



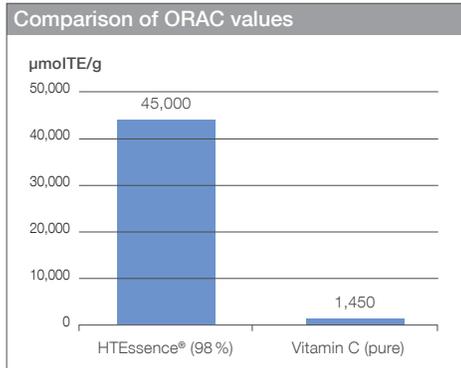
# DIVE INTO A NEW DIMENSION OF PURITY

Get to know HTEssence<sup>®</sup>, the new WACKER hydroxytyrosol for anti-aging and skin lightening cosmetic applications

## WHAT IS HYDROXYTYROSOL AND WHAT IS ITS ROLE IN THE HUMAN BODY?

Hydroxytyrosol is the active ingredient of the olive, functioning as a highly active antioxidant in the body.

Antioxidants are bioactive molecules that are present in many plants, but not all of them show the same activity. Hydroxytyrosol is considered one of the most powerful antioxidants and shows a highly increasing demand on the market. Its oxygen radical absorbance capacity (ORAC) is about 45,000  $\mu\text{molTE/g}$ .



## IT'S NEW AND IT'S PURE: HTEssence<sup>®</sup>

Our new product is a nature-identical hydroxytyrosol with a high safety profile. Because it has a defined specification, you can always be sure that it will contain the stated amount of active ingredient. It is a highly active antioxidant that offers significant health benefits and can be used in various anti-aging and skin-lightening products.



HTEssence<sup>®</sup> / 20 % hydroxytyrosol spray-dried on maltodextrin; Appearance: fine powder; color: white; odor: odorless



Natural hydroxytyrosol extract / 20 % hydroxytyrosol; Appearance: fine powder; color: brownish; odor: moldy



## BENEFITS OF HTEssence®

### High Quality

WACKER complies with the HACCP regulations and has implemented strict internal quality controls to ensure the continuous product quality and safety of HTEssence®.

### Supply Security

Due to WACKER's production process, there is no dependence on raw material supply and high quality can constantly be ensured.

| Specification  | %                  | Analysis        | Method             |
|--|--------------------|-----------------|--------------------|
| Hydroxytyrosol incl. its monoethers and esters *   | min 98.0 %         | LC              | QFBL539            |
| Monoethers: 2-(3-hydroxy-4-methoxyphenyl)-ethanol +2-(4-hydroxy-3-methoxyphenyl)-ethanol | max 3.0 % in total | LC              | QFBL539            |
| Residual solvents  | max 0.1 %          | GC<br>GC/MS-SIM | QFBG622<br>QFBG624 |

\* The same monoethers are found alongside hydroxytyrosol in natural olives

### Defined Content

There are no undefined byproducts that could interfere with your formulation.

### Neutral Color & Odor

It is a pure white and odorless product that can be used in many different formulations.

### Attractive Cost-Benefit Ratio

The new process enables WACKER to offer the best cost-benefit ratio in the market.

### Easy Solubility

As hydroxytyrosol is an amphiphilic substance, it can be used in oil- and water-based formulations as well as in dry applications. It is easily soluble in water, soluble in oil and stable upon heating and low pH. This makes it ideal for the use in cosmetic products such as creams, lotions and serums.

### HTEssence® Product Forms

- Spray-dried powder with 20% hydroxytyrosol content on maltodextrin, available in 5 kg & 20 kg packaging.
- Liquid form with highly pure 98% hydroxytyrosol content, available in 5 kg and 20 kg packaging.

### Skin lightening

If hydroxytyrosol is taken as a supplement, it will help to raise the glutathione levels leading to a lighter skin pigmentation and the elimination of dark spots on the skin.

Hydroxytyrosol has been shown to effectively increase glutathione levels within the cells. It is known that high glutathione levels are associated with increased production of pheomelanin, which leads to a lighter pigmentation of the skin.

At the same time the production of the dark pigment eumelanin is reduced.

### Anti-aging

As we get older our skin gradually loses its elasticity. This is part of the skin's natural aging process. However, there are a variety of factors that can cause the skin to start aging at an accelerated rate. The biggest contributors of this premature aging are free radicals, which are produced in our environment or in our body. Antioxidants such as hydroxytyrosol provide protection against the effects of damaging free radicals on the cells in your body, including the skin.

Hydroxytyrosol is one of the strongest antioxidants found in nature. Therefore it can be used as an effective supplement to compensate for age-related deficits.

Wacker Chemie AG, Tel. +49 89 6279-1346  
 Wacker Chemical Corp., Tel. +1 517 264 8671  
 Wacker Chemicals (China) Co. Ltd., Tel. +86 21 6100 3535  
 Wacker Química do Brasil Ltda., Tel. +55 11 4789-8087  
 info.biosolutions@wacker.com

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