

PRODUCT	KEY INGREDIENTS		FUNCTION
 <p>POMEGRANATE <i>Punica granatum</i> SEED OIL Organic Turkey</p>	ESSENTIAL FATTY ACIDS (EFAs)	Punicic acid (Omega-5) Linoleic acid (Omega-6) Oleic acid (Omega-9) Palmitic acid Stearic acid	Punicic acid, named after its source Pomegranates - Punica granatum, is a unique essential fatty acid (Omega-5) and the only known botanical form of Conjugated Linolenic Acid (CLnA), one of the most potent antioxidants known to modern science. Linoleic acid is an antioxidant and anti-inflammatory agent effective in cell regulation and skin repair that has been shown to be beneficial in treating acne conditions. Oleic acid balances sebum production, promotes the production of antioxidants, helps to repair tissue damage and improve skin condition. Omega fatty acids or essential fatty acids (EFAs), especially oleic, palmitic and stearic, are natural emollients and penetration enhancers due to their fluidizing effect on cell membranes. EFAs are responsible for improving moisture retention, helping reinforce the skin's healthy barrier function for a smoother surface and keeping the skin softened, elastic and firm. These valuable anti-aging skin influences are what give EFAs their notable reputation in skin care.
	PHYTOESTROGENS	Punicic acid (Omega-5)	Punicic acid, a natural phytoestrogen (plant-based estrogen) is the most valuable component of Pomegranate seed oil. Punicic acid is present in high concentrations in Pomegranate seed oil - up to 78%. Because of its exceptionally high content of phytoestrogens, similar to the estrogens naturally produced by the human body, Pomegranate seed oil has been successfully used by women to help ease symptoms associated with menopause and perimenopause, such as mood swings, hot flashes, night sweats, vaginal dryness and diminished libido.
	VITAMIN E	Gamma-tocopherol Alpha-tocopherol	Vitamin E is a potent antioxidant and free-radical scavenger. It improves skin hydration, heals dry, compromised skin, prevents wrinkles and delays aging. Vitamin E stimulates cell oxygenation and restores the skin's hydrophilic layer making the skin more elastic, smooth and shiny. Gamma-tocopherol protects against nitrogen based free radicals and protects the fibroblast of the skin (the cells that make collagen and elastin). It also improves the skin's water-binding ability, increases the natural moisture content of the skin, boosts the effectiveness of sunscreen, prevents and treats scars, plus heals damaged skin.
	STEROLS	Beta sitosterol Campesterol Stigmasterol Cholesterol	Sterols help prevent skin aging by promoting moisture retention as well as optimizing the function of the skin barrier. Sterols are important for healthy skin because they mimic the effects of cholesterol on the skin, whereby cholesterol is an important part of the skin's epidermal layer and contributes to overall skin health. Sterols have been shown to help prevent wrinkles and increase skin elasticity.
	ANTIOXIDANTS	Conjugated linolenic acid (CLnA) EFAs Polyphenols Vitamin E	CLnA is considered to be one of the most potent antioxidants known to modern science and is found in the form of punicic acid. Polyphenols act as antioxidants, block the formation of carcinogens and modulate hormone receptors. Polyphenols fight sun damage and photoaging with UV protection and promote skin repair with anti-inflammatory, antiseptic and free-radical fighting properties. Studies have shown that Pomegranate Seed Oil is effective at killing cancer cells when applied topically. The high polyphenol content of Pomegranate Seed Oil makes it a strong antioxidant and adds to its stable shelf life.
	ANTI-INFLAMMATORIES	Conjugated linolenic acid (CLnA) Polyphenols	The conjugated fatty acids give Pomegranate seed oil strong anti-inflammatory properties, which help to reduce swelling and ease muscular aches and pains. The anti-inflammatories provide relief from minor skin irritations and inflammation making Pomegranate Seed Oil effective in treating dry skin, eczema, psoriasis and sunburned skin.

APPLICATIONS

- premature aging skin
- pigmentation
- age spots & blemishes
- dry, compromised skin
- wrinkles & fine lines
- UV protection
- sun damaged skin
- dry eczema & psoriasis
- razor burned skin
- chapped lips
- cracked & irritated skin

