



APPLE AROMATIC WATER

INCI: *MALUS DOMESTICA* FRUIT EXTRACT

3,000 years ago, Apple was already consumed by the Chinese. Apple arrived via the Silk Road to the Arabs, Greeks, and Romans.

Pliny the Elder listed about 100 varieties. Today, there are thought to be more than 20,000 varieties, 7,000 of which are cultivated worldwide.

→ The apple is the third most consumed fruit in the world, after citrus fruits and bananas.

COSMETICS CLAIMS BASED ON LITERATURE REVIEW

- **Skin conditioning agent:** maintains skin condition
- **Smoothing agent:** reduces roughness or unevenness to even out skin tone
- **Toning agent:** produces a feeling of well-being on the skin and hair



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REGULATION

INCI	<i>Malus Domestica</i> fruit extract
Origin	EU, organic
Preservation	Preservative free
Certification	Cosmos certification on demand
Natural index origin (ISO 16128)	100.0 %

TECHNICAL

Appearance	Limpid cristal clear liquid
Solubility	Water soluble
Recommended dosage	1.0 % - 60.0 %

APPLICATIONS

- Replacement of perfume and water in cosmetic formulation
- Based on litterature review: soothing activity

