

ABS Pueraria Mirifica Extract PF



botanically derived anti-aging
 ideal for skin care + exotically sourced
 known to reduce the appearance of wrinkles +
 improve elasticity +
 increase collagen production

BACKGROUND

Pueraria mirifica, commonly referred to as Kwao Krua is a plant that grows naturally in forests of Thailand and Myanmar. The plant's tubers are rich in phytoestrogens which include miroestrol, deoxymiroestrol and coumestans. Although the plant grows in white, red and black varieties, only the white is used in supplements. *Pueraria mirifica* extracts are used as phytoestrogens in cosmetic and personal care products to reduce the appearance of wrinkles, improve elasticity and increase collagen production. These plant extracts are also recognized for having antioxidant properties.

SCIENCE

Estrogens are the primary female sex hormones, which promote the development of sex characteristics such as breast tissue. Estrogens also exhibit a variety of other functions in the body, some of which include the maintenance of healthy skin and healthy bones. Overtime there is a gradual shift in hormone levels and in women the production of estrogen wanes. Aside from a transition into menopause, the decrease in estrogen also affects hair growth, wrinkle formation and epidermal elasticity. Hormone Replacement Therapy (HRT) has become a common treatment to prevent bone loss in postmenopausal women and is also used to combat symptoms of menopause. Contraindications such as the risk of developing breast cancer, deep vein thrombosis, pulmonary emboli and stroke have discouraged the use of certain HRT. Chemicals produced by plants with mild estrogenic effects are referred to as phytoestrogens. Flavonoids are the primary class of phytoestrogens; flavonoid subclasses include coumestans, prenylated flavonoids and isoflavones. It is generally understood that phytoestrogens have structural similarities to estrogen which explains why these plant compounds would have similar effects *in vivo*.

BENEFITS

ABS Pueraria Mirifica Extract PF may be used in anti-aging and anti-wrinkle products. When using this extract it is recommended to maintain a formulation pH between 3 and 9, the extract should also be added to formulations at a temperature below 50°C.

Code Number: 10642

INCI Name: Water & Butylene Glycol & Pueraria Mirifica Root Extract

INCI Status: Conforms

REACH Status: Compliant

CAS Number: 7732-18-5 & 107-88-0 & 999999-99-4

EINCS Number: 231-791-2 & 203-529-7 & 310-127-6

Origin: Botanical

Processing:

GMO Free

No Ethoxylation

No Irradiation

No Sulphonation

Additives:

Preservatives: None

Antioxidants: None

Other additives: None

Solvents Used: Water & Butylene Glycol

Appearance: Clear to Slightly Hazy Liquid

Soluble/ Miscible: Water

Ecological Information:

Biodegradable

Microbial Count:

<100 o/g, No Pathogens

Suggested Use Levels: 1.0 - 10.0%

Suggested Applications:

Conditioning, Anti-Aging

Benefits of ABS Pueraria Mirifica Extract PF:

- Moisturizing
- Exotic Origin
- Sexy Marketing Story
- Anti-Aging + Anti-Wrinkle