

Personal Care

Puredia
— Tibetan Organic Ingredients —



Puredia SeaBerry® Fruit Oil

Tibetan bioactive oil for your body and soul.

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 **Integrity Ingredients Corporation**

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Product Name: Puredia SeaBerry® Fruit oil
INCI name: HIPPOPHAE RHAMNOIDES FRUIT OIL
Physical form 20°C: Liquid
Appearance: Clear orange red liquid
Refractive index: 1.450 – 1.480

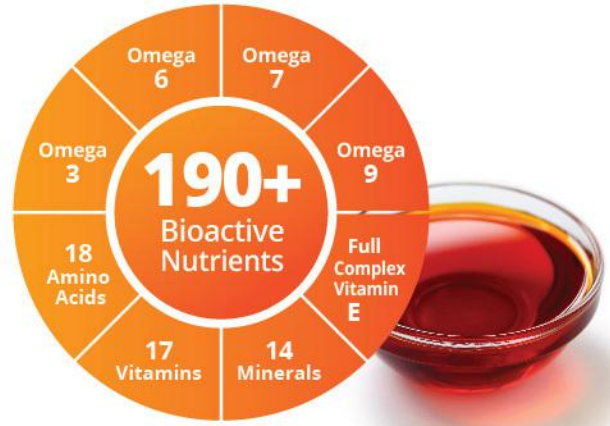


Puredia SeaBerry® Fruit Oil

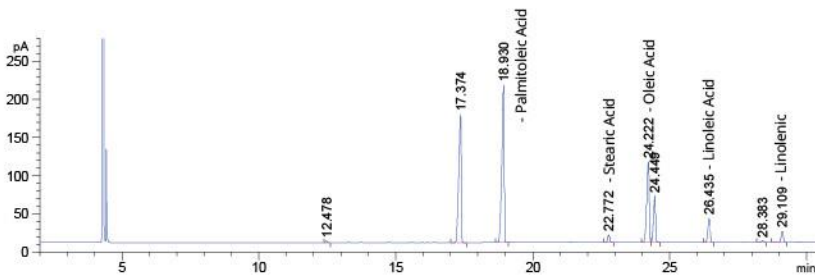
Key Nutrients

Omega -3, -6, -7, -9, Vitamin E, β-carotene

Puredia SeaBerry® (Sea Buckthorn) Fruit Oil is wildly harvested in the Tibetan Plateau at an elevation of 15,000 feet. The extreme altitude and intense sunlight bring out the full nutritional potential of the plants, resulting in the highest concentration of vegan Omega-7 naturally available as well as a powerhouse of vitamins and antioxidants. It also contains an abundance of omega 9, which is great for reverting premature aging signs and protect the skins from all the environmental stressors. The synergistic effect of SeaBerry complete source of omegas, including omega 3, 6, 9, 7, and its other 190+ bioactive nutrients, is thought to be the nature's answers to eternal beauty.



Fruit oil Fatty Acid profile



#	Time [min]	Type	Peak Height [min]	Peak Area [pA*s]	Identity
2	18.930	BB	0.0870	1269.68152	Palmitoleic Acid
3	22.772	BB	0.0863	54.22555	Stearic Acid
4	24.222	BV	0.0971	680.33160	Oleic Acid
5	26.435	BB	0.0859	175.74530	Linoleic Acid
6	29.109	BB	0.0868	83.43109	Linolenic Acid

Fruit oil Tocopherol profile

d- α- Tocopherol	121.02 mg / 100g
d- γ- Tocopherol	65.51 mg / 100g
δ- Tocopherol	6.86 mg / 100g

Category	Skin Benefits								
Skin Regeneration: Abundant Omega 3-6-7-9 & antioxidants	Unsaturated Fatty Acids (UFAs) were observed to improve skin structure, appearance and tone by multiple synergistic effects, such as plasma circulation to enhance necessary nourishment and oxygen to the skin and removal of excess toxins.								
	The epidermal lipids provide a barrier against movement of water and electrolytes as well as a barrier against microorganism invasion. The permeability barrier specially limits water and minerals where they are localized to the outer layers of the epidermis, the stratum corneum (SC).								
	Essential Fatty Acids								
	Other unsaturated fatty acids								
	<table border="1"> <tbody> <tr> <td>Omega 3 (α-linolenic acid)</td> <td>Serves an important Immunomodulatory role</td> </tr> <tr> <td>Omega 6 (linoleic acid)</td> <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> <td>Omega 7 (palmitoleic acid)</td> <td>Rare fatty acids that is also a component of skin lipids. Stimulates regenerative process in the epidermis and promotes wound healing.</td> </tr> <tr> <td>Omega 9 (Oleic acid)</td> <td>Penetration enhancer at the epidermis layer by lipid fluidization and lipid phase separation</td> </tr> </tbody> </table>	Omega 3 (α-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.	Omega 7 (palmitoleic acid)	Rare fatty acids that is also a component of skin lipids. Stimulates regenerative process in the epidermis and promotes wound healing.	Omega 9 (Oleic acid)	Penetration enhancer at the epidermis layer by lipid fluidization and lipid phase separation
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Skin Regeneration:
Abundant Omega
3-6-7-9

» Puredia SeaBerry® Fruit Oil case studies



Day 1

Post-op Day 13



Post melanoma excision Day 1

Topical Puredia SeaBerry® Fruit Oil was applied twice daily.

» Puredia SeaBerry® Fruit Oil case studies

A middle-aged man directly applied twice daily Puredia SeaBerry® Fruit Oil to his scar wound on his neck following a surgery.



Day after surgery

Day 6

Day 10

Day 14



Scar approximately six inches long. Swelling, redness and bruising are observed around the scar.

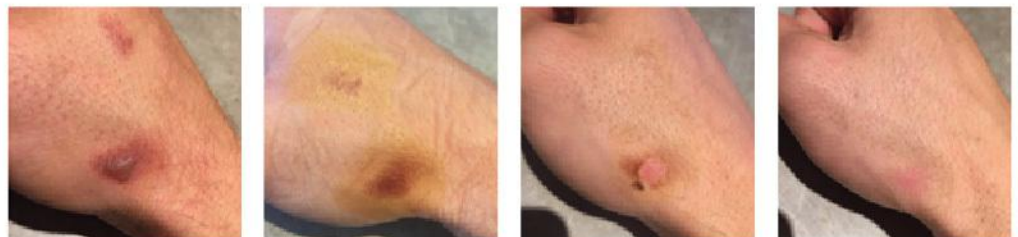
After first use of Puredia SeaBerry® Fruit Oil. Redness and swollenness are still apparent but there are signs of improvement

Redness and swelling have gone down.

Application of product

» Puredia SeaBerry® Seed and Fruit Oil case studies

A middle-aged man directly applied one daily Puredia SeaBerry® Seed Oil and Fruit Oil covered with plasters to his burnt wound on his hand



Day 1

Day 2

Day 10

Day 15



Blisters and redness are observed around burnt area.

Blisters disappear and redness has gone down

The burnt area has been covered by new tissues.

Fully recovered without any marks or scars

Category	Skin Benefits
Anti-aging / anti-oxidant/ anti-pollution : B-carotenoids and Vitamin E	<p>Vitamins, carotenoids, tocopherols, flavonoids have been reported to possess potent anti-oxidant properties and have been widely used in the skin care industry. The strong antioxidative activity of seaberry oils is due to the high content of tocopherols and carotenoids. All the natural isomers of vitamin E are present in seaberry oil; α-tocopherol is the major one in pulp oil and γ-tocopherol in seed oil. The natural isomers of vitamin E and carotenoids are more efficient antioxidants than single synthetic isomers. Working synergistically, vitamin E and carotenoids protect lipids and membrane structure from oxidation damage.</p> <p>Vitamin E: α-tocopherol is the most bioactive form of vitamin E and involved in stabilizing the cell membrane by inhibiting oxidation of polyunsaturated fatty acids, such as arachidonic acid of membrane phospholipids. Topical applied vitamin E is described to reduce erythema, sunburned cells, chronic UVB-induced skin damage and photocarcinogenesis in the majority of the published studies.</p> <p>Carotenoids: β-carotene is the most prominent member of the group of carotenoids, natural colorants that can be found in the human diet. Compared with other carotenoids, the primary role of β-carotene is its provitamin-A activity. β-carotene can be cleaved by BCMO1 enzyme into 2 molecules of all-trans-retinal. There is no difference between naturally occurring and chemically synthesized β-carotene. Furthermore, β-carotene can also act as a lipid radical scavenger and as a singlet oxygen quencher, as demonstrated in vitro. Based on the distribution of BCMO1 in human tissues it seems that β-carotene metabolism takes place in a wide variety of organs, including the skin.</p> <p>Total carotenoids: 1068mg / 100g</p> <p>Carotenoids and vitamin E in the oils were suggested to be responsible for the clear tissue-regenerative effects observed.</p>
Saturated Fatty Acids (SFA) and other complex lipid	<p>Saturated fatty acids in skin metabolism are to provide adequate turgor (rigidity)/firmness, smoothness, and softness of the skin. They enhance the protective barrier of the skin by occlusion effect. And consequently, reduce TransEpidermal Water Loss (TEWL) thus holding water in the skin to minimize dryness. Puredia SeaBerry® Fruit Oil contains around 30-35% palmitic acid. It is one of the most prevalent saturated fatty acids in body lipids. In aging skin level of palmitic acid can decrease by as much as 56%.</p> <p>Other SFA: lauric acid (C12:0) myristic acid (C14:0) pentadecanoic acid (C15:0) stearic acid (C18:0) arachidic acid (C20:0)</p> <p>Sterols: They strengthen the lipid barrier of the skin to protect the skin from external and noxious substances. Decrease water loss thus improving skin elasticity and firmness.</p> <p>Sterols in Puredia SeaBerry® Fruit oil: 0.02%-0.04%</p> <p>Phospholipids: The fatty acid part of the molecule is hydrophobic, while the rest is hydrophilic. These lipids, with a moisturizing and softening skin effect, are known to improve the elasticity of the skin, reduce inflammation, and promote skin regeneration and cell renewal.</p> <p>Phospholipids in Puredia SeaBerry® Fruit oil :0.2-1%</p>

Reference:

Cosmetic 2017, 4, 40; doi:10.3390/cosmetics4040040. Author: Marijana Koskovic et al.
 Saima Jadoonet all. Anti-aging Potential of Phytoextract Loaded-Pharmaceutical Creams for Human Skin Cell Longevity. Volume 2015, Article ID 709626, 17 pages

Global certifications



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