



**ORGANIC  
BIOACTIVES**  
NEW ZEALAND

INNOVATING FROM TRADITION™

# PlantæDerMX™

## Kūmarahou Flower / Leaf Extract

*New Zealand's all natural  
gentle skin cleanser*

*New Zealand botanicals  
sustainably harvested by  
indigenous Māori communities  
according to their ancient  
harvesting practices*



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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 <sup>[1]</sup>.

## TECHNOLOGY

The PlantæDerMX™ Kūmarahou 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

Kūmarahou (*Pomaderris kumeraho*) is a New Zealand endemic shrub, identified by its bright yellow flowers in the spring. In traditional Māori medicine, Kūmarahou has been used to treat a variety of ailments, including skin irritations.

Kūmarahou contains natural saponins, which are soap-line substances that create a lather when mixed with water. These saponins have gentle cleansing and moisturising properties and are known for soothing and healing skin.

It is also known as gum-diggers soap, as the gum diggers who used to dig for kauri gum in the early 20th century often used Kūmarahou to wash themselves.

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

**SPECIES NAME:** Pomaderris kumeraho

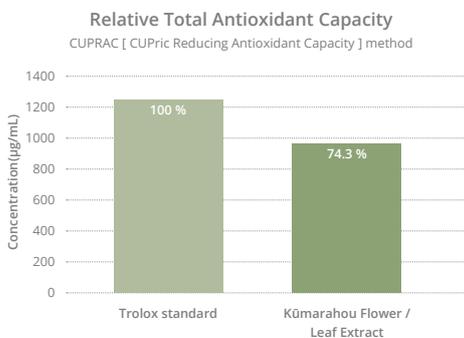
**COMMON NAME:** Kūmarahou

**MAORI NAME:** Kūmarahou

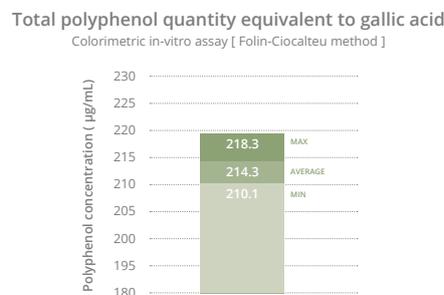
**INCI:** Glycerin & Pomaderris Kumerahou Flower/Leaf Extract

**SUGGESTED DOSAGE:** 1 - 2%

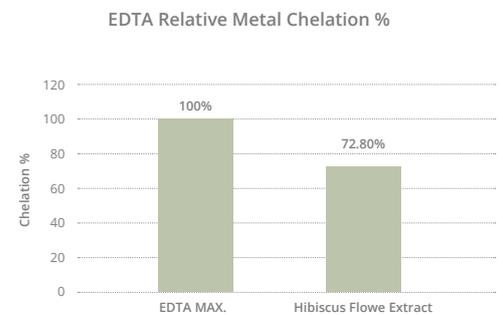
## ANALYTICAL DATA



PlantæDerMX™ Kūmarahou Flower / Leaf Extract



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## REFERENCES

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

## DISCLAIMER

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