\alpha</math>-linolenic acid)</th> <th>Serves an important immunomodulatory role.</th> </tr> </thead> <tbody> <tr> <td></td> <th>Omega 6 (linoleic acid)</th> <td>The most abundant PUFA present in the epidermis. It is a constituent of intracellular cement. Directly correlates with permeability barrier function of the skin.</td> </tr> <tr> <th>Other unsaturated fatty acids</th> <td>Omega 9 (Oleic acid)</td> <td>Penetration enhancer at the epidermis layer by lipid fluidization and lipid phase separation</td> </tr> </tbody> </table>	Essential Fatty Acids	Omega 3 ( $\alpha$ -linolenic acid)	Serves an important immunomodulatory role.		Omega 6 (linoleic acid)	The most abundant PUFA present in the epidermis. It is a constituent of intracellular cement. Directly correlates with permeability barrier function of the skin.	Other unsaturated fatty acids	Omega 9 (Oleic acid)	Penetration enhancer at the epidermis layer by lipid fluidization and lipid phase separation
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<p>Wound Healing</p>	<p>SeaBerry helps the repairing process through reducing the inflammation to a healthy controllable level, enhanced the pro-healing parameter and enhanced activity of the key driver in the healing process, vascular epidermal growth factor (VEGF).</p> <p><b>In vivo</b> study of observing wound treated by seaberry oil after 8 days as compared to burn medication (Silver sulfadiazine):</p> <p>Hydroxyproline is a marker of collagen content. It is a major extracellular matrix protein which confers strength and integrity to the tissue at the later phase of healing. The increased level of hydroxyproline provide strength to the regenerated tissue.</p> 									

Category	Skin Benefits
Wound Healing	<p><b>Histology</b></p> <p>Revealed increased blood vessels formation in the granulation tissue of SeaBerry® Seed Oil treated burn wounds (B). It also showed reduced congestion, edema and polymorphonuclear leukocytes (PMNLs) infiltration compared to the controlled burn wounds. Complete epithelialization with increased fibroblast and collagen deposition in the dermis was observed.</p> <p style="text-align: center;"><b>Histopathological changes of the skin wound section</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p><b>(A)</b> Untreated burn control on eighth post-wound day showing non-epithelialized (→) wound surface with slight edema and congestion.</p> </div> <div style="text-align: center;">  <p><b>(B)</b> Skin wound section treated with SeaBerry® Seed Oil. Neovascularization (BV) is well observed.</p> </div> <div style="text-align: center;">  <p><b>(C)</b> Silver sulfadiazine treated burn wounds showing wound surface with well-organized thick epithelium (→) and significant fibroblast and collagen deposition in deeper dermis.</p> </div> </div> <p><b>» Puredia SeaBerry® Seed and Fruit Oil case studies</b></p> <p>Once every day from July 2nd to 17th, 2017, a middle-aged man directly applied Puredia SeaBerry® Seed Oil and Fruit Oil covered with plasters to his burnt wound on his hand</p> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  <p><b>Day 1</b></p> <p>Blister and redness are observed around burnt area.</p> </div> <div style="text-align: center;">  <p><b>Day 2</b></p> <p>Blister disappears and redness has gone down</p> </div> <div style="text-align: center;">  <p><b>Day 10</b></p> <p>The burnt area has been repaired by new tissues. Wound healing and anti-inflammatory function at the same time</p> </div> <div style="text-align: center;">  <p><b>Day 15</b></p> <p>Fully recovered without any marks or scars</p> </div> </div>

**Reference:**

B. Yang, A. Bonfigli, V. Pagani, T. Isohanni, B. von-Knorrning, A. Jutila, V. Jud. Effects of Oral Supplementation and Topical application of Supercritical CO<sub>2</sub> extracted Sea Buckthorn Oil on Skin egging. *J. Appl. Cosmetic*, 27, 1-3 (January/March 2009)

N.K. Upadhyay a, R. Kumar a, S.K. Mandotra a, R.N. Meena a, M.S. Siddiqui b, R.C. Sawhney a, A. Gupta a. Safety and healing efficacy of Sea buckthorn (*Hippophae rhamnoides L.*) seed oil on burn wounds in rats. *Food and Chemical Toxicology* 47 (2009) 1146-1153

**Global certifications**

