



HYDRATING

# Blueberry NECTA®

BLUE LIGHT DEFENCE | HYDRATING

Blueberry NECTA® is a powerful antioxidant that works as a natural shield against blue light. Thanks to its high fatty acid composition, it also supports skin's barrier function, resulting in hydrated and nourished skin.

BLUE LIGHT DEFENCE

# Blueberry NECTA®

A POWERFUL ACTIVE FOR BLUE LIGHT DEFENCE,  
MADE FROM 800,000\* UPCYCLED BLUEBERRIES

Blueberry seed oils contain a particularly high omega-3-6-9 fatty acid profile, providing a natural method of protection against free radical damage. Oils high in oleic acid (omega-9) permeate skin layers without disordering other fatty acids and are therefore absorbed well by the skin.

In addition to providing a method of hydration and nourishment, Blueberry NECTA® has been proven to shield the skin against blue light exposure from digital devices. It also contains beta-carotene (pro-vitamin A), which can be linked to improving the visible signs of ageing and hyperpigmentation. \*Based on 1kg oil.

## BENEFITS

- Natural shield against blue light
- A natural source of pro-retinol (vitamin A)
- Contains a standardised level of carotenoids
- Natural defence against free radical damage
- An effective emollient, leaving skin feeling soft and hydrated
- Sustainably sourced and produced
- Transparent, low-carbon supply chain
- Prior to cold-pressing, the waste pulp is immediately frozen to preserve the fruit's vital nutrients

## A NEW APPROACH

The blueberries used to make Blueberry NECTA® are a waste product of the juice production industry. The oil is extracted from the seeds of the waste pulp, which is upcycled into a luxurious, sustainable active oil.

**No new materials created. No existing resources wasted.**



**INCI Name:** Vaccinium Myrtillus Seed Oil (100%)

**Plant Part:** Seed

**Country of Origin:** Poland, Serbia, Canada, USA, Chile

**Method of Extraction:** Cold pressing

**Appearance:** Clear, light green liquid

**Suggested Use Levels:** 1 - 3%

**Suggested Application:** Skincare, body care

**Natural:** Conforms with ISO 16128

**BDIH:** Certifiable

**Soil Association:** Certifiable

**Ecocert:** Conforms (Natural)

**Preservatives:** None

**Solvents Used:** None

**Water/Glycerine/MPG:** Non-soluble

**Ethanol:** Miscible



# BLUEBERRY NECTA® & CRUSH™ *upcycling* PROCESS



**800,000 blueberries**



**PRODUCT 1**

Blueberries are pressed into approx.  
**1.2T of juice**



This creates **500kg of leftover berry pulp** which would usually go to waste



The pulp is dried and the seeds are separated



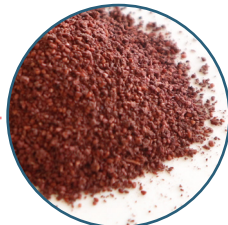
**PRODUCT 3**

Oil is extracted from the seeds via cold pressing  
**= 1kg Blueberry NECTA®**



**PRODUCT 2**

This process results in leftover blueberry skins (fibres) which are sold to the nutritional industry



This process results in waste seed cake. The seed cake goes through a colour stabilisation process before being dried & ground



**PRODUCT 4**

Finally, the material is sieved to size grade  
**= 14kg Blueberry CRUSH™**



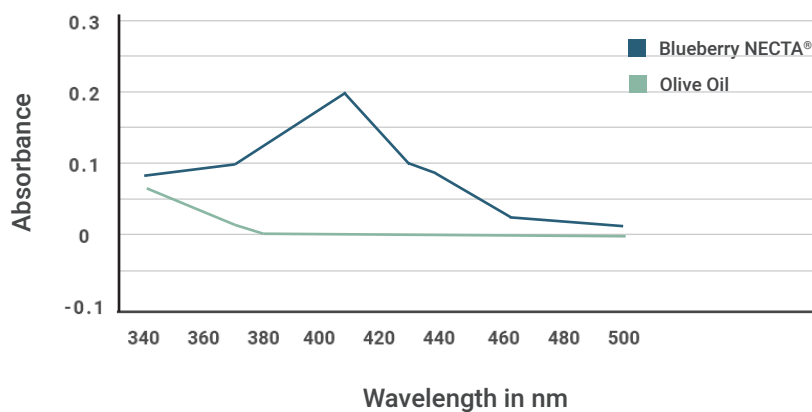


# Blue Light DEFENCE

Blueberry NECTA® has been proven to absorb blue light, working as a natural shield against HEV exposure from the sun and digital devices.

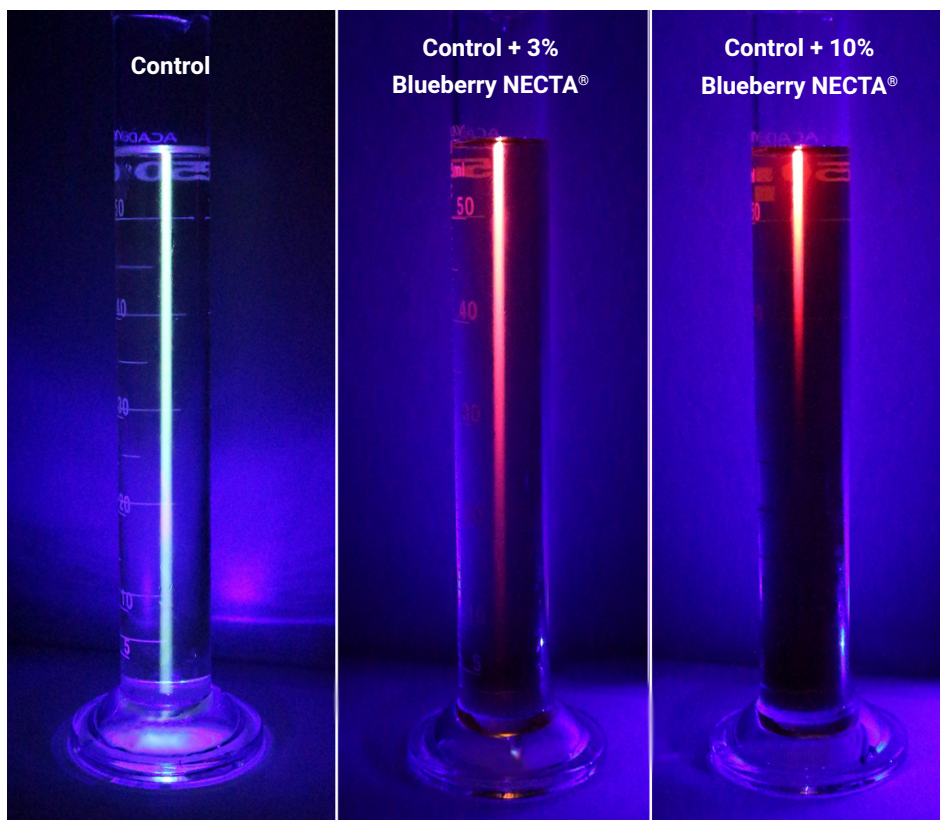
**Figure 1. Blue light (HEV) absorbance**

The graph represents the absorbance level using 2% Blueberry NECTA®



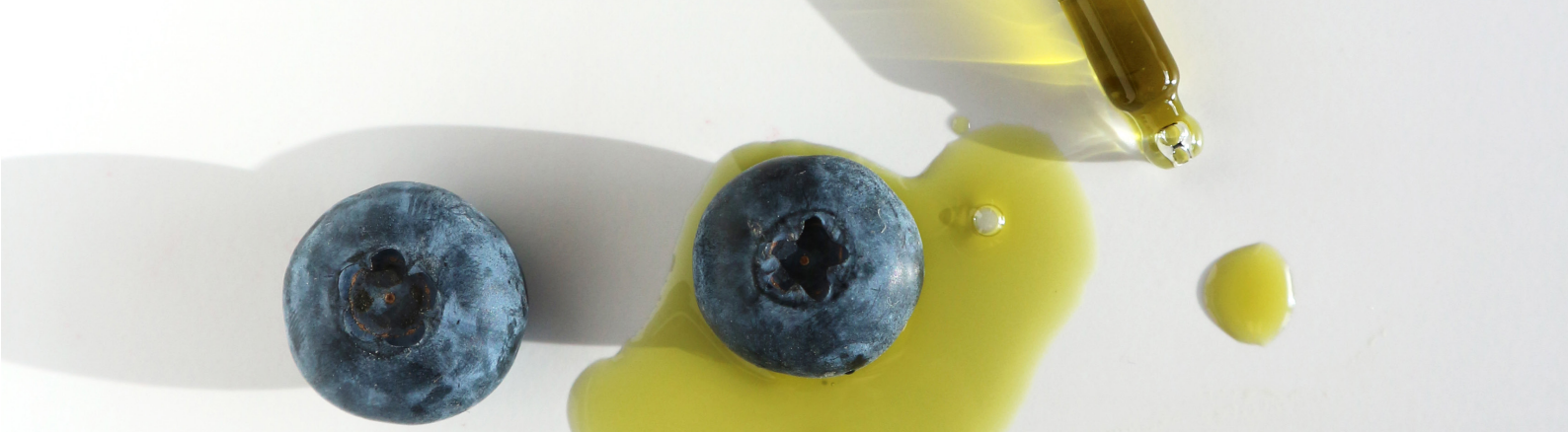
## RESULTS

Blue light (HEV) has a wavelength of between approximately 380nm and 500nm; making it one of the shortest, highest-energy wavelengths. The peak at 410nm demonstrates the rate of HEV absorbance using 2% Blueberry NECTA®



## BLUE LIGHT ABSORBANCE

When compared against a control, Blueberry NECTA® demonstrated significant absorbance activity.



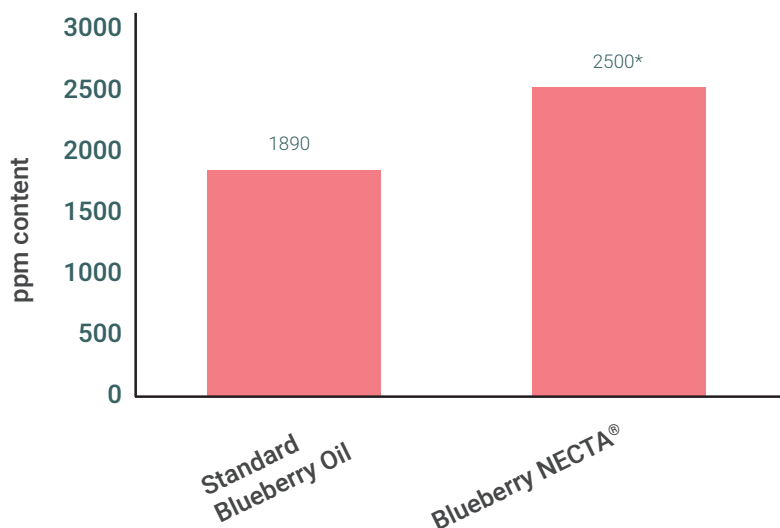
## A NATURAL SOURCE OF *ProRetinol*

Blueberry NECTA® contains a standardised level of beta-carotene (pro-vitamin A) - a source of pro-retinol.

It contains **32% more carotenoids** than standard blueberry seed oil.

Topical retinoids in general have a well-documented effect on skin health including visible improvements in fine wrinkles, skin smoothness, and hyperpigmentation of photodamaged skin.<sup>1</sup>

**Figure 2. Carotenoid content (ppm)**



Comparison of Blueberry NECTA® carotenoid content vs. standard blueberry seed oil.

\*Average result based on four batches of Blueberry NECTA®

## SKIN-BOOSTING *Sterols*

Phytosterols (referred to as plant sterol and stanol esters) are a group of naturally occurring compounds found in plant cell membranes. Phytosterol-based skincare products are known to deliver moisture to the skin, as well as softening, skin barrier strengthening, elasticity-boosting and soothing benefits.

Blueberry seed oil contains a higher level of sterol content compared with other well known seed oils derived from raspberry, strawberry, kiwi and blackberry.<sup>2</sup>

## RICH IN *Fatty Acids*

Blueberry seed oil boasts a particularly high omega-3-6-9 essential fatty acid profile, delivering multiple benefits to the skin.



# 3

### **ALPHA-LINOLENIC ACID (OMEGA-3)**

Cold-pressed blueberry seed oils have been shown to contain a high concentration of omega-3.<sup>3</sup>

- Omega-3 fatty acids help the skin retain moisture, regulate oil production, and maintain elasticity.
- Topical application of omega-3 fatty acids lessens UV-induced photodamage.

### **OLEIC ACID (OMEGA-9)**

Blueberries have the highest amount of omega-9, compared with blackberry, raspberry, redcurrant, blackcurrant seed oil and many other fruit seed oils on the market.<sup>4</sup>

Oleic acid is known to permeate skin layers without disordering other fatty acids in the skin, and acts as a permeability enhancer for other compounds present in plant oils.

Oils high in oleic are absorbed well by the skin and lock in moisture incredibly well.

# 6

### **LINOLEIC ACID (OMEGA-6)**

Linoleic acid is the most prevalent fatty acid in blueberry seed oil. Linoleic has a particular role in structural integrity and barrier function of the skin. Oils high in linoleic acid also work to nourish and protect the skin without being too heavy.

Together, omega-6 and omega-3 polyunsaturated fatty acids play a critical role in normal skin function and appearance, and are considered essential nutrients for the skin.

# Efficacy DATA

## ORAC TEST

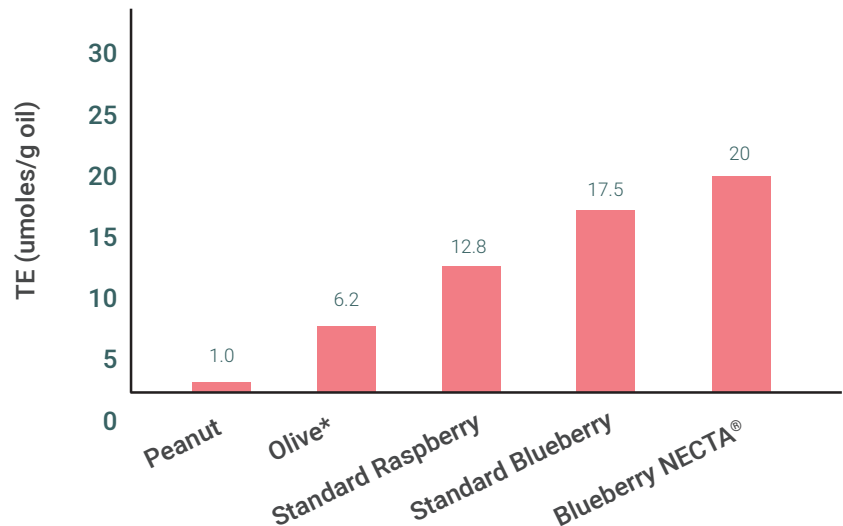
Blueberry NECTA® was tested against a standard blueberry seed oil using the ORAC method, in order to measure antioxidant capacities in biological samples *in vitro*.

## RESULTS

Blueberry NECTA® has a **14% higher antioxidant capacity** compared with standard blueberry seed oil. It was also shown to have a significantly higher antioxidant capacity than standard raspberry seed oil, olive oil and peanut oil.

**Figure 3. ORAC values of cold-pressed oils**

TE stands for the trolox equivalents.



ORAC values for Raspberry from J. PARRY. Fatty Acid Composition and Antioxidant Properties of Cold-Pressed Marionberry, Boysenberry, Red Raspberry, and Blueberry Seed Oils. J. Agric. Food Chem (2005). ORAC values for Peanut and Olive from Ninfali et. al (2001); Antioxidant Capacity of Extra-Virgin Olive Oils. ORAC values for Standard Blueberry and Blueberry NECTA® from own ORAC studies.

\*Results based on a name brand olive oil with the highest ORAC value.





*Full Circle*

## ABOUT FULL CIRCLE

Full circle is a portfolio of upcycled cosmetic ingredients made from plant-based leftovers too good to waste.



THE FULL CIRCLE RANGE  
OF INGREDIENTS  
IS PART OF



The Upcycled Beauty Company empowers cosmetic & personal care brands to reduce and reuse waste by growing the upcycled beauty movement.

**Our vision is that one day, every beauty & personal care product will be made from upcycled materials - from ingredients to packaging.**

Find out more:  
[upcycledbeauty.com](http://upcycledbeauty.com)



## References

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2. V. Van Hoed. BERRY SEEDS: A SOURCE OF SPECIALTY OILS WITH HIGH CONTENT OF BIOACTIVES AND NUTRITIONAL VALUE. Faculty of Bioscience Engineering Ghent University Coupure Links 653, 9000 Ghent. 2008
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4. J.C. Bada et al. Characterization of Berry and Currant Seed Oils from Asturias, Spain, International Journal of Food Properties, 17:1, 77-85, DOI: 10.1080/10942912.2011.614369, 2014

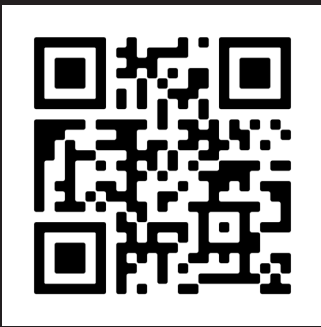




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