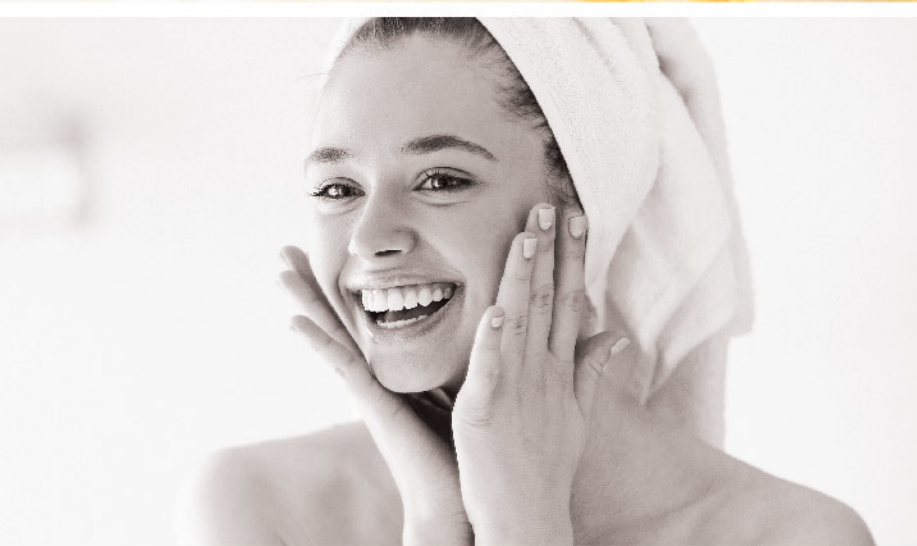


Personal Care

Puredia  
— Tibetan Organic Ingredients —



## **Puredia SeaBerry® Fruit Powder**

Tibetan Superfruit Powder for your body and soul.

**Product Name:** Puredia SeaBerry® Fruit Powder  
**INCI name:** HIPPOPHAE RHAMNOIDES FRUIT EXTRACT  
**Physical form 20°C:** Powder  
**Appearance:** Golden Yellow Powder  
**Solubility:** > 95% in water

**Vit. C**  
**> 15x**  
 Loaded with antioxidants and vitamins C, 15 times higher than an orange

Improve skin clarity, firmness and glow

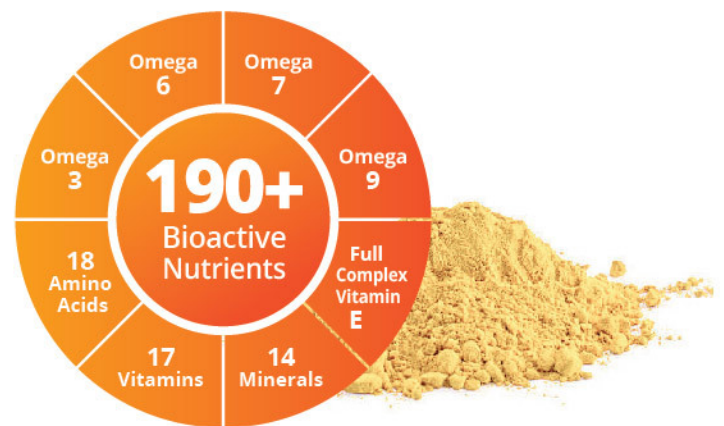
Renewable, Sustainable, Functional, Bio-Available and Traceable

## Puredia SeaBerry® Fruit Powder

### Key Nutrients

Antioxidants, Vitamin A, B complex, C, E

**Puredia SeaBerry®** (Sea Buckthorn) **Fruit Powder** is a highly concentrated Tibetan superfruit powder. 100g of our fruit powder equals 580g of fresh sea buckthorn berries. It has a pleasant fruity aroma with a tart, lemony flavor reminiscent of passion fruit and highlighted by its golden yellow color. This organic certified, water-soluble powder is easy to add to any current formula or new product. With multivitamins and 3 different groups of antioxidants, including β-carotene, SOD, and Flavonoids, this super powder will be a great choice for incorporating into your day-to-day skin care regime.



| Category                                      | Skin Benefits  |  |                                  |   |             |         |   |
|---|--|--|----------------------------------|---|-------------|---------|---|
| Anti-oxidant / anti-aging                     | <p><b>Active of Puredia SeaBerry® Fruit Powder :</b> Vitamin C &gt; 1,200mg/100g, polyphenols, carotenoids</p> <p>Vitamin C forms a complex group antioxidants that protect the skin from reactive oxygen species (ROS) triggered by intrinsic and extrinsic aging process. Vit. C is essential for collagen biosynthesis. It serves as a co-factor for the enzymes prolyl and lysyl hydroxylase, the enzymes that are responsible for stabilizing and cross-linking the collagen molecules. It also directly activates the transcription of collagen synthesis and stabilizes procollagen mRNA, thereby regulating collagen synthesis.</p>                    |  |                                  |   |             |         |   |
| Whitening Effect and anti-tyrosinase activity | <p>This study use 5% of <i>H.rhamnoides</i> extraction in the formulations and was tested in-vitro and in-vivo manner.</p> <p><b>In vitro:</b> Table below summarized the results of anti-tyrosinase inhibition activity as compared to control sample.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th></th> <th>Tyrosinase inhibitory effect [%]</th> </tr> </thead> <tbody> <tr> <td><i>H.rhamnoides</i> Extract Formulation</td> <td>58.6 ±0.425</td> </tr> <tr> <td>Placebo</td> <td>0</td> </tr> </tbody> </table> <p style="text-align: center;"><b>Tyrosinase inhibition effect of formulations (n = 3)</b></p> |  | Tyrosinase inhibitory effect [%] | <i>H.rhamnoides</i> Extract Formulation | 58.6 ±0.425 | Placebo | 0 |
|   | Tyrosinase inhibitory effect [%]   |  |                                  |   |             |         |   |
| <i>H.rhamnoides</i> Extract Formulation       | 58.6 ±0.425  |  |                                  |   |             |         |   |
| Placebo                                       | 0  |  |                                  |   |             |         |   |

| Category                                      | Skin Benefits  |                        |               |                        |   |     |       |   |     |      |   |     |       |   |     |       |    |     |       |    |     |        |
|---|--|------------------------|---------------|------------------------|---|-----|-------|---|-----|------|---|-----|-------|---|-----|-------|----|-----|-------|----|-----|--------|
| Whitening Effect and anti-tyrosinase activity | <p><b>In-vivo:</b> Single-blinded, placebo-controlled study to assess the effects of formulations on the improvement of the skin melanin in a group of 25 healthy subjects.</p> <p>Reduction in the skin melanin was noticed after the 12 weeks treatment with <i>H.rhamnoides</i>. -3.5% mean initial reduction in melanin after the 1st week of treatment and -16.35% reductions at the end of the 12th week compared to baseline values.</p> <p>Vitamin C in seaberry interacts with copper ions at the tyrosinase-active site and inhibits action of the enzyme tyrosinase, thereby decreasing the melanin formation. It is also rich in flavonoids, unsaturated fatty acids and antioxidants that have anti-tyrosinase activity. The reduction in skin melanin can be credited to these constituents present in the plant.</p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="821 268 1428 593"> <p>Percentage of changes produced in skin melanin after the application of:</p> <ul style="list-style-type: none"> <li>(placebo) and</li> <li><i>(H. rhamnoides)</i></li> </ul> <table border="1"> <caption>Percentage of changes produced in skin melanin</caption> <thead> <tr> <th>Time (weeks)</th> <th>(placebo) and</th> <th><i>(H. rhamnoides)</i></th> </tr> </thead> <tbody> <tr><td>2</td><td>3.5</td><td>-4.5</td></tr> <tr><td>4</td><td>3.5</td><td>-8.5</td></tr> <tr><td>6</td><td>3.5</td><td>-7.5</td></tr> <tr><td>8</td><td>3.5</td><td>-12.5</td></tr> <tr><td>10</td><td>3.5</td><td>-15.5</td></tr> <tr><td>12</td><td>3.5</td><td>-16.35</td></tr> </tbody> </table> </div> <div data-bbox="869 600 1412 907"> <p>A: Baseline photo of a patient treated with SeaBerry</p> <p>B: Clinical improvement seen after 12 weeks of therapy with SeaBerry</p> </div> </div>   | Time (weeks)           | (placebo) and | <i>(H. rhamnoides)</i> | 2 | 3.5 | -4.5  | 4 | 3.5 | -8.5 | 6 | 3.5 | -7.5  | 8 | 3.5 | -12.5 | 10 | 3.5 | -15.5 | 12 | 3.5 | -16.35 |
| Time (weeks)                                  | (placebo) and  | <i>(H. rhamnoides)</i> |               |                        |   |     |       |   |     |      |   |     |       |   |     |       |    |     |       |    |     |        |
| 2   | 3.5  | -4.5                   |               |                        |   |     |       |   |     |      |   |     |       |   |     |       |    |     |       |    |     |        |
| 4   | 3.5  | -8.5                   |               |                        |   |     |       |   |     |      |   |     |       |   |     |       |    |     |       |    |     |        |
| 6   | 3.5  | -7.5                   |               |                        |   |     |       |   |     |      |   |     |       |   |     |       |    |     |       |    |     |        |
| 8   | 3.5  | -12.5                  |               |                        |   |     |       |   |     |      |   |     |       |   |     |       |    |     |       |    |     |        |
| 10  | 3.5  | -15.5                  |               |                        |   |     |       |   |     |      |   |     |       |   |     |       |    |     |       |    |     |        |
| 12  | 3.5  | -16.35                 |               |                        |   |     |       |   |     |      |   |     |       |   |     |       |    |     |       |    |     |        |
| Sebum control                                 | <p>Acne Vulgaris is a multi-factorial disease affection the pilosebaceous follicles of the dermis. There are pathogenic factors involved in the development of acne: increase sebum production, follicular hyperkeratinization, microbial colonization (<i>Staphylococcus Epidermidis</i> and <i>Propionibacterium Acnes</i>) and the release of inflammatory mediators into the dermis. Sebum plays the key role in the development of acne.</p> <p>In the in-vivo study on 50 young adults with moderate facial Acne Vulgaris were tested for a period of 12 weeks using samples with 5% active of <i>Hippophae Rhamnoides</i> Extract. The sebum contents were observed after the treatment with <i>H.Rhamnoides</i> extract and showed a -7.32% mean initial reduction after the 1st week, -9.1% reduction after 1 month, and -21.13% reduction in sebum contents at the end of the 12th week compared to baseline values.</p> <p>5<math>\alpha</math>-Reductase converts testosterone into dihydrotestosterone (DHT) which is more potent and results in the enlargement of sebaceous gland secreting a high amount of sebum. It is thought that inhibiting 5 <math>\alpha</math>-Reductase may be effective in lowering the sebum level. include essential fatty acids (<math>\gamma</math>-linolenic acid, <math>\alpha</math>-linolenic acid, linoleic acid and oleic acids) and phytosterols. Polyphenols and fatty acids in H. Rhamnoides could help to reduce sebum contents by possibly inhibiting 5<math>\alpha</math> reductase.</p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="343 1131 805 1512"> <p>In the in-vivo study on 50 young adults with moderate facial Acne Vulgaris were tested for a period of 12 weeks using samples with 5% active of <i>Hippophae Rhamnoides</i> Extract. The sebum contents were observed after the treatment with <i>H.Rhamnoides</i> extract and showed a -7.32% mean initial reduction after the 1st week, -9.1% reduction after 1 month, and -21.13% reduction in sebum contents at the end of the 12th week compared to baseline values.</p> </div> <div data-bbox="821 1131 1412 1512"> <table border="1"> <caption>Percentage of changes produced in sebum content</caption> <thead> <tr> <th>Time (weeks)</th> <th>(placebo) and</th> <th><i>(H. rhamnoides)</i></th> </tr> </thead> <tbody> <tr><td>2</td><td>1.5</td><td>-7.32</td></tr> <tr><td>4</td><td>2.5</td><td>-9.1</td></tr> <tr><td>6</td><td>3.5</td><td>-15.5</td></tr> <tr><td>8</td><td>4.5</td><td>-23.5</td></tr> <tr><td>10</td><td>4.5</td><td>-20.5</td></tr> <tr><td>12</td><td>7.5</td><td>-21.13</td></tr> </tbody> </table> </div> </div> | Time (weeks)           | (placebo) and | <i>(H. rhamnoides)</i> | 2 | 1.5 | -7.32 | 4 | 2.5 | -9.1 | 6 | 3.5 | -15.5 | 8 | 4.5 | -23.5 | 10 | 4.5 | -20.5 | 12 | 7.5 | -21.13 |
| Time (weeks)                                  | (placebo) and  | <i>(H. rhamnoides)</i> |               |                        |   |     |       |   |     |      |   |     |       |   |     |       |    |     |       |    |     |        |
| 2   | 1.5  | -7.32                  |               |                        |   |     |       |   |     |      |   |     |       |   |     |       |    |     |       |    |     |        |
| 4   | 2.5  | -9.1                   |               |                        |   |     |       |   |     |      |   |     |       |   |     |       |    |     |       |    |     |        |
| 6   | 3.5  | -15.5                  |               |                        |   |     |       |   |     |      |   |     |       |   |     |       |    |     |       |    |     |        |
| 8   | 4.5  | -23.5                  |               |                        |   |     |       |   |     |      |   |     |       |   |     |       |    |     |       |    |     |        |
| 10  | 4.5  | -20.5                  |               |                        |   |     |       |   |     |      |   |     |       |   |     |       |    |     |       |    |     |        |
| 12  | 7.5  | -21.13                 |               |                        |   |     |       |   |     |      |   |     |       |   |     |       |    |     |       |    |     |        |

**Reference:**

Barkat Ali Khan<sup>1</sup>, Naveed Akhtar<sup>1</sup>, Irshad Hussain<sup>1</sup>, Khwaja Asad Abbas<sup>2</sup>, Akhtar Rasul. Whitening efficacy of plant extracts including Hippophaerhamnoides and Cassia fistula extracts on the skin of Asian patients with melasma. Postępy Dermatologii i Alergologii 232 4, August / 2013

Department of Pharmacy, Faculty of Pharmacy and Alternative Medicine, The Islamia University of Bahawalpur, Bahawalpur, Pakistan Head of Department: Prof. Dr. Naveed Akhtar. Clinical and sebumetric evaluation of topical emulsions in the treatment of acne. Postępy Dermatologii i Alergologii 4, August / 2014vulgaris

Global certifications

