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Botanica highlights South African extracts in Paris

By Staff writer

Published on 13 April 2016



Exhibiting for the first time at in-cosmetics, **Botanica Natural Products** (Botanica) kicked off day one of the expo by launching a variety of locally produced plant extracts to the global personal care industry.

This small, proudly South African business is taking part in the CBI pavilion at in-cosmetics Paris along with 10 other exhibitors from South Africa. The pavilion is being hosted the Centre for the Promotion of Imports from developing countries – which is part of the Netherlands Enterprise Agency and commissioned by the Ministry of Foreign Affairs of the Netherlands. CBI has been working

with a variety of South African producers of natural ingredients, in collaboration with the Cosmetic Export Council of South Africa, to leverage the potential of our country's natural ingredients sector.

What's on offer at the show?

The first of the launches is Botanica's flagship product, *the Bulbine frutescens* extract – which is already well known in the South African cosmetics industry. This is available in two grades:

- **BotanicaTimola**, the more refined, processed grade, which is marketed as an active
- **BotanicaSap**, which is designed as the more cost-effective grade and aimed at the soap category.

Moringa oil, the company's newest project, is the second ingredient being marketed at the show. 'Our plantation is growing well and the first crop of seeds will be ready for oil production by the third quarter of 2016,' says Will Coetsee, director at Botanica. The company is now producing an Ecocert approved organically certified grade of this oil for the cosmetics industry. 'The certification has been a major necessity for our expansion into European markets,' he adds.

BotanicaLite, the third of its offerings by way of a distribution partnership with Botanicem, targets pigmentation and promises to even skin tone while reducing dark spots. This Carob tree extract was launched in the South African market earlier this year by Botanicem, in collaboration with the University of Pretoria and Esse Organic Skincare. Although the ingredient was initially branded as Carolight, Botanica is marketing it under a new brand name (BotanicaLite) in West Africa and Europe. However, it should be noted that the INCI name of the product remains the same for both brands.

Drawing international attention

Bulbine frutescens, which has a long history of use within the Coetsee family, has also become a topic of interest among international producers of cosmetics ingredients such as Rahn.

This Swiss-based producer of cosmetics actives has done extensive clinical trials on the Bulbine extract to develop a high-end skin care active branded as Liftonin-Xpert. It is marketed as an 'intelligent collagen booster' obtained from the leaf sap of plant, which is supplied in bulk by Botanica. 'Thanks to Rahn's trust in us, we've ensured the sustainable supply of the ingredient by establishing sound internal agricultural and production processes and procedures,' adds Coetsee.

According to Rahn, the active ingredient heralds a new era of natural high quality collagen boosters and paves the way for exciting cosmetics applications, such as anti-ageing and wrinkle-reduction skin creams. The active is backed by impressive results from the clinical trials which showed a 135 percent improvement of wrinkle appearance in volunteers and 100 percent more facial collagen density compared to a placebo.

Liftonin-Xpert, which is available in South Africa from Siyeza Fine Chemicals, conforms to Cosmos standards, is Ecocert approved and certified by Natrue.

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