



**ORGANIC  
BIOACTIVES**  
NEW ZEALAND

INNOVATING FROM TRADITION™

# PlantæDerMX™

New Zealand  
Kiwifruit Extract

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*Helps to fight free radicals  
and boosts collagen production*

*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<sup>[1]</sup>.

## TECHNOLOGY

The PlantæDerMX™ New Zealand Kiwifruit 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. Plant vitality is retained with vitamins, antioxidants, enzymes and minerals efficiently released.

## BOTANICAL OVERVIEW

New Zealand-grown Kiwifruit are abundant in antioxidants like vitamins C and E, which can help protect against premature aging and sun damage.

Kiwifruit's bioactive components aid in revitalising dull, dehydrated, and dry skin. Moreover, Kiwifruit contains natural Alpha Hydroxy Acids (AHAs) that can improve skin tone and texture, while also reducing the visibility of fine lines and wrinkles.

**BIOACTIVITY:** Antioxidants, polyphenols

**SPECIES NAME:** Actinidia deliciosa

**COMMON NAME:** Kiwifruit, Chinese Gooseberry, In China: Monkey Peach, Macaque Pear, Vine Pear, Sun Peach and Wood Berry

**INCI:** Glycerin & Actinidia Chinensis (Kiwi) Fruit

**SUGGESTED DOSAGE:** 1 - 2%

## ANALYTICAL DATA

### Relative Total Antioxidant Capacity

CUPRAC [ CUPric Reducing Antioxidant Capacity ] method



PlantæDerMX™ Kiwifruit Extract

### Total polyphenol quantity equivalent to gallic acid

Colorimetric in-vitro assay [ Folin-Ciocalteu method ]



PlantæDerMX™ Kiwifruit Extract

## REFERENCE

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

## DISCLAIMER

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## Organic Bioactives Ltd.

Tasman Building, Suite B, Level 1  
16-22 Anzac Avenue  
Auckland 1010  
New Zealand

[info@organicbioactives.com](mailto:info@organicbioactives.com)

[www.organicbioactives.com](http://www.organicbioactives.com)