

P R E S S R E L E A S E		FOR IMMEDIATE RELEASE
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Integrity Ingredients Corporation Launches Chaga Mushroom Extract . . .

the King of Functional Extracts for Anti-Aging

Torrance, California – July 21, 2022 – Integrity Ingredients Corporation launches Chaga Mushroom Extract.



Integrity Ingredients Corporation (IIC), a leading supplier of sustainable, clean beauty ingredients, is pleased to announce two new additions to its [Arctic Botanical portfolio](#) for personal care formulations – [Chaga Mushroom Liquid Extract](#) and [Chaga Mushroom Liquid Extract with Birch Water](#). The mushroom is wildcrafted from the pristine region of the Lower North Shore within the Boreal Forest in Quebec, Canada and boasts the highest [ORAC \(Oxygen Radical Absorbent Capacity\) score](#) of 146,700 for antioxidant strength ever recorded in any natural food. Due to the harsh climate of the sub-arctic region, Chaga Mushroom has developed strong adaptogenic properties for survival that translate into powerful anti-aging benefits.

Chaga Mushroom is highly nutrient brimming with essential minerals such as zinc, copper, magnesium, selenium, potassium along with vitamins B, C and E. Because of its anti-inflammatory properties, Zinc soothes sensitive, dry skin, as well as enhances collagen synthesis to regenerate cells and connective tissue. It has antiseptic and astringent properties to help to reduce [acne](#), balance oil production and reduce the appearance of enlarged pores. It also balances skin tone and helps to moderate hyperpigmentation.



Copper is another component of Chaga Mushroom and helps to promote collagen production to regenerate skin. Magnesium is also a component that helps to maintain skin moisture and elasticity, as

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well as reinforce the skin barrier. In addition, Selenium protects cells from damaging oxidative stress and Potassium maintains electrolyte balance keeping skin internally moisturized.

David Howell, CEO of Integrity Ingredients states, “Chaga Mushroom is rich in polyphenols to protect skin from sun damage, as well as help to reverse signs of aging such as sunspots, fine lines, and wrinkles. It is also rich in flavonoids that help to maintain the skin's overall quality and appearance due to their high antioxidant content that neutralizes damaging free radicals.” Chaga Mushroom is known to promote youthfulness, but it is also beneficial for skin conditions such as acne, allergic reactions, insect bites, rashes, dermatitis, psoriasis, itching, rosacea, and eczema.

IIC’s Chaga Mushroom Extracts are available as a botanical extract in a glycerin base, and as an extract combined with natural Birch Water. The Birch Water is sustainably harvested from birch trees that thrive in the pristine environment of the Lower North Shore. According to David Howell, “the Birch Water alone contains a nutritional complex of 17 amino acids, minerals, enzymes, proteins, antioxidants, and vitamins that purify and hydrate skin and hair. And the combination of our proprietary Chaga Extract and Birch Water creates a nutrient-rich complex that delivers powerful antioxidant and anti-aging benefits.”

Chaga Mushroom Liquid Extract

INCI: Glycerin (and) Water (and) Inonotus Obliquus (Mushroom) Extract

Chaga Mushroom Liquid Extract BW (Birch Water) (Seasonal)

INCI: Glycerin (and) Betula Alba Juice (and) Inonotus Obliquus (Mushroom) Extract

Applications: Skin care, scalp care, body care, eye and lip, and various color cosmetic products.

Use Level: 0.1 – 10%

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SOURCE: Integrity Ingredients Corporation

Related Links

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