

MYRO PE

- > Rapid Moisturisation
- > Pollution Protection
- > Suitable for Sensitive Skin
- > Anti-erythema



Intiki™



MYRO PE



Source

Myrothamnus flabellifolia is commonly known as the “Resurrection Plant”. Most plants die if they lose 20 – 30% of their water, but a small group of plants are able to completely air dry and then flourish when water is available. The chemical toolkit that these plants use to endure desiccation is interesting for human health and wellbeing.

Benefits

Myro PE has been shown to increase skin hydration, help calm irritated skin and protect against blue light [2016Pri, 2017Het].

Ethics

- Nagoya compliant
- Sustainably wild harvested
- Preservative Free
- Ecocert compliant
- 100% Natural
- GMO Free

Activity

Myro extract is a potent protector against free radicals. It contains high amounts of polyphenols with 3,4,5-tri-O-galloylquinic acid accounting for 40% of the dry mass of the dormant plant.

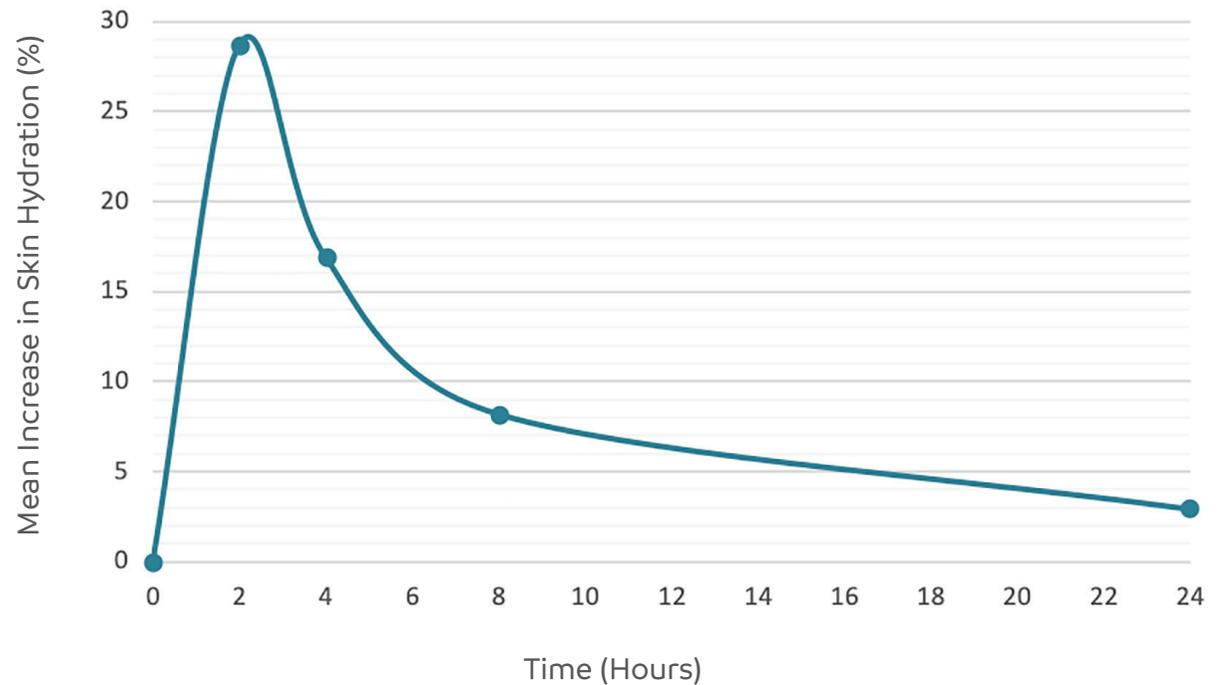


Fig. 1. Increase in skin hydration relative to initial conditions and untreated, Myro PE (0.05 % m / m).



elapsed time in hours

“Resurrection”

Myrothamnus flabellifolia is capable of inhabiting extremely inhospitable habitats due to its ability to exist for years in an air-dried, quiescent state. Upon the provision of water, it can resume metabolic processes within a few hours.



0:00



1:00



2:00

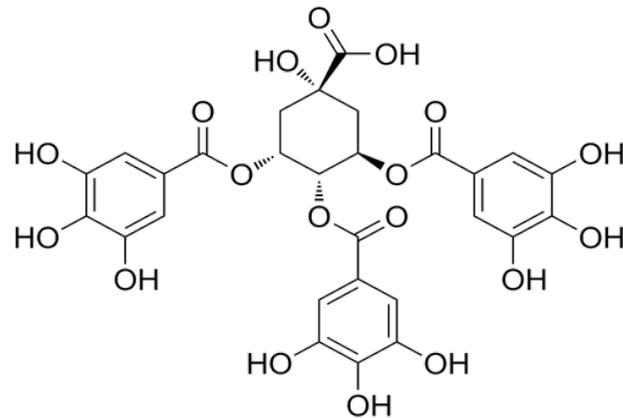


3:00

From the Namib

Large populations of *Myrothamnus* are found along the west coast of Angola and Namibia [2005aMor, 2005bMor]. These populations have been geographically separated from the other populations in Southern Africa by the Kalahari Desert for approximately 4 million years [2005bMor] and this has resulted in a genetic distinction between the Namibian/Angolan strain and the rest of the population.

The Namibian/Angolan strain has been shown to contain significantly higher total polyphenol content than the rest of the population [2005aMor, 2005bMor]. The key polyphenol that allows oxidative protection during dormancy is 3,4,5-tri-O-galloylquinic acid and this compound dominates the polyphenol profile of the Namibian plants [2005bMor].



3,4,5-tri-O-galloylquinic acid

Resurrect dry, sensitive skin



The People

The Namib desert in Namibia is a very arid environment. The few people living in this area are nomadic pastoralists dependent on subsistence livestock farming. They are vulnerable to drought and environmental change. The Resurrection Plant is indigenous to the area and the harvest and sale of the plant provides them with a source of alternative income. A reduction in livestock dependence results in decreased pressure by reducing grazing in this diverse but sensitive ecology.

Intiki has engaged in a joint venture with the Kunene Conservancies Indigenous Natural Products Trust. This Nagoya-compliant agreement mandates profit sharing and has the advantage that the indigenous knowledge holders are the harvesters, simplifying ABS compliance.

An extensive study has been conducted to determine the sustainability of the wild-harvest of Resurrection Plants in the Kunene region of Namibia. The annual sustainable harvest is very large and is unlikely to be a limiting factor.

Resurrect dry, sensitive skin



MYRO PE



Technical

Usage	0,05 - 0,15 %
pH	5 (1 % m/m (aq), 25 %C)
INCI	<i>Myrothamnus flabellifolia</i> extract
CAS numbers	N/A
Description	100 % natural origin
Appearance	Red to pink-purple powder
Solubility	Excellent solubility in water
Shelf life	24 months
Storage conditions	Away from sunlight. Store at 25°C
Physical process	Hammermill, extraction (aq), filtration, vacuum spray drying
Recommended use level	0,05 - 0,15 %

Formulation Information

Myro PE is added;	before homogenisation. into aqueous phase with stirring. with heating to maximum of 60°C. before gelling agent. before pH adjustment.
Compatible with;	most emulsifiers. most gelling agents. most emollients.
Incompatible with;	oil only formulations. white emulsions (has a discolouring effect).
Application	Suitable for moisturisation, hypoallergenic and multipurpose formulations.

References

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