



**ORGANIC
BIOACTIVES**
NEW ZEALAND

INNOVATING FROM TRADITION™

PlantæDerMX™

Gotu Kola Extract

*A multitasking wonder boost to
balance & brighten complexion*

*Premium botanical extracts
from pristine New Zealand*



COSMOS
APPROVED



NEW ZEALAND.COM
Licence No. 100685

RAW MATERIAL VERIFIED BY ECOCERT GREENLIFE,
CONFORM TO THE COSMOS STANDARD

NEW ZEALAND'S POINT OF DIFFERENCE

New Zealand is being internationally recognised as a biodiversity hotspot that is both abundant and unique. The impact of high UVB sunlight on its plants produce superior levels of bioactivity not found anywhere else in the world [1].

TECHNOLOGY

The PlantæDerMX™ Gotu Kola Extract is obtained by our proprietary **PlantæXtraction™ green biotechnology**. This innovative extraction method is a low speed, cold crushing and pressing system that physically disrupts and breaks open plant cell walls under reduced exposure to air and heat. PlantæXtraction™ retains the plant vitality and efficiently releases vitamins, antioxidants, enzymes, and minerals.

BOTANICAL OVERVIEW

Centella asiatica (Gotu Kola), is a powerful, time and science proven skin brightening ingredient. It regulates pigmentation of the skin and inhibits inflammatory process in the skin – the main cause of hyper-pigmentation.

One of its crucial bioactive components is asiaticoside, that inhibits the expression of tyrosinase. This, in turn, can reduce melanin production, ultimately diminishing hyper-pigmentation.

BIOACTIVITY: Antioxidants, polyphenols, metal chelation

SPECIES NAME: *Centella asiatica*

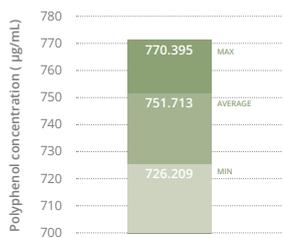
COMMON NAME: Gotu Kola

INCI: Glycerin & *Centella Asiatica* Leaf Extract

SUGGESTED DOSAGE: 1 - 2%

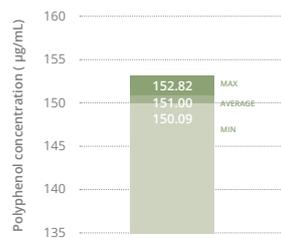
ANALYTICAL DATA

Trolox equivalent Total Antioxidant Capacity



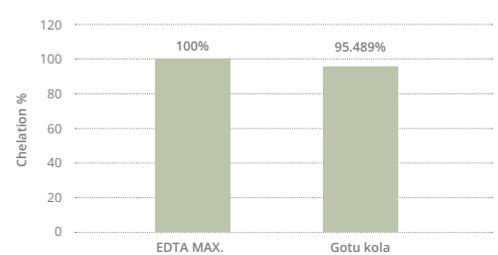
PlantæDerMX™ Gotu Kola Extract

Total polyphenol quantity equivalent to gallic acid
Colorimetric in-vitro assay [Folin-Ciocalteu method]



PlantæDerMX™ Gotu Kola Extract

EDTA Relative Metal Chelation %



PlantæDerMX™ Gotu Kola Extract

REFERENCES

1. New Zealand Trade & Enterprise, Bioactives Buyers Guide 2013

DISCLAIMER

This brochure is not intended for final consumer or to advertise your products to final consumers without our written approval. No claims related to the ingredients and formulation shall be made without our prior written approval - [even though the claims are presented in this brochure] The person using the ingredients or formulation from this brochure is solely responsible that the final products, labeling, packaging, advertising and claims comply with local cosmetic laws and regulations.

Organic Bioactives Ltd.

Tasman Building, Suite B, Level 1

16-22 Anzac Avenue

Auckland 1010

New Zealand

info@organicbioactives.com

www.organicbioactives.com