



Wildcrafted Superfruits  
and  
Arctic Botanicals

*Discover Nature's Pristine - Clean Beauty Ingredients*

Premiere, Proprietary Ingredient Innovations for Clean Beauty

*Discover Inside ... Wildcrafted Superfruits and Arctic Botanicals*

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# Integrity Ingredients Corporation

## “Your Innovation Partner”

Advancing the **Beauty with a Conscious Movement**

**Sustainability | Ethical Sourcing | Social Responsibility | Transparency**

*Powerful Arctic Botanicals from Canada’s pristine sub-arctic within the primal ecosystems of the Boreal Forest’s Lower North Shore . . .*

*Our Story - the partnership of the Lower North Shore and Integrity Ingredients to advance a community ...*

The Lower North Shore region lies within the subarctic Canadian Boreal Forest and covers a territory of over 25,000 square miles. It features unique, rugged landscapes and a variety of natural botanicals that are impervious to the subarctic climate. The Lower North Shore ecosystem is extraordinarily pristine and the local plants and botanicals have been used for decades by the region’s indigenous people for health and medicinal purposes. The community is proud of its heritage and is focused on protecting the land of the Lower North Shore – its natural beauty, clean environment, and abundant resources.

Superfruit berries, anti-aging algae, nutrient rich mushrooms, and wholesome birch sap are just a few of the natural botanicals derived from the Boreal Forest. All have developed superior adaptogenic compounds as well as high antioxidant values to survive the harsh conditions and arctic cold temperatures. Extraordinarily nutrient-rich in vitamins, polyphenols and omega fatty acids, these botanicals are highly valued in the global holistic health and cosmetic markets. To illustrate their antioxidant levels, a typical orange has an ORAC value (Oxygen Radical Absorbent Capacity) of 93 and by comparison, many of these Lower North Shore ingredients feature ORAC values of 700 +.

Historically, the Lower North Shore economy once thrived on the local fishing industry, which was severely impacted in the 1990’s due to government-imposed fishing restrictions. As a result, the region suffered a severe economic downturn – jobs were destroyed, and unemployment increased to more than 50%. For the local population, survival meant to leave the community and seek income opportunities elsewhere.

In early 2019, the founders of Integrity Ingredients Corporation (IIC) learned of the Lower North Shore’s powerful, botanical abundance, as well as its hardships and visited the region’s leaders to learn more. Within months, IIC partnered with the local Coop Solidarité Bioproduits in their sustainable conservation efforts, and to date have commercialized 18 Lower North Shore wildcrafted botanicals.

As a direct result of the partnership, local employment has significantly increased and families have returned to their homeland who were previously forced to move away. Today, the Lower North Shore region is bustling with reunited, happy people who prosper through the local manufacturing of indigenous, nutrient rich ingredients.

# Arctic Birch Water

## Birch Water Pure (Seasonal)

INCI: Betula Alba Juice

**Description:** Birch Water Pure is a nourishing and detoxifying liquid sustainably harvested from birch trees that thrive in the pristine Lower North Shore of the Boreal Forest.

- 🌿 Features a nutritional complex of 17 amino acids, minerals, enzymes, proteins, antioxidants, and vitamins that detoxify, purify and fortify the skin and hair.
- 🌿 Hydrating sugars and natural humectants maintain vital moisture in skin and hair.
- 🌿 Proteins, amino acids and enzymes promote skin healing and reduce inflammation.
- 🌿 Birch trees that thrive in the Lower North Shore are also home to the Chaga Mushroom which has one of the highest ORAC scores ever recorded in any natural botanical or food.

Applications: Skin care, hair care, body care, eye and lip products and some color cosmetics.

Use Level: 0.1 – 10%

NOTE: All of IIC's Lower North Shore Liquid Extracts come in two versions, 1) as a botanical extract and 2) as an extract combined with natural Birch Water which is sustainably harvested from birch trees that thrive in the pristine Lower North Shore.



## Arctic Botanical Berry Extracts

### Arctic Berry Blend #1 Liquid Extract

INCI Name: Glycerin (and) Water (and) Rubus Chamaemorus (Cloudberry) Fruit Extract (and) Empetrum Nigrum (Crowberry) Fruit Extract (and) Vaccinium Vitis-Idaea (Lingonberry) Fruit Extract

### Arctic Berry Blend #1 Liquid Extract BW (Birch Water) Seasonal

INCI Name: Glycerin (and) Betula Alba Juice (and) Rubus Chamaemorus (Cloudberry) Fruit Extract (and) Empetrum Nigrum (Crowberry) Fruit Extract (and) Vaccinium Vitis-Idaea (Lingonberry) Fruit Extract

**Description:** A proprietary blend of arctic, nutrient-dense, superfruit berry extracts - Cloudberry, Crowberry and Lingonberry derived from the pristine, Lower North Shore of the Boreal Forest.

- Rich in antioxidants and polyphenols, as well as a high concentration of vitamins and minerals.
- Cloudberry Extract – high Vitamin C content revives and brightens skin. (More info on page 5).
- Crowberry Extract – boosts collagen production to enhance skin elasticity and helps skin to recover from free radical damage, UV radiation, and environmental pollutants. (More info on page 5).
- Lingonberry Extract – helps to reduce water loss, skin redness and sensitivity while it encourages tissue regeneration to rejuvenate the skin. Contains organic acids, vitamins A, B, and C, and trace elements of potassium, calcium, magnesium, and phosphorus. (More info on page 6).

Also available is our proprietary Arctic Berry Oil Blend (page 7) and our Arctic Berry Butter Blend (page 8).

Applications: Skin care, hair care, body care, eye and lip products and some color cosmetics.

Use Level: 0.1 – 10%



### **Cloudberry Fruit Liquid Extract**

INCI: Glycerin (and) Water (and) Rubus Chamaemorus (Cloudberry) Fruit Extract

### **Cloudberry Fruit Liquid Extract BW (Birch Water) (Seasonal)**

INCI: Glycerin (and) Betula Alba Juice (and) Rubus Chamaemorus (Cloudberry) Fruit Extract

**Description:** Cloudberry is a bright orange, superfruit berry wildcrafted from the Lower North Shore.

- Rich in Vitamin C and polyphenols to revive and brighten skin.
- Loaded with Vitamin E to help shield skin from harmful free radicals.
- Omega 3 & 6 fatty acids in the seed oil help to protect skin, retain moisture, and reduce fine lines and wrinkles.
- Helps to restore softness, strength and shine to dry and damaged hair.
- Nutritionally dense, the Cloudberry is extolled by the Lower North Shore community as a remedy for the common cold, scurvy, and vitamin deficiencies.



Applications: Skin care, scalp care, body care, eye and lip products and some color cosmetics.

Use Level: 0.1 – 10%

### **Crowberry Fruit Liquid Extract**

INCI: Glycerin (and) Water (and) Empetrum Nigrum (Crowberry) Fruit Extract

### **Crowberry Fruit Liquid Extract BW (Birch Water) (Seasonal)**

INCI: Glycerin (and) Betula Alba Juice (and) Empetrum Nigrum (Crowberry) Fruit Extract

**Description:** The Crowberry is a deep purple, superfruit berry wildcrafted from the Lower North Shore.

- Enriched with Vitamin C and nutritionally dense in polyphenols, anthocyanins and powerful antioxidants that help to reduce fine lines and wrinkles and MMP production.
- Promotes long-lasting hydration and protects against UV skin damage.
- High ORAC value fights against free radicals and reactive oxygen species (ROS) caused by sun exposure that produce significant cell and tissue damage.
- Fights against acne due to its high vitamin content.
- Ideal to help restore dry and damaged hair.

Applications: Skin care, scalp care, body care, eye and lip products and some color cosmetics.

Use Level: 0.1 – 10%



### **Honeyberry Fruit Liquid Extract**

INCI: Glycerin (and) Water (and) Lonicera Caerulea (Honeyberry) Fruit Extract

### **Honeyberry Fruit Liquid Extract BW (Birch Water) (Seasonal)**

INCI: Glycerin (and) Betula Alba Juice (and) Lonicera Caerulea (Honeyberry) Fruit Extract

**Description:** The Honeyberry Fruit is a conal shaped, bright blue, superfruit berry wildcrafted from the pristine Boreal forests of the Lower North Shore, Quebec, Canada.



- 🌿 Highly developed adaptogenic properties protect against the harsh climate of the subarctic tundra.
- 🌿 Rich in vitamins A and C as well as potassium and features a high fiber profile.
- 🌿 Extremely high ORAC value of just < 14,000 as well as high levels of anthocyanins, polyphenols and bioflavonoids.
- 🌿 Remarkable clinical study skin and health benefits show Honeyberry's properties:
  - o Antioxidant
  - o Anti-Inflammatory
  - o Neuroprotective
  - o Cardioprotective

Applications: Skin care, scalp care, body care, eye and lip products and some color cosmetics.

Use Level: 0.1 – 10%

### **Lingonberry Fruit Liquid Extract**

INCI: Glycerin (and) Water (and) Vaccinium Vitis-Idaea (Lingonberry) Fruit Extract

### **Lingonberry Fruit Liquid Extract BW (Birch Water) (Seasonal)**

INCI: Glycerin (and) Betula Alba Juice (and) Vaccinium Vitis-Idaea (Lingonberry) Fruit Extract

**Description:** The Lingonberry Fruit is a bright burgundy superfruit berry wildcrafted from Lower North Shore, Canada.



- 🌿 Nutritionally rich and abundant in polyphenols and Vitamin C.
- 🌿 Features high levels of phytochemicals that include arbutin, resveratrol, anthocyanidin and procyanidin.
- 🌿 Contains organic acids, Vitamins A, B, and C, and trace elements of potassium, calcium, magnesium, and phosphorus.
- 🌿 Helps to reduce water loss, skin redness and sensitivity while it encourages tissue regeneration to rejuvenate the skin.
- 🌿 The oil extracted from Lingonberry seeds also contains omega 3 fatty acids. (More info on page 5).

Applications: Skin care, scalp care, body care, eye and lip products and some color cosmetics.

Use Level: 0.1 – 10%

# Arctic Botanical Berry Oils

## IntegriLIPID Arctic Berry Oil

INCI: Helianthus Annuus (Sunflower) Seed Oil (and) Rubus Chamaemorus (Cloudberry) Fruit Extract (and) Empetrum Nigrum (Crowberry) Fruit Extract (and) Vaccinium Vitis-Idaea (Lingonberry) Fruit Extract

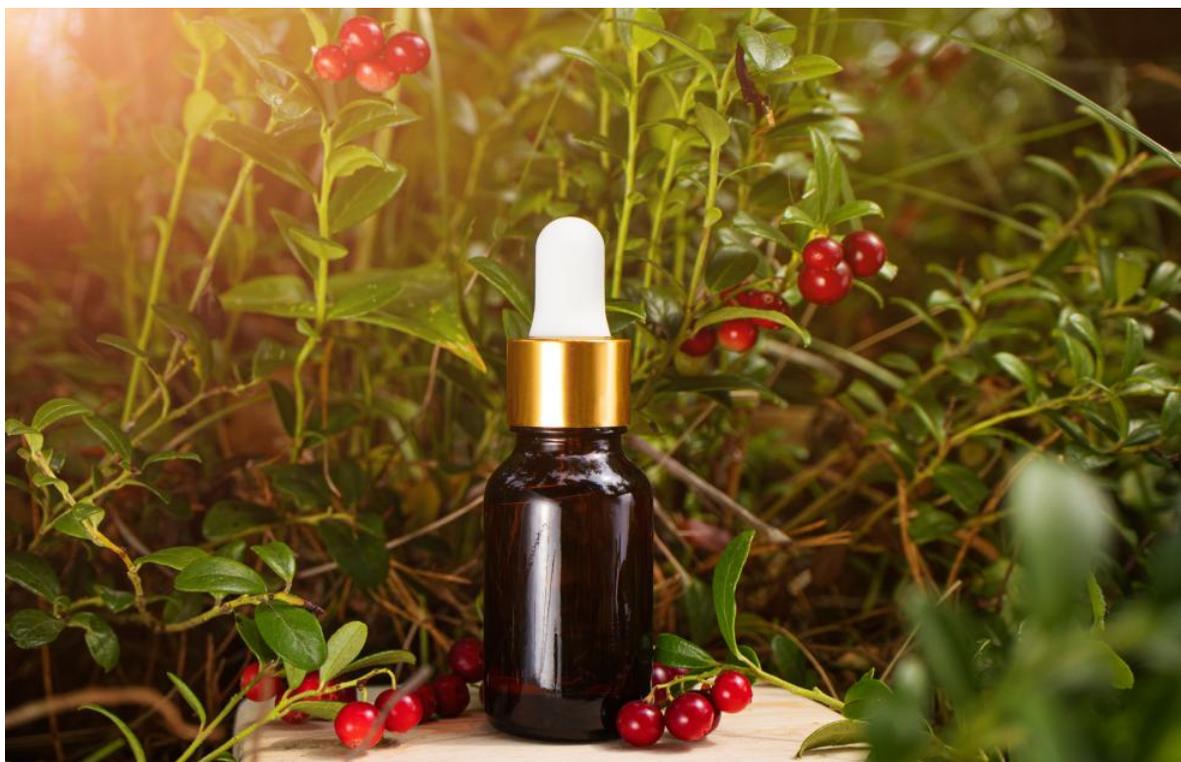
**Description:** IntegriLIPID Arctic Berry Oil is a proprietary blend of oils that are cold pressed from the seeds of the Cloudberry, Crowberry and Lingonberry superfruit that are and dispersed in Sunflower Oil.

- 🌿 Nutrient rich berries provide high concentrations of antioxidants, polyphenols, vitamins, organic acids, minerals, and omega 3 fatty acids.
- 🌿 Rich in vitamin A, C and E, organic acids and trace elements of potassium, calcium, magnesium, and phosphorus. Contains high levels of anthocyanins and is a strong antioxidant that features an ORAC value well above the average score for fruit.
- 🌿 Cloudberry Seed Oil – high Vitamin C content revives and brightens skin. Omega 3 & 6 fatty acids help to protect skin, retain moisture, and reduce fine lines and wrinkles. (More info on page 5).
- 🌿 Crowberry Seed Oil – boosts collagen production to enhance skin elasticity and helps skin to recover from free radical damage, UV radiation, and environmental pollutants. (More info on page 5).
- 🌿 Lingonberry Seed Oil – helps to reduce water loss, skin redness and sensitivity while it encourages tissue regeneration to rejuvenate the skin. Contains organic acids, vitamins A, B, and C, and trace elements of potassium, calcium, magnesium, and phosphorus. (More info on page 6).

Applications: Skin care, scalp care, body care, eye and lip products and some color cosmetics.

Use Level: 0.5 – 10%

*Note: Upon special request, proprietary Arctic Oil Blends are available.*



# Arctic Botanical Butters

## IntegriBUTTER Arctic Berry

INCI: Butyrospermum Parkii (Shea) Butter (and) Rubus Chamaemorus (Cloudberry) Fruit Extract (and) Empetrum Nigrum (Crowberry) Fruit Extract (and) Vaccinium Vitis-Idaea (Lingonberry) Fruit Extract

**Description:** IntegriBUTTER Arctic Berry is a proprietary blend of natural Shea Butter infused with natural Cloudberry, Crowberry and Lingonberry extracts, sourced from the Lower North Shore of the Boreal Forest.

- 🌿 Nutrient rich berries have high levels of antioxidants, polyphenols, vitamins, organic acids, and minerals.
- 🌿 Boosts skin moisture and works as an emollient that softens and hydrates skin.
- 🌿 Contains linoleic, oleic, palmitic and stearic fatty acids to improve the skin barrier and protect it from environmental pollutants.
- 🌿 Shea butter improves the formula's function and sensorial elements and its texture is a rich, concentrated solid that glides on easily to create a smooth, powdery skin feel.
- 🌿 Cloudberry Seed Oil – high Vitamin C content revives and brightens skin. Omega 3 & 6 fatty acids help to protect skin, retain moisture, and reduce fine lines and wrinkles. (More info on page 5).
- 🌿 Crowberry Seed Oil – boosts collagen production to enhance skin elasticity and helps skin to recover from free radical damage, UV radiation, and environmental pollutants. (More info on page 5).
- 🌿 Lingonberry Seed Oil – helps to reduce water loss, skin redness and sensitivity while it encourages tissue regeneration to rejuvenate the skin. Contains organic acids, vitamins A, B, and C, and trace elements of potassium, calcium, magnesium, and phosphorus. (More info on page 6).

Note: Our portfolio of shea ingredients and shea-based products directly support the socio-economic development of the communities in West Africa who rely on the shea trade for their livelihood.

*Upon special request, proprietary, customized Arctic Butter Blends are available.*

Applications: Skin care, scalp care, body care, eye and lip products and some color cosmetics.

Use Level: 0.1 – 10%



# Arctic Botanical Mushroom Extracts

## 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

**Description:** The Chaga Mushroom is wildcrafted from the pristine Lower North Shore of the Boreal Forest.

- Contains the highest ORAC antioxidant score ever recorded in any natural food.
- Chaga is a parasitic fungus that grows on the Boreal Forest birch trees. The trees live on, but slowly decay as the fungus requires a live tree to survive.
- Black in color, Chaga resembles a large chunk of burnt charcoal due to its high level of melanin caused by the oxidation of the amino acid tyrosine.
- Loaded with essential minerals such as zinc, copper, magnesium, selenium, potassium, as well as with vitamins B, C and E.
  - Zinc soothes skin sensitive, dry skin.
  - Copper promotes collagen production for skin regeneration.
  - Magnesium helps to maintain skin moisture, elasticity, and to reinforce the skin barrier.
  - Selenium protects cells from damaging oxidative stress.
  - Potassium maintains electrolyte balance keeping skin internally moisturized.
- Rich in polyphenols to protect skin from sun damage and to help reverse sunspots, fine lines and wrinkles.
- Rich in flavonoids that help to maintain the skin's overall quality and appearance due to its high antioxidant contents that neutralizes damaging free radicals.
- Helps to benefit skin conditions such as acne, allergic reactions, insect bites, rashes, dermatitis, psoriasis, itching, rosacea and eczema.

Applications: Skin care, scalp care, body care, eye and lip products and some color cosmetics.

Use Level: 0.1 – 10%



### **Chanterelle Mushroom Liquid Extract**

INCI: Glycerin (and) Water (and) Cantharellus Cibarius (Mushroom) Extract

### **Chanterelle Mushroom Liquid Extract BW (Birch Water) (Seasonal)**

INCI: Glycerin (and) Betula Alba Juice (and) Cantharellus Cibarius (Mushroom) Extract

**Description:** The Chanterelle Mushroom is wildcrafted from the pristine Lower North Shore of the Boreal Forest.

- 🌿 Contains significant amounts of vitamin D2, protein, vitamin A, potassium, iron, chromium, 8 essential amino acids, selenium, and copper to nourish and fortify the skin.
- 🌿 In its active form as calcitriol, Vitamin D contributes to skin cell growth, repair, and metabolism and plays an integral role in skin protection and rejuvenation.
- 🌿 Enhances skin immunity and helps to destroy free radicals that can cause premature aging.
- 🌿 Contains polysaccharides that help to bolster cellular structures to maintain healthy hair, skin and nails.
- 🌿 Riboflavin (vitamin B2) and Thiamin (vitamin B1), help boost the skin's energy levels.
  - o Potent antioxidants, B vitamins ward off damage to the cell membrane, DNA proteins and skin lipids caused by free radicals and oxidative stress.
  - o Promote healthy collagen to help prevent sagging skin.
  - o Reduce inflammation that can cause ailments such as eczema, psoriasis, acne and dry skin.

Applications: Skin care, scalp care, body care, eye and lip products and some color cosmetics.

Use Level: 0.1 – 10%



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