



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





NOVO FRUITS®

INCI Name: AQUA, LACTIC ACID, GLYCOLIC ACID, CITRIC ACID, MALIC ACID, SALICYLIC ACID

Introduction:

“Novo Fruits” is a complex of “alpha-hydroxy acids” which derived from 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)

Appearance	Colorless liquid
Odor	Characteristic
Refractive index	1.380-1.500
pH	1.0-3.0

AHA



- 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

BHA



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



Active & Mechanism:

Novo Fruits 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 improving 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
Aqua	qs
Radia 7104	5
Novosorption WS	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

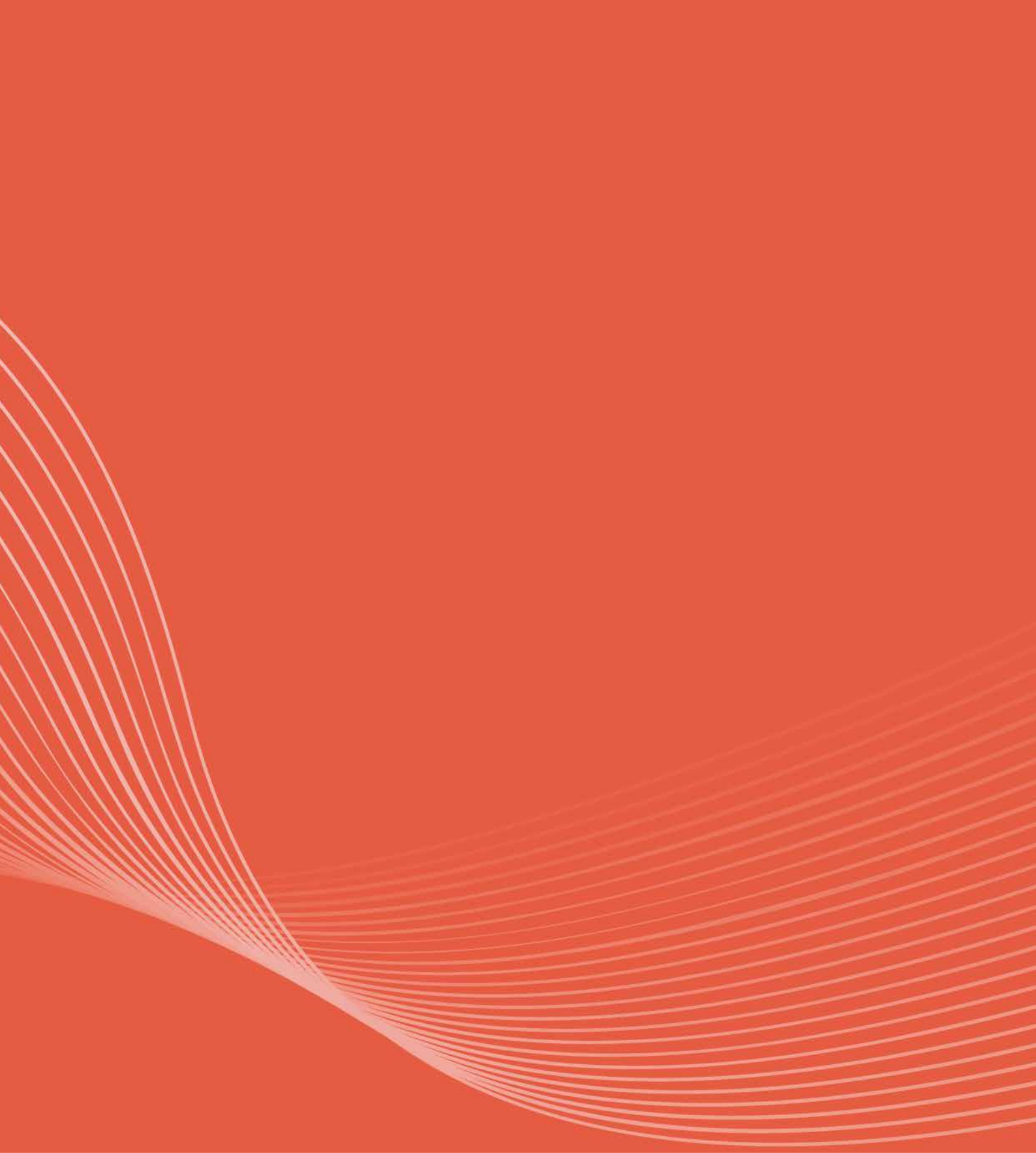
How to use:

- Cold/hot process
- Can be added at any steps

Dosage: 3-20%

Applications:

- Lightening lotion
- Tonics
- Lightening emulsion
- Lightening gels
- Anti wrinkle cream
- Peeling product



WWW.DENOVOBIOCHEM.COM