ABS POMEGRANATE STEROLS
10247 ABS Pomegranate Sterols
Improved Barrier Function + Intense Moisturization

Product Code: 10247

INCI Name: Punica Granatum Sterols

INCI Status: Approved

Suggested Use Levels: 0.5 – 5.0%

Suggested Applications: Intense Moisturization, Improved Barrier Function

Solubility: Oil Soluble
One of the oldest medicines known to man – approximately 8,000 years old

Today, pomegranates are primarily used in food products

Traditionally, extracts from the pomegranate have been used for their astringent properties in skin care applications

Pomegranates are a natural source of conjugated linolenic acid → this has been shown to increase lipid metabolism

Many of the benefits of pomegranates may actually come from its oils
The material is extracted from lipid fractions of the unused pomegranate pericarp.

**ABS Pomegranate Sterols** are derived from cold pressing the seeds for oil:
- The oil is then fractionated and the sterols are removed.

Interested in ways we can further optimize material usage as we have a dedicated commitment to sustainable practices and use the residual fruit pulp to create other products such as ACB Modified Pomegranate Enzyme PF and ABS Pomegranate Extract.
10247 ABS Pomegranate Sterols

Variety + Formulations

• Ideal as a natural replacement for synthetic materials such as:
  ✓ Petrolatum
  ✓ Lanolin
  ✓ Animal-derived materials

• Soluble in Oleyl Alcohol, Cetyl Ethylhexanoate, Mineral Oil\textsuperscript{-1}
  Polybutene, and Phenyl Dimethicone (at 60C)

• Dispersible in Castor Oil
10247 ABS Pomegranate Sterols

*In-vivo* Moisturization Assay

**Protocol**

- 10 m/f – ages 22 to 41 applied two lotions to randomized areas on their volar forearms
- A control lotion (Cetaphil Moisturizing Lotion) and 5.0% ABS Pomegranate Sterols + Base Lotion to the respective skin site
- DPM 9003 Nova Meter was used to measure the baseline moisture level and then again at 7, 14, and 21 days
- Comparison of untreated test site, control lotion and test lotion were made

**Graph 1.** Average skin moisturization readings for participants at each of the three test sites over a period of three weeks.
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**Graph 2.** Comparative moisturization.
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Hydration Potential Study

**Protocol**

- **British Pharmacopoeia Water Absorption Capacity Method**
- Water is dripped into a product sample
- Mixed at room temperature with a mortar and pestle until terminal point is reached
- Terminal point is defined as the point at which no more water can be mixed into a solution
- Water Holding Capacity Coefficient
  \[
  \text{(Amount of Water Contained/ Sample Weight) } \times 100
  \]

Graph 3. ABS Pomegranate Sterols is capable of holding more than double its weight in water and therefore will effectively hydrate the skin.
10247 ABS Pomegranate Sterols
Barrier Function Study – Coefficient of Permeability

**Protocol**

- Mixture of sample and mineral oil applied to filter paper
- Filter paper placed on top of a cup containing CaCl2 solution
- Conditions:
  - Time = 24 hours
  - Temperature = 25°C
  - Relative Humidity = 95%
- The weight of the moisture permeated through the filter paper was measured as increased weight
- Coefficient of Permeability is a percentage comparing weight increase with a control to which no oils were applied
- Inverse relationship between coefficient of permeability and barrier function

Graph 4. Coefficient of permeability demonstrates that ABS Pomegranate Sterols is more effective in enhancing the skin’s barrier function.
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Product Recap

• Ideal marketing for super fruit and natural cosmetic trends

• Imparts benefits in skin care formulations like moisturization and enhancing the skin’s barrier function

• Adds gloss appearance to color cosmetics like eye shadows, cream blushes and lip products

• Intense hydration benefits when incorporated into hair care formulas
Who is using 10247 ABS Pomegranate Sterols?

ESTĒE LAUDER
MARY KAY
Too Faced
AVEDA
NARS
Hydrating lip glaze moisturizes with plant waxes and fruit butters shape and smooth the appearance of fine lines. Delivers a glossy, satin finish.

Ingredients:
- Oleic/Linoleic/Linolenic Polyglycerides, Bis-Diglyceryl Polyacyladipate-2, Pentaerythritol Tetraisostearate, Hydrogenated Castor Oil/Sebacic Acid Copolymer, Jojoba Esters, Tribehenin, Diisopropyl Dimer Dilinoleate, Dipentaerythritol Hexahydroxystearate/Hexastearate/Hexarosinate, *Punica Granatum (Pomegranate) Sterols*, Ricinus Communis (Castor) Seed Oil, Polyglyceryl-2 Triisostearate, Limnanthes Alba (Meadowfoam) Seed Oil, Theobroma Grandiflorum Seed Butter, Bertholletia Excelsa (Brazil Nut) Seed Oil...
Estée Lauder

RE-NUTRIV Ultimate Lift Regenerating Youth Creme

Product Description:

- See your skin thrive with this rewardingly rich creme, infused with our exclusive Floralixir™ Dew, powerful Ultimate Lift technologies and rejuvenating nourishment.

- Skin looks remarkably more lifted, feels dramatically firmer—and is strengthened to help resist future signs of aging.

Ingredients:

- Water\Aqua\Eau; Butyrospermum Parkii (Shea Butter); Caprylic/Capric/Myristic/Stearic Triglyceride; Methyl Trimethicone; Di-C12-15 Alkyl Fumarate; Dimethicone; Butylene Glycol; Steareth-2; Stearyl Alcohol; Glyceryl Stearate; Pentylene Glycol; Glycerin; Steareth-21; Punica Granatum (Pomegranate) Sterols; Polygonum Cuspidatum Root Extract; Cucumis Sativus (Cucumber) Fruit Extract; Narcissus Tazetta Bulb Extract; Pyrus Malus (Apple) Fruit Extract; Scutellaria Baicalensis Root Extract...
Too Faced
La Crème Moisturizing Lipstick

Product Description:

• Super-luxe combination of creamy color and intense hydration for unprecedented ultra-comfortable wear.

Ingredients:

• **Punica Granatum (Pomegranate) Sterols**, Vegetable Oil (Olus/Huile Vgtale), Polybutene, Caprylic/Capric Triglyceride, Diisostearyl Malate, Polyethylene, C12-15 Alkyl Lactate, Isostearyl Hydroxystearate, Triisostearyl Citrate, Trimethylolpropane Triisostearate, Euphorbia Cerifera (Candelilla) Wax (Candelilla Cera/Cire De Candelilla), Isostearyl Isostearate, Tridecyl Trimellitate, Hydrogenated Vegetable Oil, Flavor (Aroma), Limonene, Benzy1 Benzoate, Citral, Linalool, Geraniol, Hydrogenated Polycyclopentadiene, Nelumbo Nucifera Flower Extract, Ethylhexyl Palmitate, Tribehenin, Sorbitan Isostearate, Palmitoyl Oligopeptide, Phenoxethanol, Mica. May Contain/Peut Contenir (+/-): Titanium Dioxide (CI 77891), Iron Oxides (CI 77491, CI 77492, CI 77499), Red 6 (CI 15850), Red 7 Lake (CI 15850), Red 30 Lake (CI 73360), Yellow 5 Lake (CI 19140)
Mary Kay
NouriShine Plus® Lip Gloss

Product Description:
• Get brilliant shine and an instant boost of moisture that leaves lips feeling nourished. Smooths, protects and conditions lips.

Ingredients:
• Hydrogenated Polyisobutene, Triisostearyl Citrate, C10-30 Cholesterol / Lanostereol Esters, Diisostearyl Malate, Ozokerite, Ethylene / Propylene / Styrene Copolymer, Mica, Ricinus Communis, Sodium and Calcium Calcium Silicate, Tocopherol, Shale Extract, Punica Granatum (Pomegranate) Sterols, Tocopheryl Acetate, Aloe Barbadensis, Tetrahexydecyl Ascorbate, Glycine Soya, Ascorbyl Palmitate, Octyldodecanol, Butylene / Ethylene / Styrene Copolymer, Calcium And Sodium Borosilicate, Calcium And Aluminum Borosilicate, Silica, Synthetic Fluorophore, Flavoring, Bht , Aluminum Hydroxide, Stannous Oxide, and Alumina.
Product Description:

- Satin Lip Pencil dresses up lips in statement shades that seduce with rich, color-bright pigments while drenching them in decadent moisture.
- A long-wearing, vitamin-enriched formula in a convenient jumbo pencil format to provide great wear and intense color with a satin finish.

Ingredients:

- Diisostearyl Malate, Cyclopentasiloxane, Polyethylene, Bis-Hydroxyethoxypropyl Dimethicone/IPDI Copolymer Ethylcarbamate, Caprylic/Capric Triglyceride, Phospholipids, Isododecane, Stearalkonium Bentonite, Dicalcium Phosphate, **Punica Granatum Sterols**, Propylene Carbonate, Hyaluronic Acid, Saccharomyces Cerevisiae Extract, Sodium Chondroitin Sulfate, Tocopherol, Lecithin, Ascorbyl Palmitate, Tripeptide-29, Citric Acid. [+/-(May Contain): Mica, CI 77891 (Titanium Dioxide), CI 77491 (Iron Oxides), CI 77492 (Iron Oxides), CI 77499 (Iron Oxides), CI 19140 (Yellow 5 Lake), CI 15985 (Yellow 6 Lake), CI 47005 (Yellow 10 Lake), CI 42090 (Blue 1 Lake), CI 15850 (Red 6)...
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