

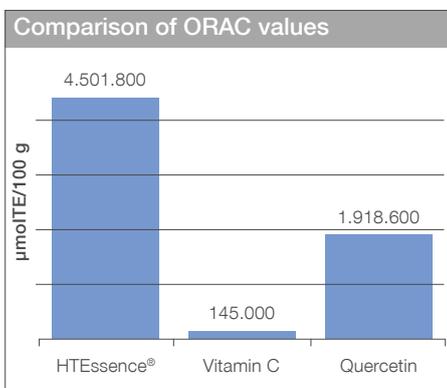
# DIVE INTO A NEW DIMENSION OF PURITY

Get to know 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 found in olives, and functions 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 is about 4.500.000  $\mu\text{molTE}/100\text{g}$ : ten times that of green tea, and more than two times greater than that of CoQ10 and quercetin.



## IT'S NEW AND IT'S PURE: HTEssence®

Our new product is a nature-identical hydroxytyrosol with a high safety profile. Its specification is reliable and you can always count on it containing the stated amount of active ingredient. It is a highly active antioxidant which offers significant health benefits.



HTEssence® / 20% hydroxytyrosol spray dried on maltodextrin; Appearance: fine powder; Color: white; Odor: odorless



Natural olive extract / 20% hydroxytyrosol; Appearance: fine powder; Color: brownish; Odor: moldy



## BENEFITS OF HTEssence®

### High Quality

WACKER complies with the HACCP regulations and has implemented a strict internal quality control to permanently secure the product safety of WACKER hydroxytyrosol.

### Supply Security

Thanks to WACKER's production process, there is no dependence on raw material supply and therefore no quality fluctuations.

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 GC/MS-SIM	QFBG622 QFBG624

\* The same monoethers are also found in natural olives in addition to hydroxytyrosol

### Defined Content

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

### Color & Odor

Pure and white odorless product that can be used in many different formulations.

### Attractive Cost-Use-Ratio

Through the new process WACKER can offer the best cost-use-ratio in the market.

### Wacker Hydroxytyrosol Product Forms

- Spray-dried powder with 20 % hydroxytyrosol content, available in 5 kg & 20 kg packaging.
- Highly pure 98 % hydroxytyrosol content in liquid form, available in 5 kg and 20 kg packaging.

### Skin lightening

It has been shown that hydroxytyrosol effectively increases glutathione levels within the cells. It is known that high glutathione levels are associated with high production of pheomelanin, which leads to a light pigmentation of the skin. At the same time the production of the dark pigment eumelanin is reduced. 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.

### 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 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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