



**ORGANIC  
BIOACTIVES**  
NEW ZEALAND

INNOVATING FROM TRADITION™

# PlantæDerMX™

## Hibiscus Flower Extract

*Promoting fresher,  
smoother looking skin*

*Premium botanical extracts  
from pristine New Zealand*



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# 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™ Hibiscus Flower 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

The hibiscus flower contains a rich mix of plant compounds, including vitamins, antioxidants, minerals, and malic acid. It hydrates, exfoliates, lifts and tightens skin, all at the same time.

The collagen and elastin present in the hibiscus flower combats the ageing process by firming and lifting the skin, making it the natural alternative to Botox.

**BIOACTIVITY:** Antioxidants, polyphenols, metal chelation

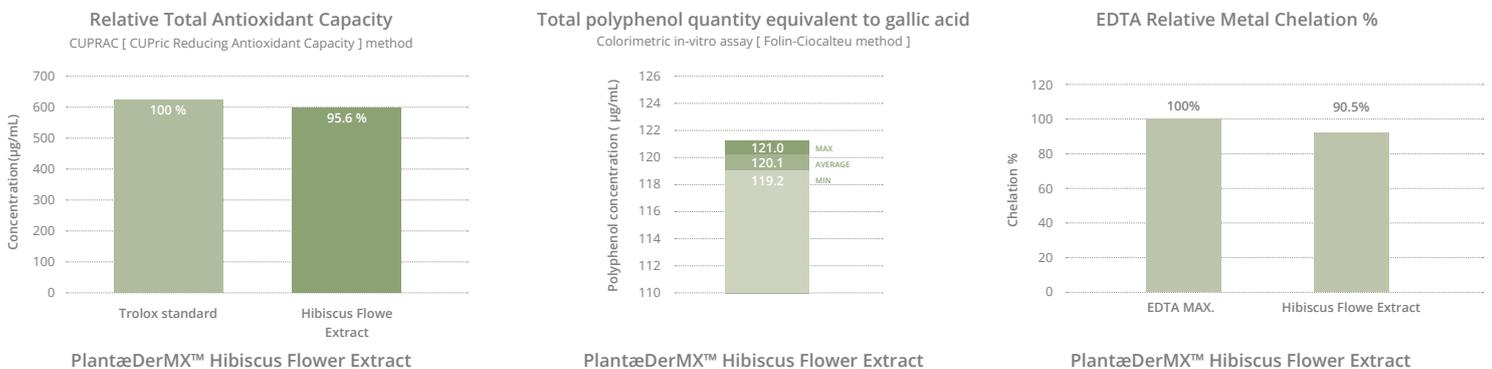
**SPECIES NAME:** Hibiscus Sabdariffa

**COMMON NAME:** Hibiscus

**EU INCI:** Glycerin & Hibiscus Sabdariffa Flower Extract

**SUGGESTED DOSAGE:** 1 - 2%

## ANALYTICAL DATA



### REFERENCES

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

### DISCLAIMER

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