


Cloudberry • Crowberry • Lingonberry • Rockweed • Birch Water

Developing The North Through Innovation



 **Integrity Ingredients Corporation**
"Your Innovation Partner"



Integrate our line of raw
ingredients into your skin
care regimen and feel beauty
inside and out.


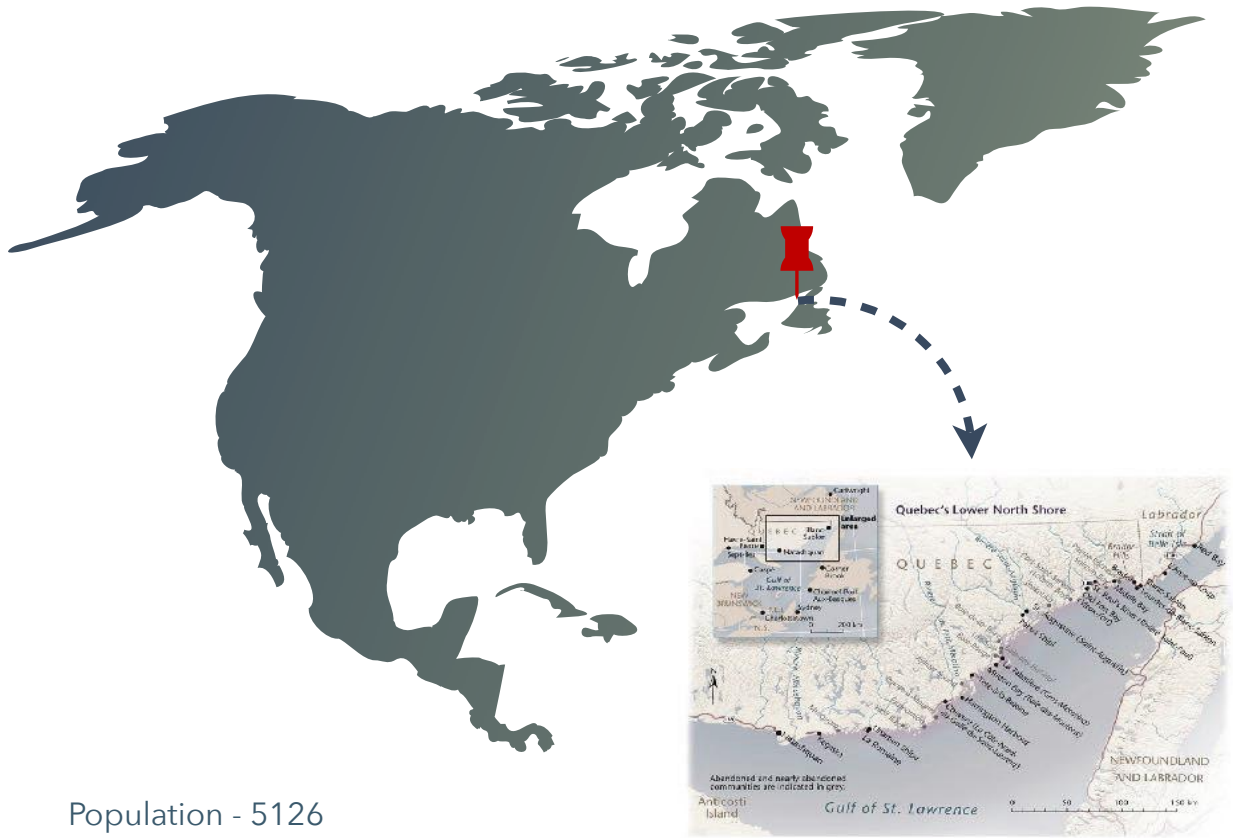


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The Lower North Shore



Population - 5126

Land mass - 65,148.50km²

The Lower North Shore (LNS) is made up of fourteen small communities and two indigenous communities and is located on the coast of the Lower North Shore of Québec, Canada. Over its history, the people have distinguished themselves in the sealing and fishing industries; and economic, social and human development. The residents are rich with traditional ecological knowledge (TEK) of the land and waters and how the resources can be developed as ingredients for high end product development. TEK is part of the way of life on the LNS and is exemplified in the peoples' values of inner strength, compassion, independence and hard work.

Mission

We aim to help boost economic, social, cultural and environmental conditions in various sustainable methods throughout the region.

Objectives

- Initiate and then expand a line of cosmetics & nutraceuticals under and arctic brand.
- Expand the range of bio products and recipes offered.
- Break into international markets.
- Obtain economic stability for the region.

Challenges

- Limited industry opportunities lead to:
 - ▶ Low employment rates (60% unemployment rate)
 - ▶ A large majority of the working force migrate either seasonally or permanently for jobs elsewhere
 - ▶ Youth leave and don't return

The Bioproducts Solidarity Cooperative aims to stimulate local economic diversification through the sustainable and added-value exploitation of indigenous wild berries and other natural resources from land and sea.

The vision of the co-operative is to brand the Lower North Shore (LNS) as a world leader in the sustainable exploitation of superior value-added products from the natural-based resources for the socio-economic benefit of the region.



Integrity Ingredients Corporation was founded on the belief that our customers deserve two things - high quality raw materials and true customer service.

We have an extensive line of unique and innovative raw materials from our highly efficient thickeners (IntegriGELs) to our exotic oils (IntegriLIPIDs) and butters (IntegriBUTTERs).

Our Partners compliment our product line by offering products manufactured with their own specific areas of expertise from Active ingredients with clinical studies, Botanical Extracts, Purees, Proteins, Preservatives, Natural Lipids and Natural Butters.

Our Corporate Office is based in Los Angeles, CA with Sales Offices in Chicago, IL, Dallas, TX, Nashville, TN and New York, NY. Our trained sales staff is always ready to assist our customer's every need.

Our in-house technical and applications lab is always available to address the growing needs of our customers. Whether you have a raw material technical question or need formulating assistance we're ready to help.

Our team at Integrity Ingredients Corporation recognizes that you have many choices when formulating or purchasing your raw materials and we want to thank you for your interest in our products and services.

-Integrity Ingredients Corporation

Cloudberry

Rubus chamaemorus

Cloudberry, also called bakeapples, are bright orange, mid-sized berries, which have a bumpy surface that resembles a cloud; giving them their name. These berries thrive in cool, arctic/subarctic tundra's and the boreal forest. It is said that they were once used by local people in many different recipes or remedies for the common cold, to treat or prevent scurvy, to cure vitamin deficiencies and more.



Liquid

INCI Name:

Rubus chamaemorus (cloudberry) Fruit Extract

CAS#:

2077941-08-1

EINECS #:

310-127-6

Composition:

Glycerin - 50%-65%

Water/Aqua - 35%-50%

Cloudberry (*Rubus Chamaemorus*) Fruit Extract - 5%-15%

General Specifications:

Color: Brown/Olive

Odor: Spice/Floral aroma

Solubility: Readily soluble in water

Shelf Life: 1 year

Storage: 25°C or below

Micro Plate Count: < 100 cfu/g

Heavy Metal Content-Parts Per Million:

Lead 1.0 ppm

Arsenic 0.032 ppm

Antimony 0.029 ppm

Cadmium < 0.25 ppm

Mercury 0.000 ppm

Formulation Recommendations:

Use level: 1% - 3%

Anti-Oxidant Levels:

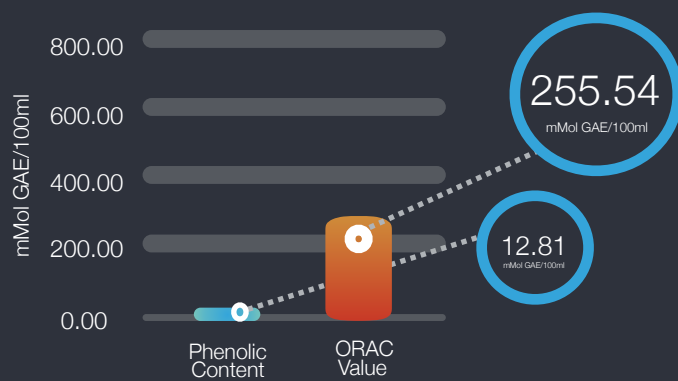
ORAC Value: 255.54

Total Phenolics: 12.81*

*Equivalent mMol gallic acid/100ml

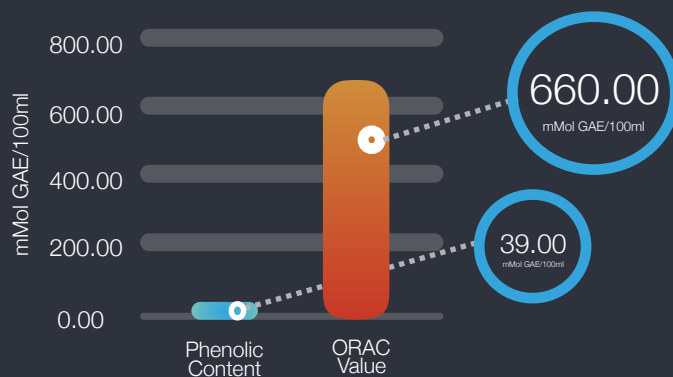
Cloudberry

Cloudberry Liquid Extract
ORAC & Phenolic Levels



*GAE= Gallic Acid Equivalency

Cloudberry Powder Extract
ORAC & Phenolic Levels



*GAE= Gallic Acid Equivalency

Powder

INCI Name:

Rubus chamaemorus (cloudberry) Fruit Powder Extract

CAS#:

2077941-08-1

EINECS #:

310-127-6

Composition:

100% Cloudberry (*rubus chamaemorus*) Fruit Extract

General Specifications:

Color: Dark Brown Slightly Tacky Powder

Odor: Aromatic aroma

Solubility: Readily soluble in water

Shelf Life: 1 year

Storage: 25°C or below

Micro Plate Count: < 100 cfu/ml

Trace Elements:

Calcium, Iron, Potassium, Magnesium, Sodium and Zinc

Heavy Metal Content-Parts Per Million:

Lead < 10 ppm

Arsenic < 5 ppm

Antimony < 5 ppm

Cadmium < 3 ppm

Mercury < 1 ppm

Formulation Recommendations:

Use level: 1% - 10%

Anti-Oxidant Levels:

ORAC Value: 500-700

Total Phenolics: 20-40*

*Equivalent mMol gallic acid/100ml

Crowberry

Empetrum Nigrum

The crowberry is a smooth circular surfaced black berry which is approximately the size of a very small marble. It grows almost exclusively in northern climates (in particular on the Lower North Shore) on small shrubs. Crowberries are rich in antioxidants and have an Oxygen Radical Absorption Capacity (ORAC) well above the average score for fruit. Due to the water soluble toxin that is released from its leaves, other species are blocked from growing around its base. It may be possible that due to this crowberries have become the third largest harvest following blueberries and lingonberries.



Liquid

INCI Name:

Empetrum Nigrum (crowberry) Fruit Extract

CAS#:

999999-99-4

EINECS #:

Composition:

Glycerin - 50%-65%

Water/Aqua - 35%-50%

Crowberry (*Empetrum Nigrum*) Fruit Extract - 5%-15%

General Specifications:

Color: Deep Purple

Odor: Floral/Fruit Aroma

Solubility: Readily soluble in water

Shelf Life: 1 year

Storage: 25°C or below

Micro Plate Count: < 100 cfu/g

Heavy Metal Content-Parts Per Million:

Lead 1.0 ppm

Arsenic < 0.021 ppm

Antimony < 0.011 ppm

Cadmium < 0.25 ppm

Mercury < 0.001 ppm

Formulation Recommendations:

Use level: 1% - 3%

Anti-Oxidant Levels:

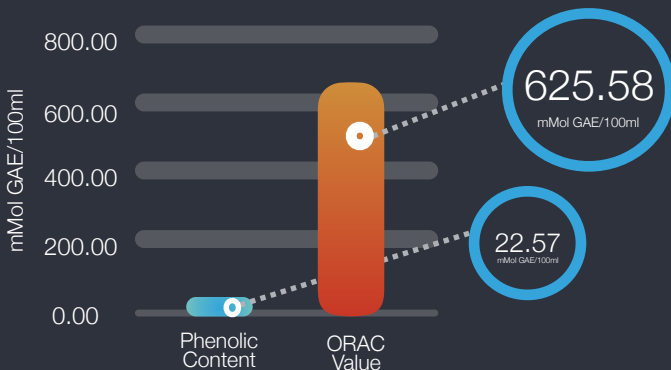
ORAC Value: 625.58

Total Phenolics: 22.57*

*Equivalent mMol gallic acid/100ml

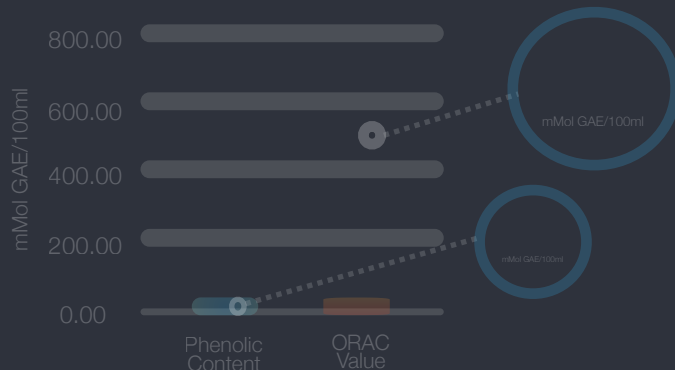
Crowberry

Crowberry Liquid Extract
ORAC & Phenolic Levels



*GAE= Gallic Acid Equivalency

Crowberry Powder Extract
ORAC & Phenolic Levels



*GAE= Gallic Acid Equivalency

Powder

INCI Name:

CAS#:

EINECS #:

Composition:

100% Crowberry (empetrum nigrum) Fruit Extract

General Specifications:

Color:

Odor:

Solubility:

Shelf Life:

Storage:

Micro Plate Count:

Trace Elements:

Heavy Metal Content-Parts Per Million:

Lead < ppm
Arsenic < ppm
Antimony < ppm
Cadmium < ppm
Mercury < ppm

Formulation Recommendations:

Use level: % - %

Anti-Oxidant Levels:

ORAC Value:

Total Phenolics:

*Equivalent mMol gallic acid/100ml

Coming Soon

Lingonberry

Vaccinium Vitis-Idaea

Lingonberry, also known as the partridgeberry or the redberry, is a known "super fruit", having an impressively high antioxidant potency. These small dark red berries grow throughout the boreal forest and arctic tundra on small shrubs in abundance. There are currently many different uses for Lingonberries, but perhaps the most up and coming is in cosmetics.



Powder

INCI Name:

Vaccinium Vitis-Idaea (Lingonberry) Fruit Powder Extract

CAS#:

90131-85-4

EINECS #:

290-400-3

Composition:

100% Lingonberry (*vaccinium vitis-idaea*) Fruit Extract

General Specifications:

Color: Dark Brown Powder

Odor: Aromatic Aroma

Solubility: Readily soluble in water

Shelf Life: 1 year

Storage: 25°C or below

Micro Plate Count: < 100 cfu/g

Heavy Metal Content-Parts Per Million:

Lead < 10 ppm

Arsenic < 5 ppm

Antimony < 5 ppm

Cadmium < 3 ppm

Mercury < 1 ppm

Formulation Recommendations:

Use level: 1% - 10%

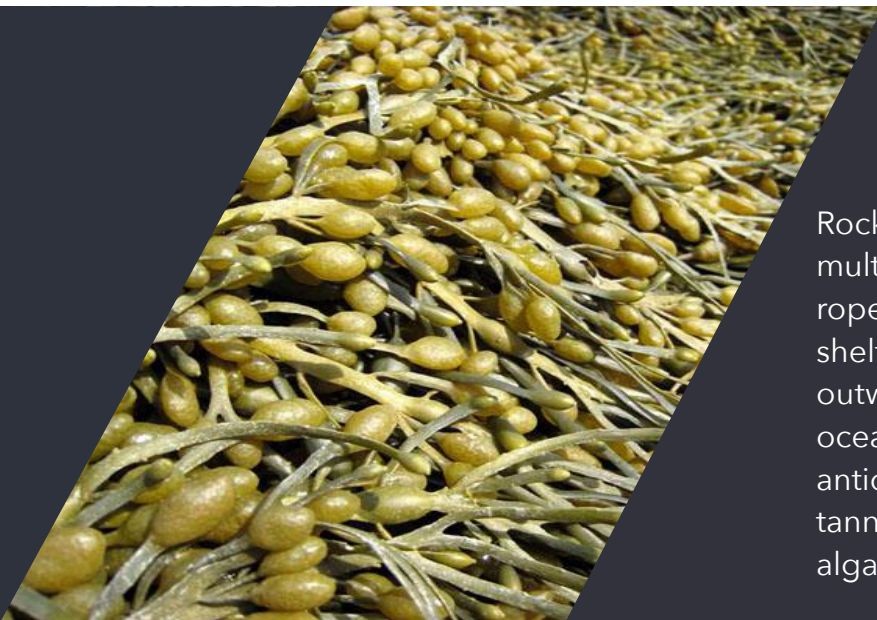
Anti-Oxidant Levels:

ORAC Value: 500-700

Total Phenolics: 17.15*

*Equivalent mMol gallic acid/100ml

Rockweed



Ascophyllum Nodosum

Rockweed is a brown seaweed which contains multiple fronds that look like thin pieces of rope on one plant. These types of algae grow in sheltered areas such as the coves along the outward coastline of the northern Atlantic ocean. Rockweed has many different types of antioxidants ranging from carbohydrates to tannins to vitamins and more which allow the algae to fight oxidative stress and survive.

Liquid

INCI Name:

Ascophyllum Nodosum (Rockweed) Extract

CAS#:

84775-78-0

EINECS #:

Composition:

Glycerin - 50%-65%

Water/Aqua - 35%-50%

Crowberry (*Empetrum Nigrum*) Fruit Extract - 5%-10%

General Specifications:

Color: Dark Brown

Odor: Slight Aromatic/Algae Aroma

Solubility: Readily soluble in water

Shelf Life: 1 year

Storage: 25°C or below

Micro Plate Count: < 100 cfu/g

Heavy Metal Content-Parts Per Million:

Lead 1.2 ppm

Arsenic 0.382 ppm

Antimony 0.036 ppm

Cadmium < 0.25 ppm

Mercury 0.000 ppm

Formulation Recommendations:

Use level: 1% - 3%

Anti-Oxidant Levels:

ORAC Value: 599.73

Total Phenolics: 14.20

*Equivalent mMol gallic acid/100ml

Birch Water

Betula Pubescens

Birch water contains hydrating sugars and natural humectants that helps to keep skin moisturized, it also contains proteins, amino acids, enzymes which promote many different healing properties for the body. As a bonus birch trees are also home to the Chaga Mushroom which have one of the highest ORAC scores ever recorded in any natural food.

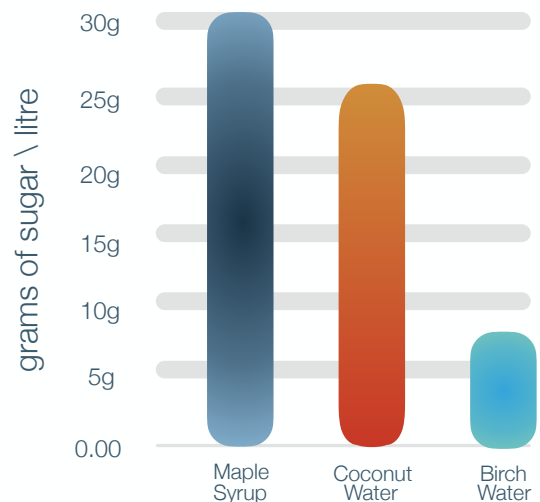


Birch water, or commonly called, Birch sap, is a thin, watery, slightly sweet, syrupy type liquid that is harvested from birch trees in early spring for approximately 2 to 3 weeks. Each tree may yield anywhere from 5 to 25L a day during the harvesting season and if done properly won't be harmed in the process. Proper practice allows a tree to be tapped for no more than 2 consecutive years so that it may rest and enables continued, sustainable production.

Sugar Content Comparison

"It's arguably the lowest-sugar plant-based beverage. It's rich in minerals and antioxidants, and it's been used for centuries in Scandinavia and Eastern Europe as a natural source of detox."

-John Kavchak, the co-founder and director of Sapp, a Chicago and New York based company that sells birch water in the U.S



The Lower North Shore



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