Novo Fruits® **a natural AHA & BHA blend and multi-purpose active**

• Keratolytic function without stinging effect
• Acts as a metabolic intermediate for a variety of biological pathways
• Renews the skin for the anti-aging effects
• Boosts the permeation of the other actives into the skin
• Acts as anti-acne and comedolytic agent

DNA

NOVO FRUITS®

INCI Name: Water & Lactic acid & Glycolic Acid & Citric Acid & Malic acid & Salicylic Acid

Introduction:

"Novo Fruits" is a complex of"alpha-hydroxy acids" which derived form sugars in particular plants, such as glycolic acid (sugar cane), lactic acid (milk), citric acid (citrus fruits), malic acid (apples) and "β-hydroxy acid", found in the bark of several plants and trees.

Technical Data Sheet (TDS)	
Specific gravity(20°C)Sulfate	1.135-1.160
Refractive index	1.380-1.390
pH value (20°C)	1.0-3.0
Dry residu	25.0-34.0%
Bacteria microbiology	100 CFU/ ml
Moulds , yeasts	<10 CFU/ ml
Total acid contant	45%

AHA

BHA

• Is not oil-soluble, so it works only on the top layer of the skin
• Suits the treatment of several skin conditions such as acne scar, pigmentation, skin dryness and wrinkles

• Is oil-soluble, so it penetrates into the skin through sebaceous follicles, making it appropriate for patients with oily and acne-prone skin
• Is has more milder effects than AHA, so it suits oily skin

Active & mechanism:

Novo Fruit is a fruit-derived Alpha Hydroxy Acid mix that acts as a gentle peeling, toning and balancing agent. It promotes younger and smoother-looking skin by removing the outermost layer of dead horny skin cells and inducing skin cell renewal. Fruit acids are well known for their anti-aging effect and acne treatment properties. They also facilitate the penetration of other active ingredients.

Typical formulation for AHA- 10 cream	
Novo S2	4
Novo S21	6
Stearyl alcohol	1.5
Novo ben 5	1
Novo 2161	5
Novo fruits	22
Alpha Bisabolol	0.9
Glycerin	5
Water	qs
Radia 7104	5
Novosorption	2

Benefits:
• Improve skin elasticity and collagen support structure
• Remove dead cells
• Smooth and soften skin
• Unclog pores-clear acne
• Hold moisture
• Promote rapid cellular turnover

How to use:
• Cold/hot process
• Can be added at any steps

Dosage: 3-40%

Applications:
• Lightening lotion
• Tonics
• Lightening emulsion
• Lightening gels
• Anti wrinkle cream
• Peeling product