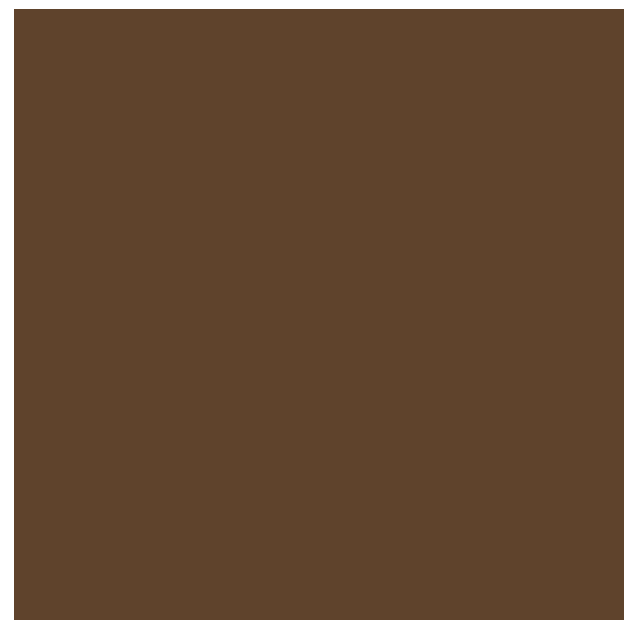




# Natural Ingredients as Solutions in Cosmetics



# OUR MISSION



We are a 100% Brazilian company with a mission to transform lives, preserve nature, and provide 100% natural ingredients as a solution and innovation in the cosmetic market.



We are socially and environmentally committed, respecting nature in every aspect.

We develop major social projects to enhance and improve the quality of life for people in the forest.

PRESENT IN 4 STATES

COLD PRESSING (NO  
REFINING OR  
CHEMICAL ADDITIVES)

PRESENT IN OVER 40  
COUNTRIES  
WORLDWIDE





# OUR PORTFOLIO



The Citróleo Group offers a variety of 100% natural products that provide innovation and effectiveness for cosmetics:



AlphaImprove 4D Hair  
AlphaImprove Body  
AlphaWhiteness  
AlphaShield  
AlphaVelvety  
Epin'Derm



Liftalize



C-Care  
C-Balance  
C-Protect  
C-Shine

Hyaluronic Tucuma Pro  
Hyaluronic Tucuma Extra  
Hairvival Murumuru  
CollagScalp Andiroba  
Citro Ucuuba  
Pracaxi Oil  
Babassu Oil  
Acai Oil  
Cupuassu Butter  
Copaiba Balm and Oil  
Breu Branco Resin and Oil  
Eco Scrub Murumuru



Green Behenic  
Green CAPB-B  
Green Cocoamphoacetate B



# HAIR CARE INGREDIENTS



**AlphaImprove 4D Hair** - The evolution of hair treatment: this 100% natural and sustainable ingredient enhances shine, provides thermal protection, and deeply hydrates.

**CollagScalp Andiroba** - An innovative ingredient focused on scalp treatment, promoting the increase of Collagen 17A1, responsible for hair aging.

**Hairvival Murumuru** - Repairs curly hair strands after chemical damage, such as straightening. Ideal for people undergoing hair transition or seeking more hydration and vitality for their hair.







# ALPHAIMPROVE 4D HAIR



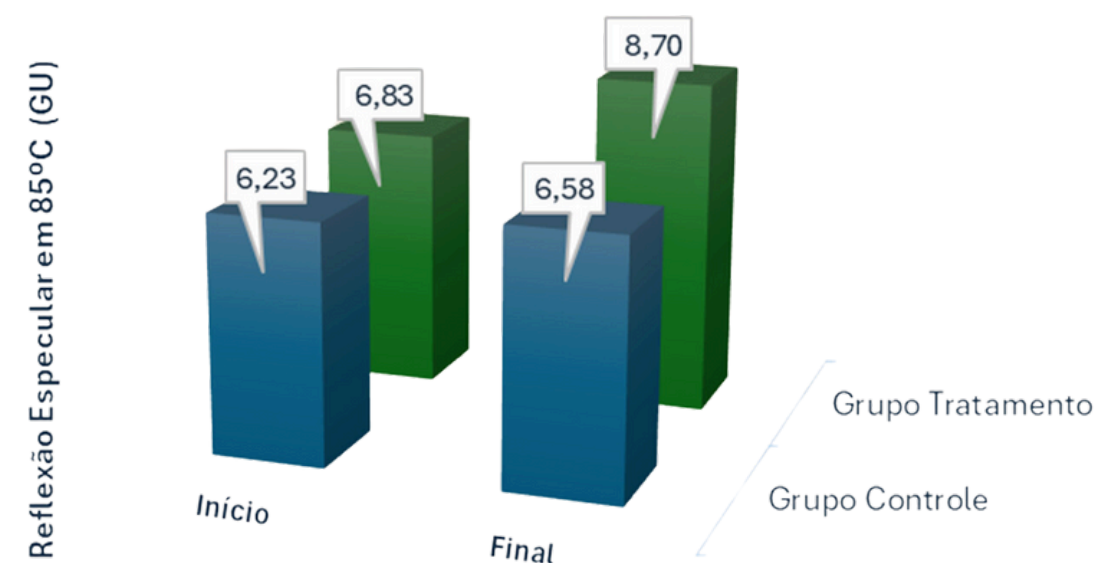
Besides promoting hydration and softness to the hair strands, AlphaImprove 4D Hair:



**79% and 27%**

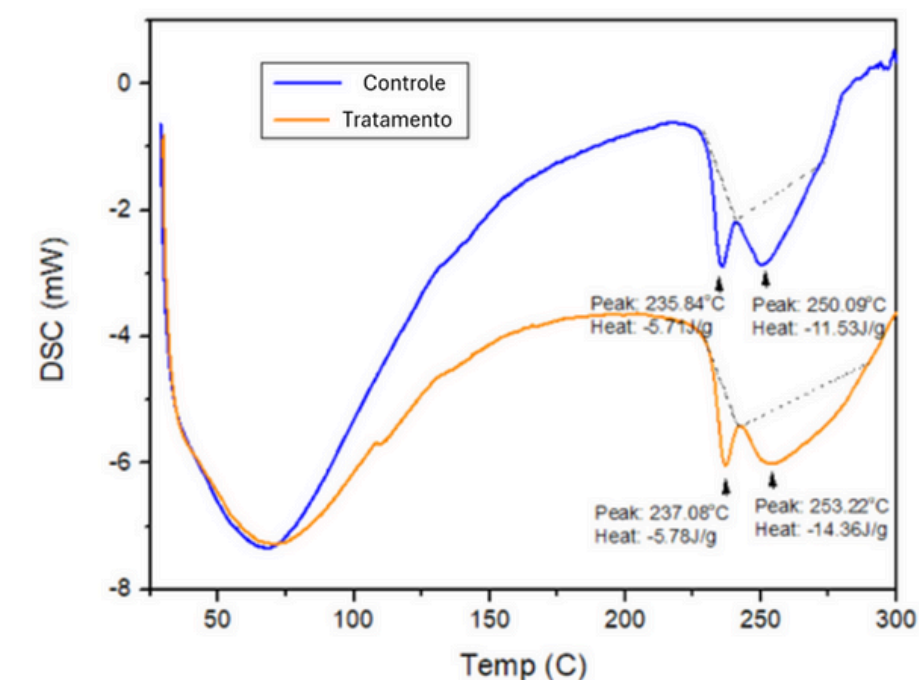
- 79% and 27% improvement in volume and frizz control, respectively.

\*1,5% AI4D Hair - Shampoo



**32%**

- 32% increase in shine, proven by Glossmeter analysis. After application of 2% in a leave-in



**49%**

- 49% thermal protection, caused by hair dryer and straightener validated by DSC analysis.

# ALPHAIMPROVE 4D HAIR

## Recommendations:

**INCI Name:** Bisabolol, Pentaclethra macroloba seed oil, Orbignya oleifera seed oil

**Recommended dose: 1.0 – 7.0%**

Solubility: **Liposoluble**

### Applications:

For hair care and against damage caused by chemical processes and external aggressors (sun, wind, pollution).

Products for deep repair and restructuring of the hair fiber (from the inside out).

Anti-frizz shampoo and conditioners.

Moisturizing masks.



Dermatologically Tested  
China Compliant  
Vegan

Animal Cruelty free  
Chemical-free  
Preservative-free  
Halal Certified



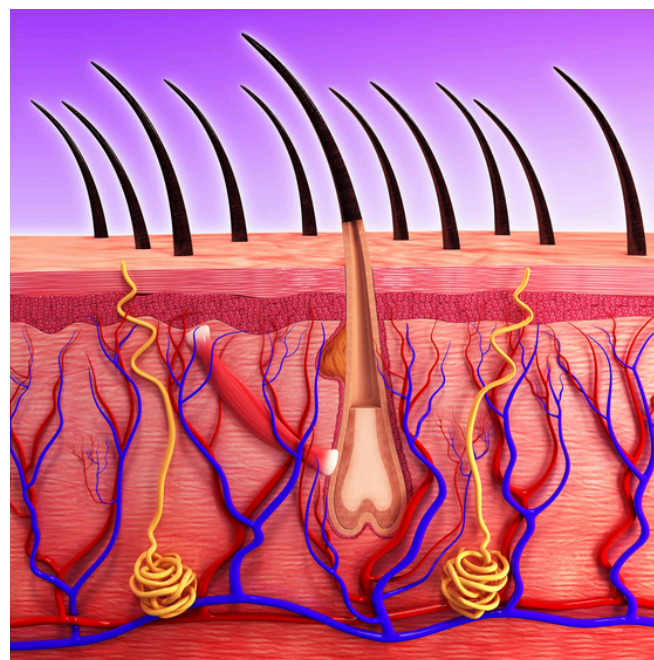




# COLLAGSCALP ANDIROBA

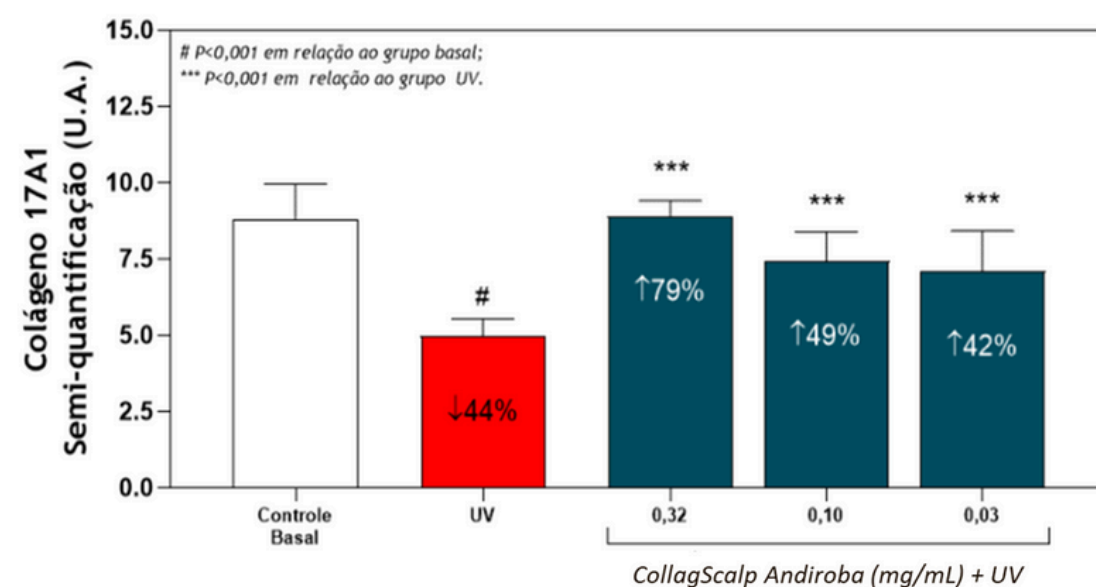


100% natural ingredient with action on hair aging



## Hair Follicle

CollagScalp Andiroba has biocompounds that act directly on the dermal papilla, the region where there is expression of stem cells and cell differentiation



79%

Induces the synthesis of **Collagen 17A1** in the hair follicle, responsible for hair aging



102%

Protection of synthesized 17A1 Collagen against **UV radiation**

# COLLAGSCALP ANDIROBA

## Recommendations:

**INCI Name:** Carapa guaianensis seed oil

**Recommended dose:** 1.0 – 5.0%

**Solubility:** Liposoluble

### Applications:

For hair care aimed at scalp treatment

Shampoos

Conditioners

Treatment Mask

Serum or hair oil



Dermatologically Tested  
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Vegan  
Animal Cruelty free  
Chemical-free  
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# HAIRVIVAL MURUMURU

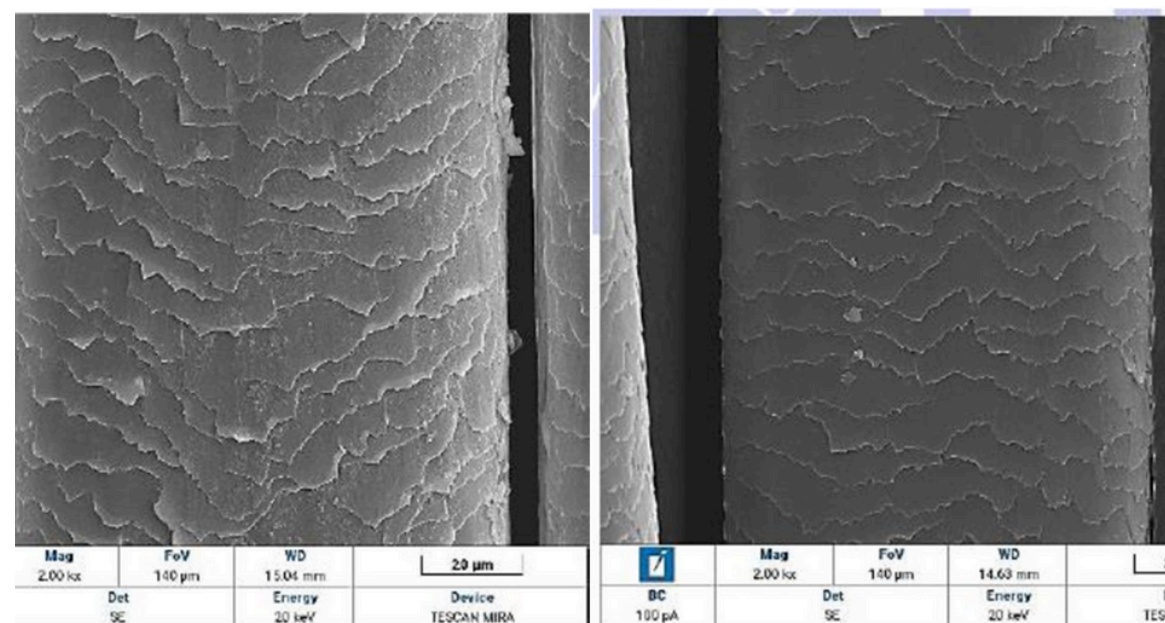


Active focused on revitalizing and rebuilding the thread structure of the hair



## Elasticity

Hairvival Murumuru, due to its fatty composition, improves the elasticity of the hair



25%

Repairing damage to frizzy hair caused by chemical straightening



## Nutrition

Hairvival Murumuru forms a film on the hair, maintaining hydration and facilitating the permeation of other active ingredients

# HAIRVIVAL MURUMURU

## Recommendations:

**INCI Name:** Astrocaryum murumuru Seed Butter

**Recommended dose:** 1.0 – 5.0%

**Solubility:** Liposoluble

### Applications:

For hair care aimed at rebuilding hair  
Shampoos  
Conditioners  
Treatment Mask  
Serum or hair oil



Dermatologically Tested  
China Compliant  
Vegan  
Animal Cruelty free  
Chemical-free  
Preservative-free  
Halal Certified





# INGREDIENTS FOR SKINCARE



**Liftalize** - New Botox Like from CitroBio, a water-soluble active ingredient, rich in spilanthol, promotes improvement of the dermal framework, inducing the synthesis of type I collagen and Tenascin - X

**Hyaluronic Tucuma Extra and Pro** - Two active ingredients extracted from Tucumã almonds and pulp, respectively. These are active ingredients that contain biocompounds that induce the synthesis of natural hyaluronic acid in our skin.

**Citro Ucuuba** - An active ingredient rich in myristic acid that generates a unique and velvety texture, strengthening the epidermal barrier and promoting functional hydration.



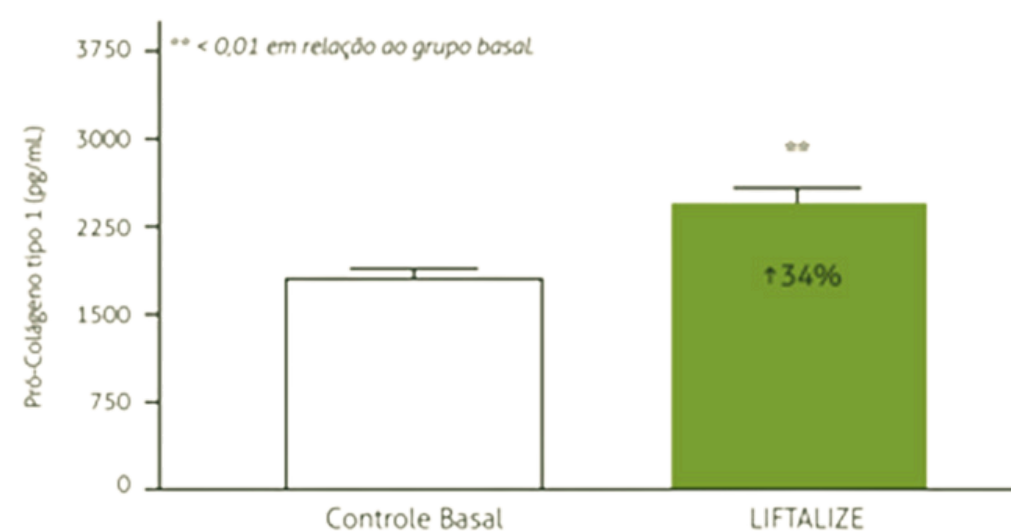




# LIFTALIZE

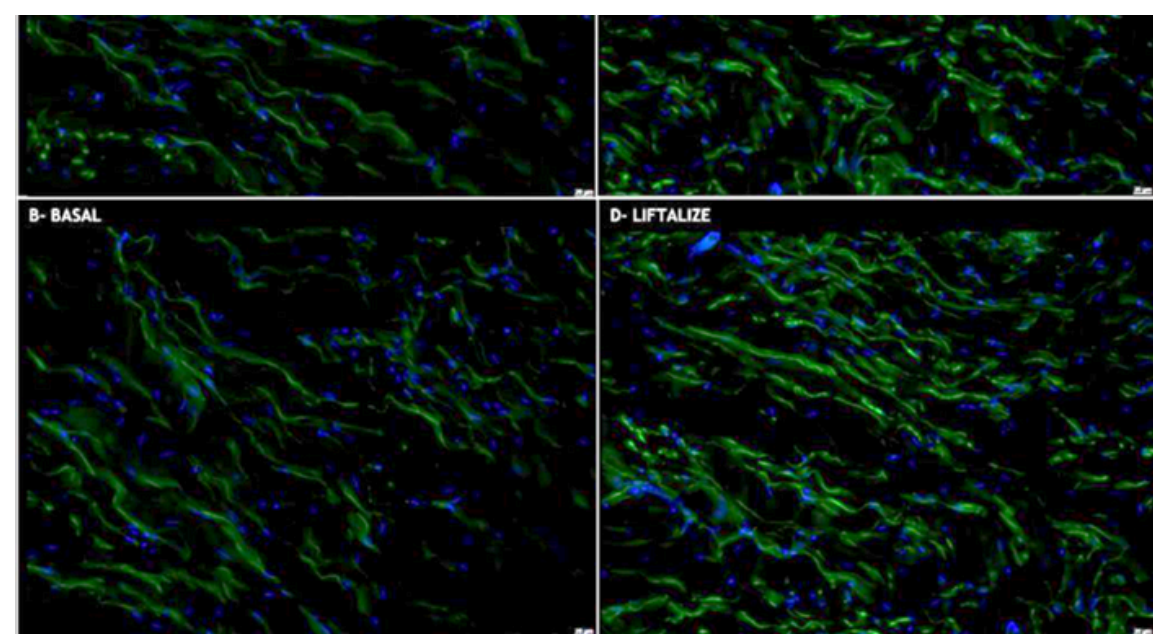


New plant-based botox-Like active ingredient from CitroBio, based on Jambu rich in spilanthol



**34%**

Induction of Type I Collagen synthesis in the extracellular matrix in 4 days



**66%**

Inducing the synthesis of Tenascin-X, a glycoprotein in the extracellular matrix responsible for supporting collagen fibers



**Skin Firmness**

Anti aging action improving firmness, elasticity and promoting improvement in the dermal framework

\*Tests conducted at 2% Liftalize



# LIFTALIZE

## Recommendations:

**INCI Name:** Spilanthes acmella flower extract, glycerin, alchool

**Recommended Dose:** 1.0 – 3.0%

**Solubility:** Water Soluble

### Applications:

Products focused on treating and preventing skin aging and strengthening the extracellular matrix.

Treatment creams

Facial Serum

Micellar Water

Moisturizing Mask

Cleansing Gel

Lip Products



COSMOS  
APPROVED



Dermatologically Tested  
China Compliant  
Vegan  
Animal Cruelty free  
Chemical-free  
Preservative-free  
Halal Certified





# HYALURONIC TUCUMA

**Hyaluronic Tucuma Pro** - Obtained from Tucuma pulp, it is an active ingredient that contributes to the correct functioning of fibroblasts in the dermis, in addition to protection against UV radiation.



\*Tests conducted at 2%

**Hyaluronic Tucuma Pro** induces the synthesis of Hyaluronic Acid in dermal fibroblasts exposed to UV radiation by 44%, protecting it by 88%. It can be used as a booster.

**Hyaluronic Tucuma Pro** acts preventively on skin aging and reversing some damage, keeping skin integrity preserved.

**Hyaluronic Tucuma Extra** - Obtained from Tucuma almonds, it is an active ingredient that induces hyaluronic acid synthesis in the dermis and can be used as a substitute for some silicones.



**Hyaluronic Tucuma Extra** have biocompounds that induce the production of hyaluronic acid naturally present in the extracellular matrix by 27%.

\*Tests Conducted at 5%

Furthermore, when applied to the hair it has a superior sensation when compared to CYCLOPENTASILOXANE and CYCLOMETHICONE AND DIMETHICONE CROSSPOLYMER. Similar effect on the breaking strength of the threads.

Tests conducted at 3%



# HYALURONIC TUCUMA PRO AND EXTRA

## Recommendations:

**INCI Name:** Astrocaryum vulgare fruit oil; Astrocaryum vulgare seed butter

**Recommended dose:** 0.5– 30.0%

**Solubility:** Liposoluble

### Applications:

Body and facial cosmetics and functional makeup for preventing and treating the effects caused by UV radiation. Sunscreens, functional makeup and deep hydration products.

Functional cosmetics for deep hydration, anti-aging effects and increased skin firmness. Hair cosmetics for treating dry, curly and frizzy hair.



Dermatologically Tested  
China Compliant  
Vegan  
Animal Cruelty free  
Chemical-free  
Preservative-free  
Halal Certified





# CITRO UCUUBA



A powerful regenerating ingredient.



## Functional Hydration

Strengthening the epidermal barrier promoting functional hydration and can replace ingredients such as Urea.



## Cellular Renewal

Promotes cell renewal of the skin and scalp, with healing action and protection against external aggressions.



## Sensory

It has a unique dry and velvety touch due to myristic acid, with faster absorption than Shea Butter by 7%.

\*Tests conducted on 5% Citro Ucuuba



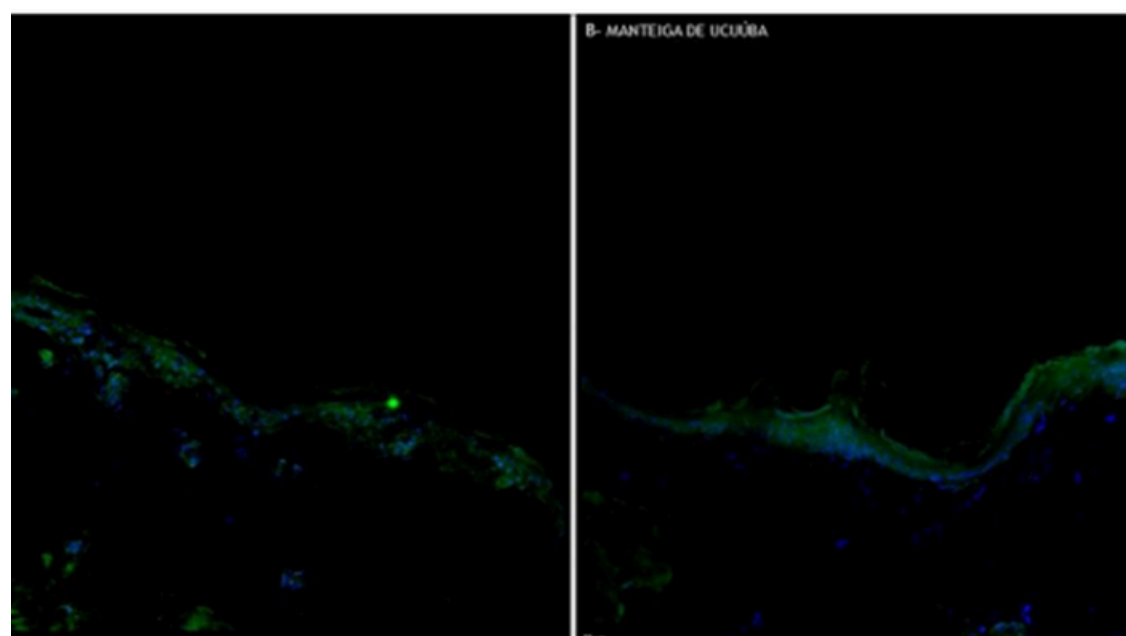


# CITRO UCUUBA



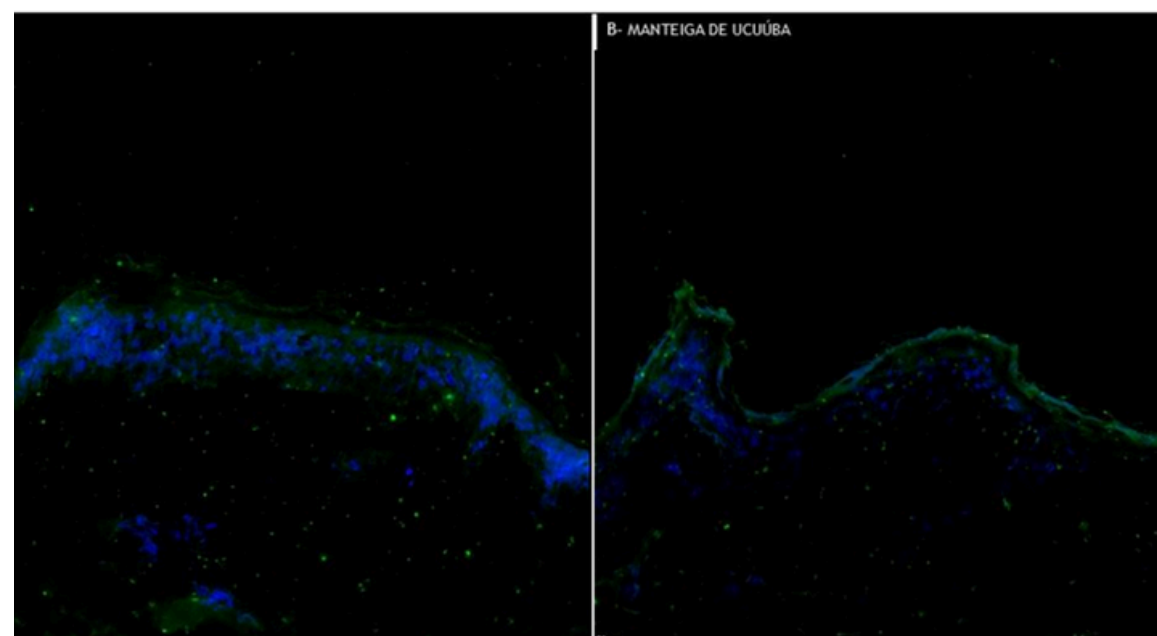
A powerful regenerating ingredient.

\*Tests conducted on 5% Citro Ucuuba



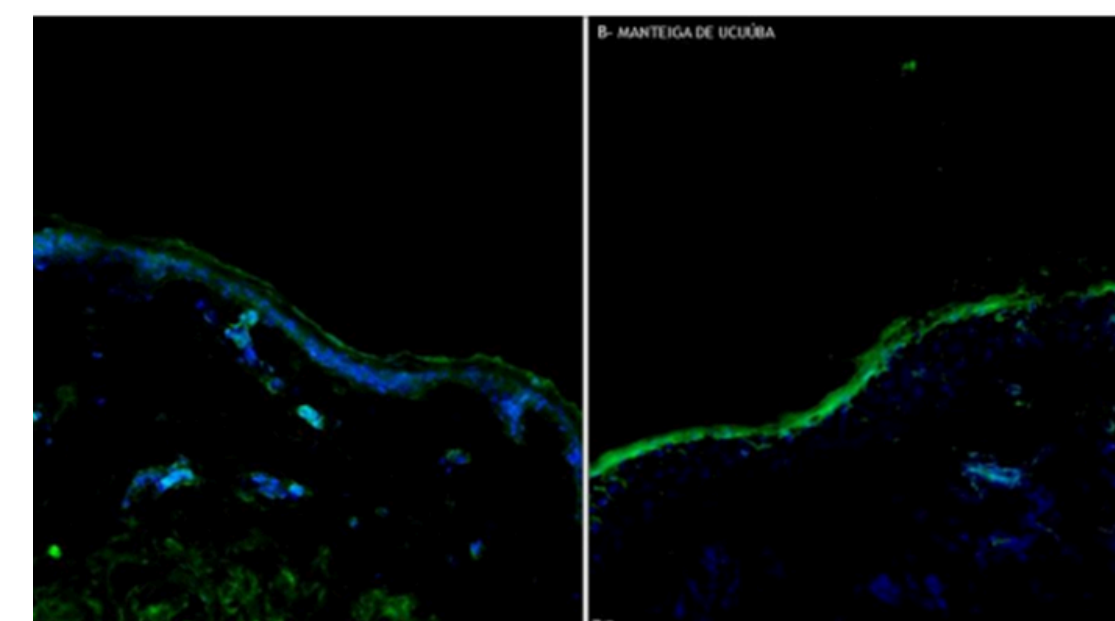
**23%**

Increased synthesis of Ki67 Protein, proving that Citro Ucuuba is capable of inducing the initial formation of new tissue.



**17%**

Increased keratin synthesis, which acts in the differentiation of keratinocytes and their maturation, improving the visual appearance of the skin.



**26%**

Increased filaggrin synthesis, responsible for improving the epidermal barrier, stimulating the skin's natural hydration factors.

# CITRO UCUUBA

## Recommendations:

**INCI Name:** Virola sebifera nut oil

Recommended dose: **3.0– 7.0%**

**Solubility:** Liposoluble

### Applications:

Body cosmetics and products for scalp treatment in cases of seborrheic dermatitis.

Products with cell reconstruction and renewal appeal, sensitive skin, firming, healing and mature skin.



Dermatologically Tested  
China Compliant  
Vegan  
Animal Cruelty free  
Chemical-free  
Preservative-free  
Halal Certified



COSMOS  
APPROVED





## MULTIFUNCTIONAL INGREDIENTS



**AlphaVelvety** - Exclusive multifunctional CitroBio active ingredient with an exclusive combination of fatty acids, providing a matte effect on the skin and protecting the hair against UV radiation.

**Pracaxi Oil** - Multifunctional bioactive with healing and dermocalming potential that promotes cell renewal in the skin. In addition, it has the function of forming a film on the hair, reducing frizz and volume.



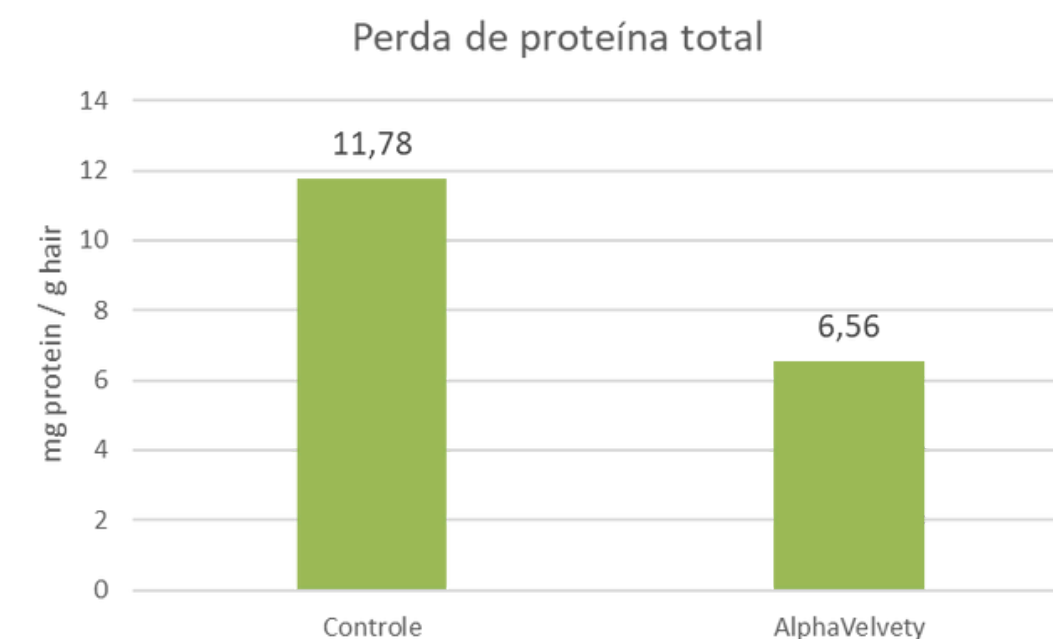
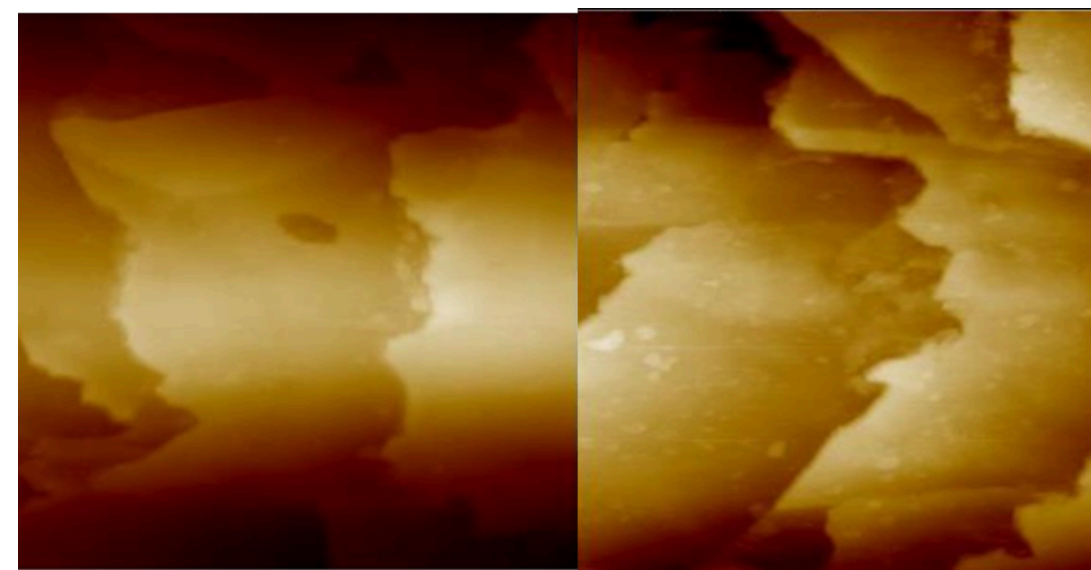
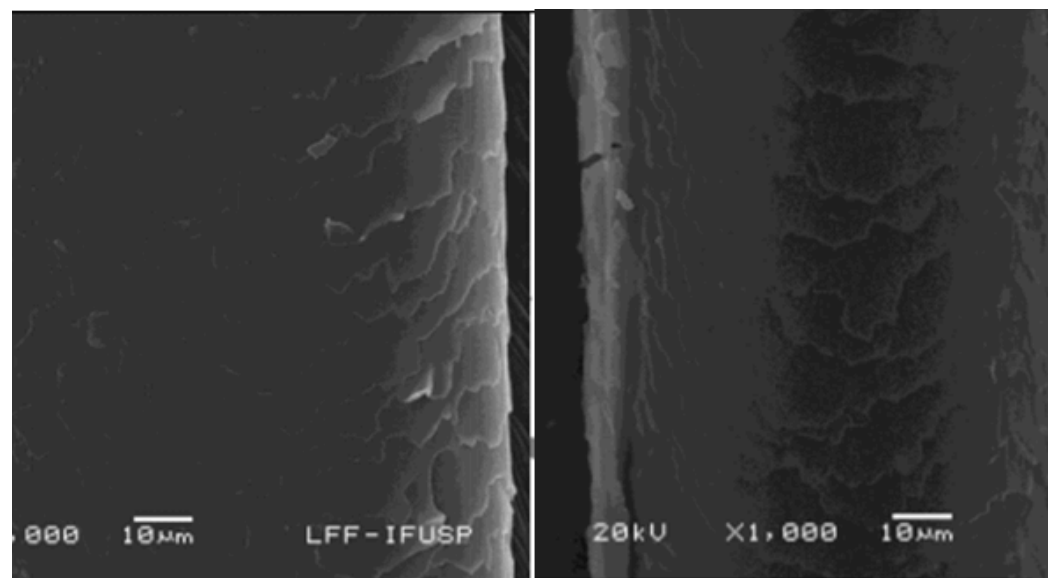


# ALPHAVELVETY



A regenerating ingredient, with a dry and velvety touch.

\*Testing conducted at 3% AlphaVelvety



## Damage Repair

Reduces cuticle damage supporting the claims of Split End Reduction, Revitalization, Reconstruction and Redensification.

35%

Softer hair from the first application without interfering with the natural movement of the hair.

44%

Effective against loss of proteins in hair, restoring hair against damage due to exposure to UV radiation.



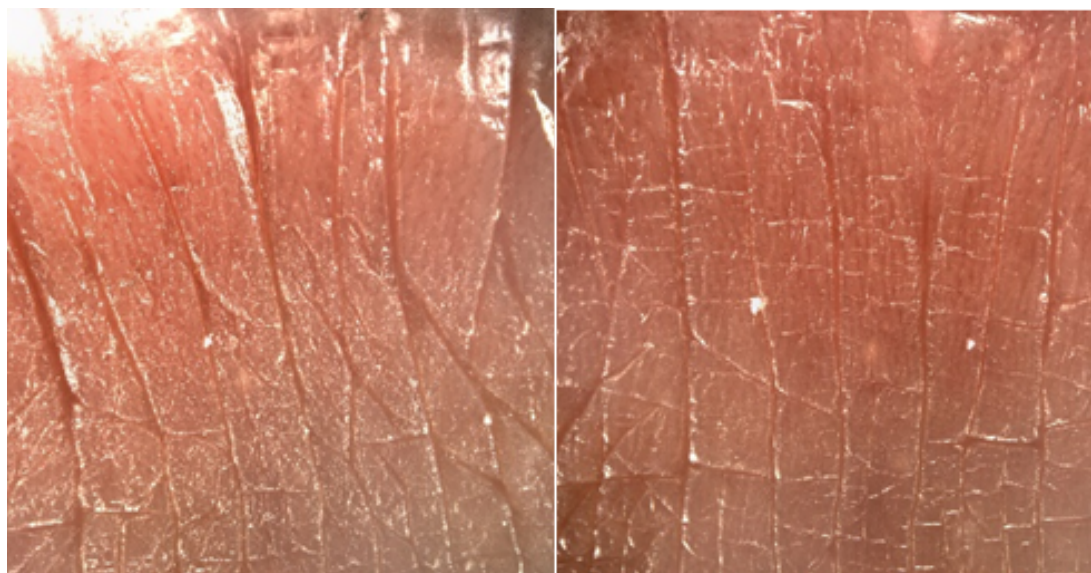


# ALPHAVELVETY



A regenerating ingredient, with a dry and velvety touch.

*\*Testes conduzidos a 3% de AlphaVelvety*



**58,8%**

Improvement in lip texture and morphology after 15 days of treatment.



**60%**

Matte effect after 15 days of treatment.

# ALPHAVELVETY

## Recommendations:

**INCI Name:** Virola sebifera nut oil, Bisabolol, Olus oil

**Recommended Dose:** 1.0– 3.0%

Solubility: **Liposoluble**

### Applications:

Scalp care

Intense hydration with nourishing properties – food for the skin

Products claiming a matte effect

Products to remove excessive oil

Products for deep tissue and hair fiber regeneration

Men's care and multifunctional formulations



Dermatologically Tested  
China Compliant  
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Chemical-free  
Preservative-free  
Halal Certified







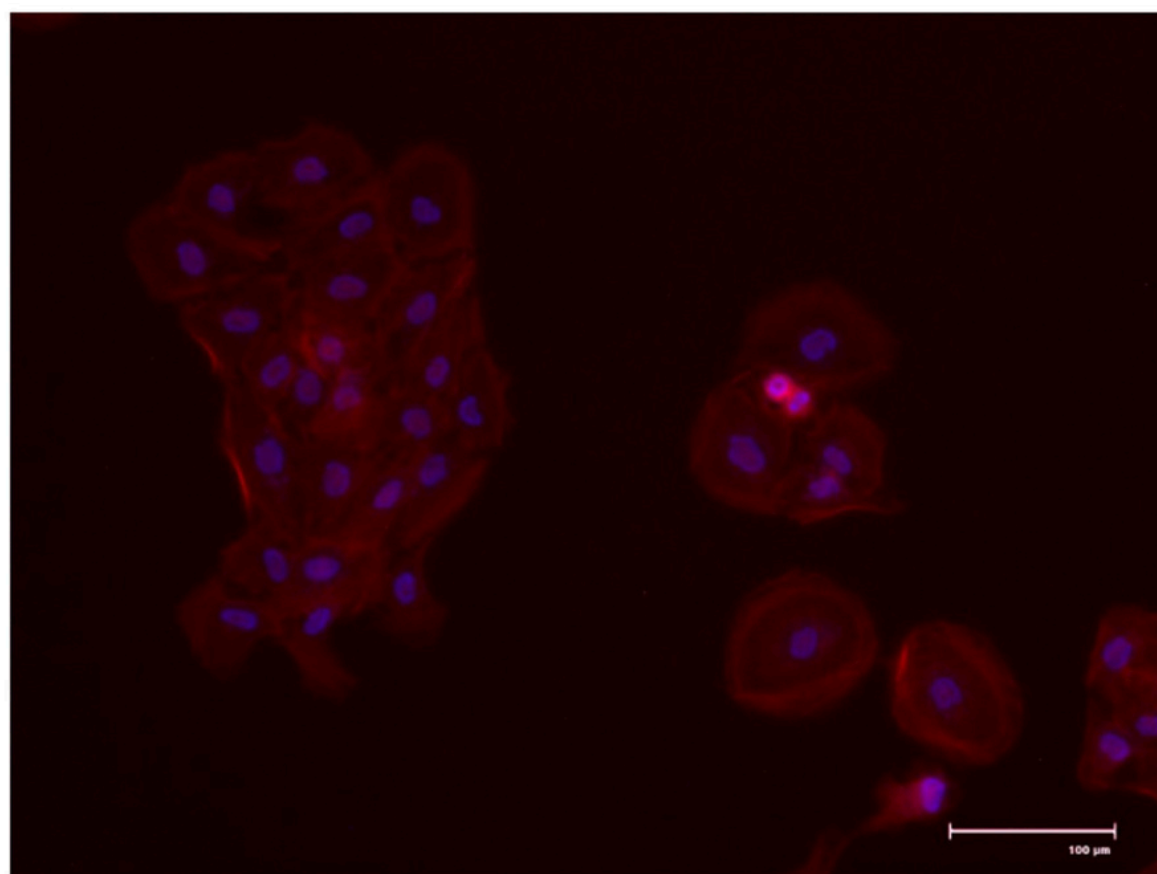
# PRACAXI OIL



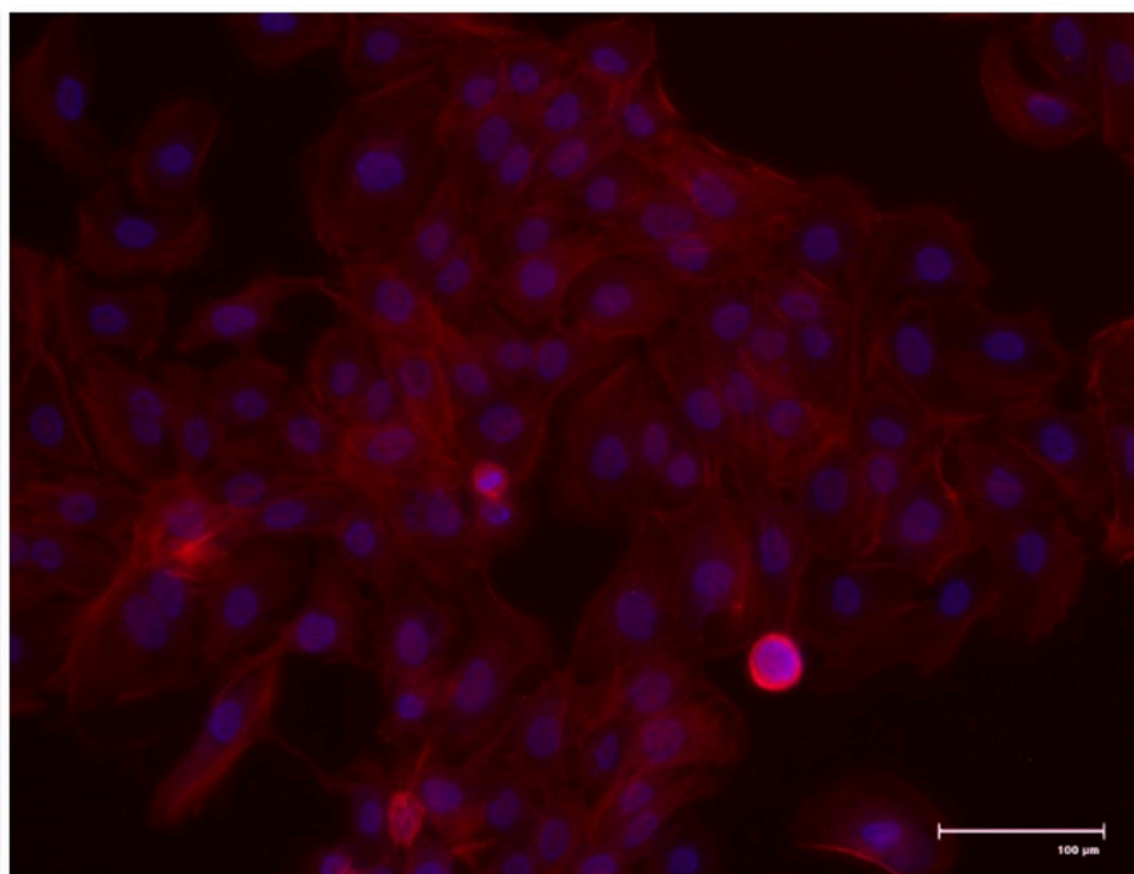
## Cellular Renewal

\*Testing conducted at 2% Pracaxi Oil

After 72 hours of treatment with Pracaxi oil (2%), quantitative analysis was performed by immunofluorescence using the cell renewal image.



Control Group



Treatment Group

Pracaxi oil increased  
keratinocyte cell  
proliferation by  
**21.3%\*!**

\*Teste T ( $p < 0,005$ )

Regenerative action for **sensitive skin** or after aesthetic procedures such as **peeling and laser**



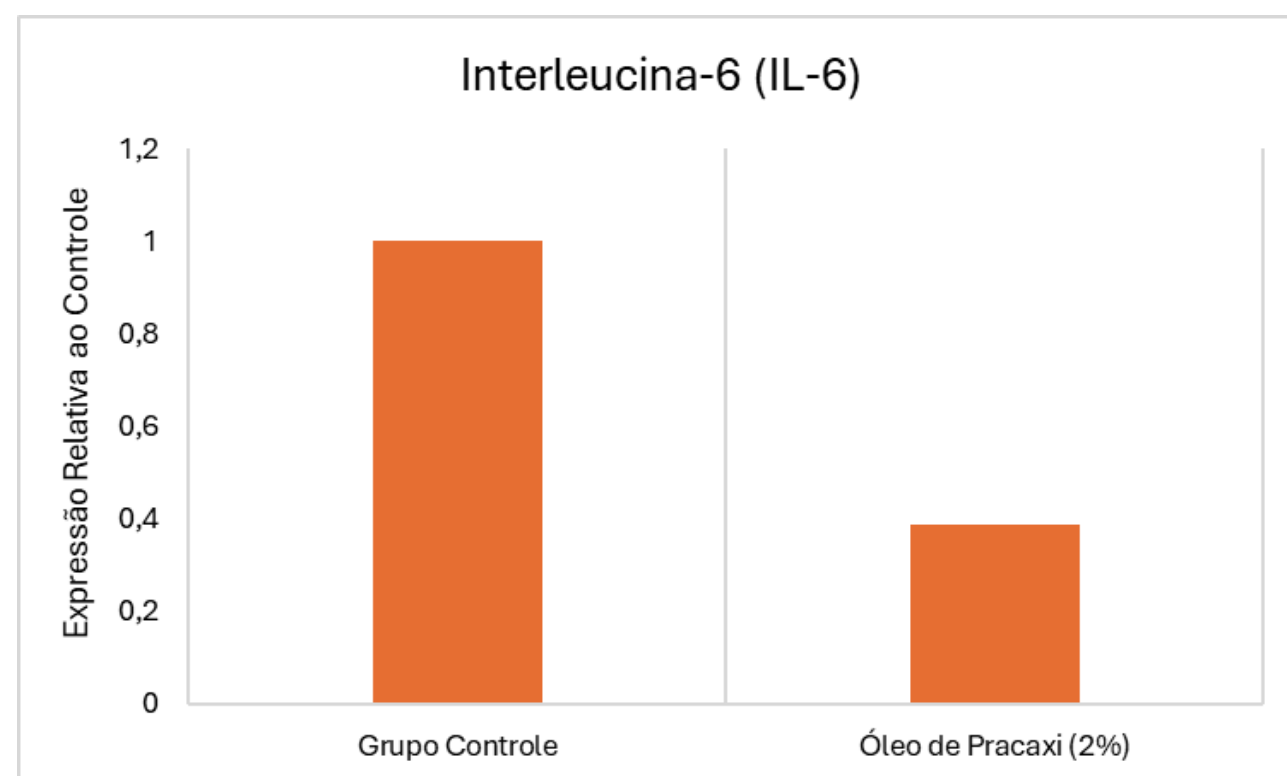
# PRACAXI OIL



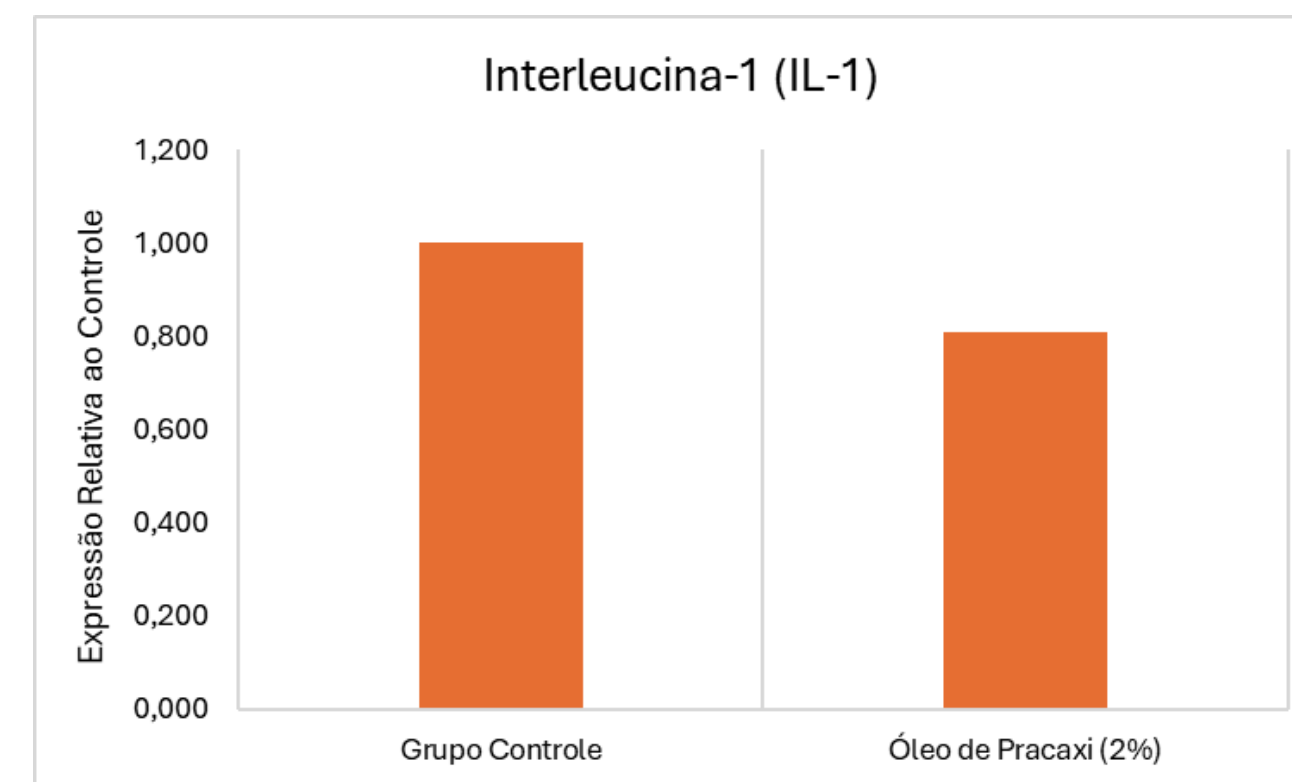
## Dermocalming Potential

\*Testing conducted at 2% Pracaxi Oil

After 48 hours of treatment with Pracaxi oil (2%), the analysis of the gene expression of interleukins was performed.



Pracaxi oil reduced Interleukin-6 (IL-6) gene expression  
by 61.4%\*



Pracaxi oil reduced Interleukin-1 (IL-1) gene expression  
by 19.1%\*

\*Test T (p<0,005)

Minimizes **irritation, redness and swelling**, strengthens the skin barrier, preserves hydration and promotes a **soft and silky touch**.





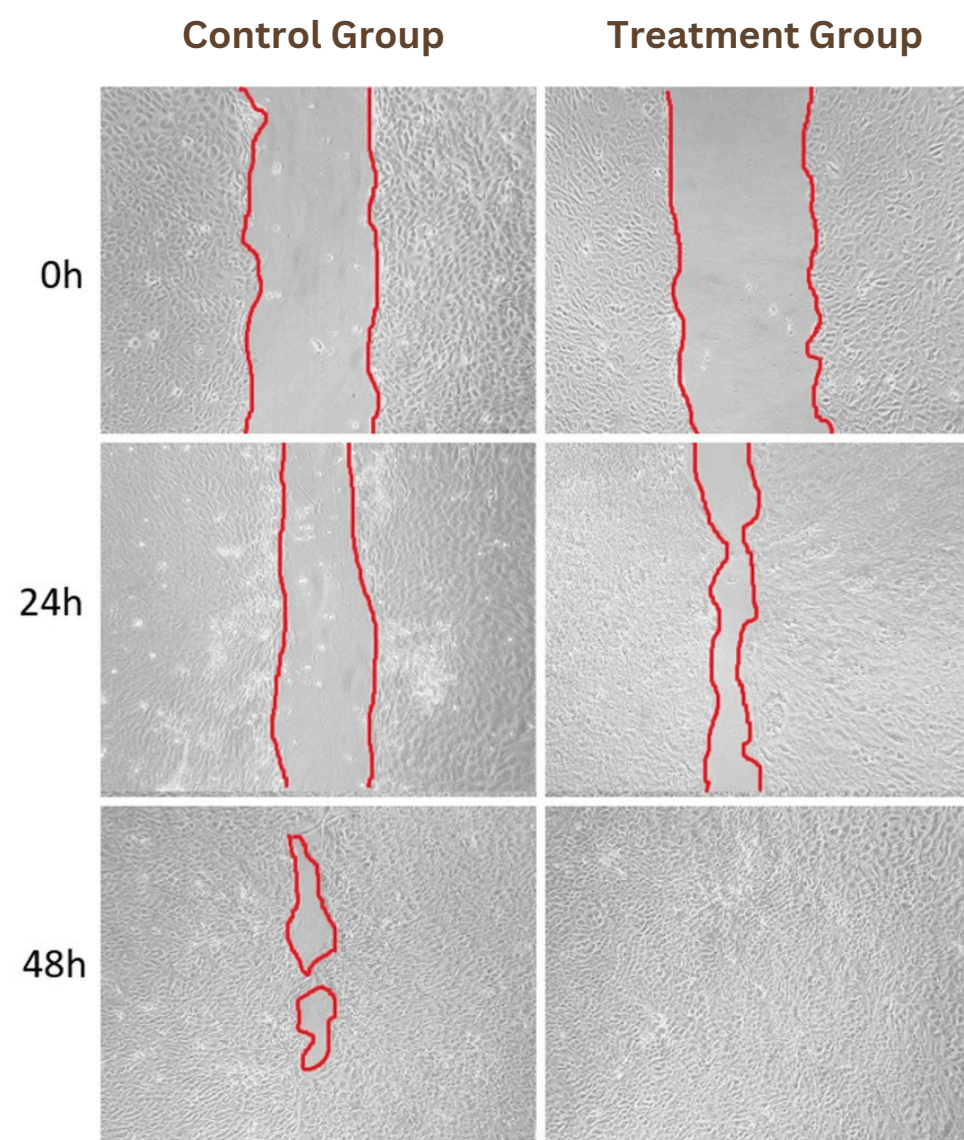
# PRACAXI OIL



## Healing Potential

A lesion was observed for 48 hours to check its healing

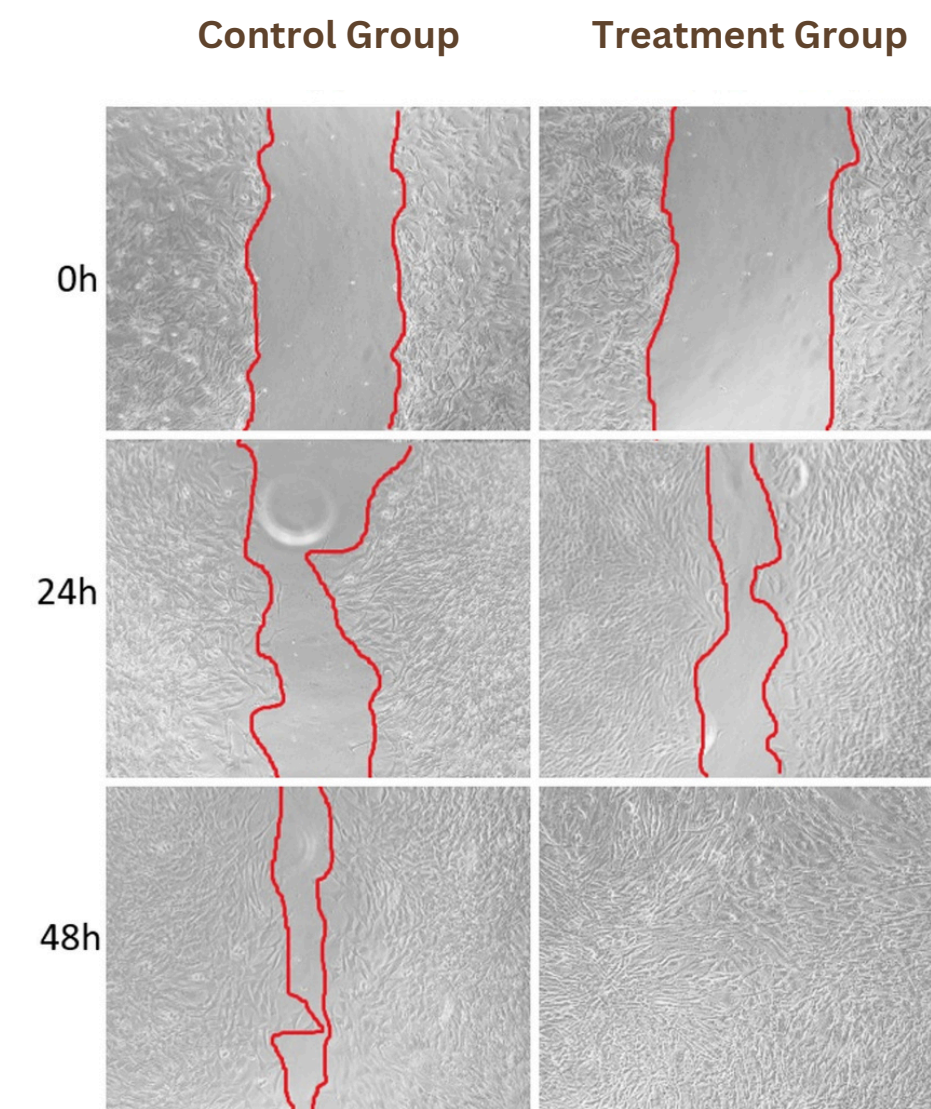
\*Testing conducted at 2% Pracaxi Oil



Keratinocytes

- At the beginning of the healing process, PRACAXI OIL demonstrated an action **twice as fast**.
- In 36 hours, it presented a result **15.5% better** when compared to the control.
- **Total closure** of the lesion in **48 hours**.

- In just **1 day, 78.5%** of the wound was closed.
- In 36 hours, the result was **19% better** when compared to the control.
- **Total wound** closure in **48 hours**.



Fibroblasts

# PRACAXI OIL

## Recommendations:

**INCI Name:** *Pentaclethra macroloba* seed oil

**Recommended Dose:** 1.0– 5.0%

Solubility: **Liposoluble**

### Applications:

Sensitive Skin  
Post-Aesthetic Procedure  
Post-Shaving  
Post-Waxing  
Post-Sun  
Diaper Rash  
Recent Scars  
Stimulates Cell Renewal

Body Masks  
Soothing Lotions  
Moisturizers  
Diaper Rash Ointment  
Hair Tonic  
Regenerating Serum



Dermatologically Tested  
China Compliant  
Vegan  
Animal Cruelty free  
Chemical-free  
Preservative-free  
Halal Certified





THANK YOU



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