

raízes
do futuro



Pracaxi ProSense

The force of nature that inspires and regenerates!

www.citroleogroup.com



Why choose CitroBio's Pracaxi ProSense?



New Generation Pracaxi Oil: acts at the **molecular level** by modulating gene expression of inflammatory cytokines.



Pracaxi ProSense: the only product on the market with **efficacy tests** that prove its action on **sensitive skin**.



The union of Amazonian tradition with applied science and unique quality from CitroBio.



CitroBio's Undisputed Quality



Through its purpose of generating a **positive impact** on communities and preserving nature, CitroBio not only develops a **sustainable business** but also **transforms lives**.



Clean production process that preserves all biocompounds, with **seed selection and treatment** that ensures that **Pracaxi ProSense is unique!**



With a **consolidated supply chain**, CitroBio guarantees the **regular presence of Pracaxi ProSense in the market** with excellence, quality, and proven effectiveness!

Benefits of Pracaxi ProSense

Calming effect on the skin

Control of inflammatory
processes in the skin

Microlesion Regeneration

Improves skin flaking

Strengthening the skin barrier

Cellular Renewal

Deep Hydration

Firmer skin

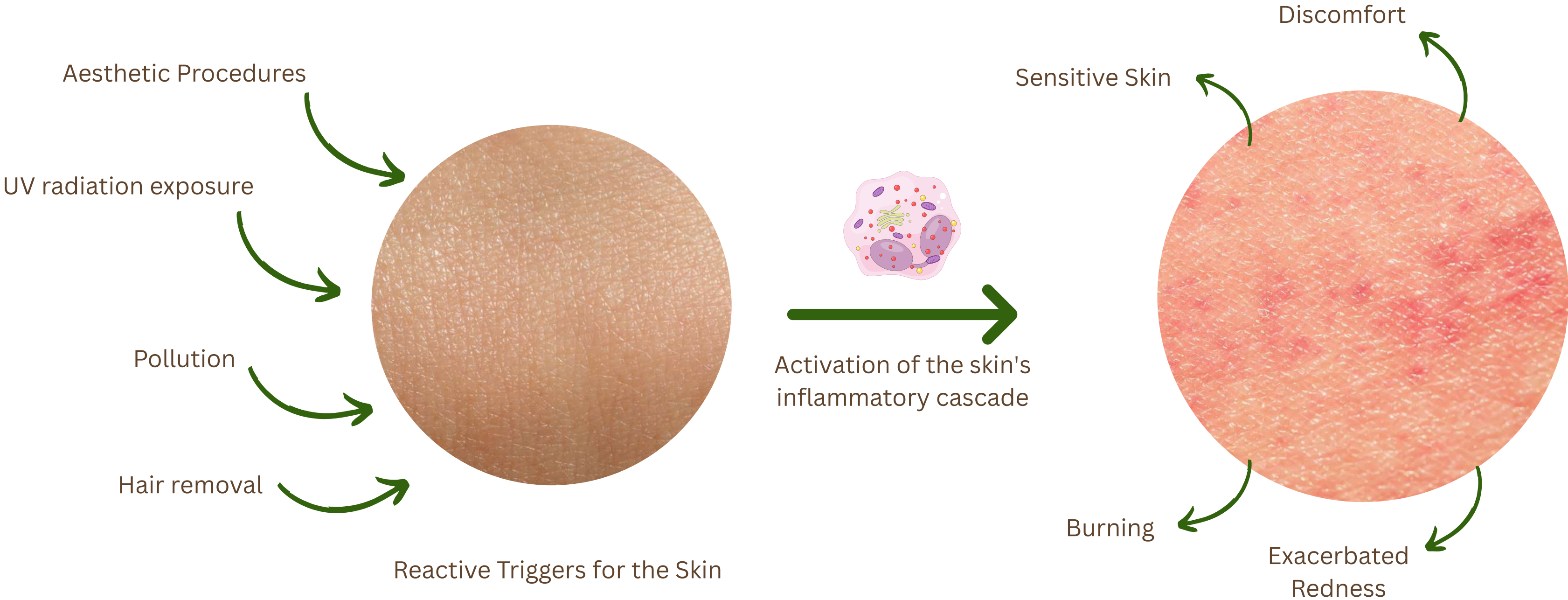


With Proven Effectiveness!



Mechanism of Action

Pracaxi ProSense

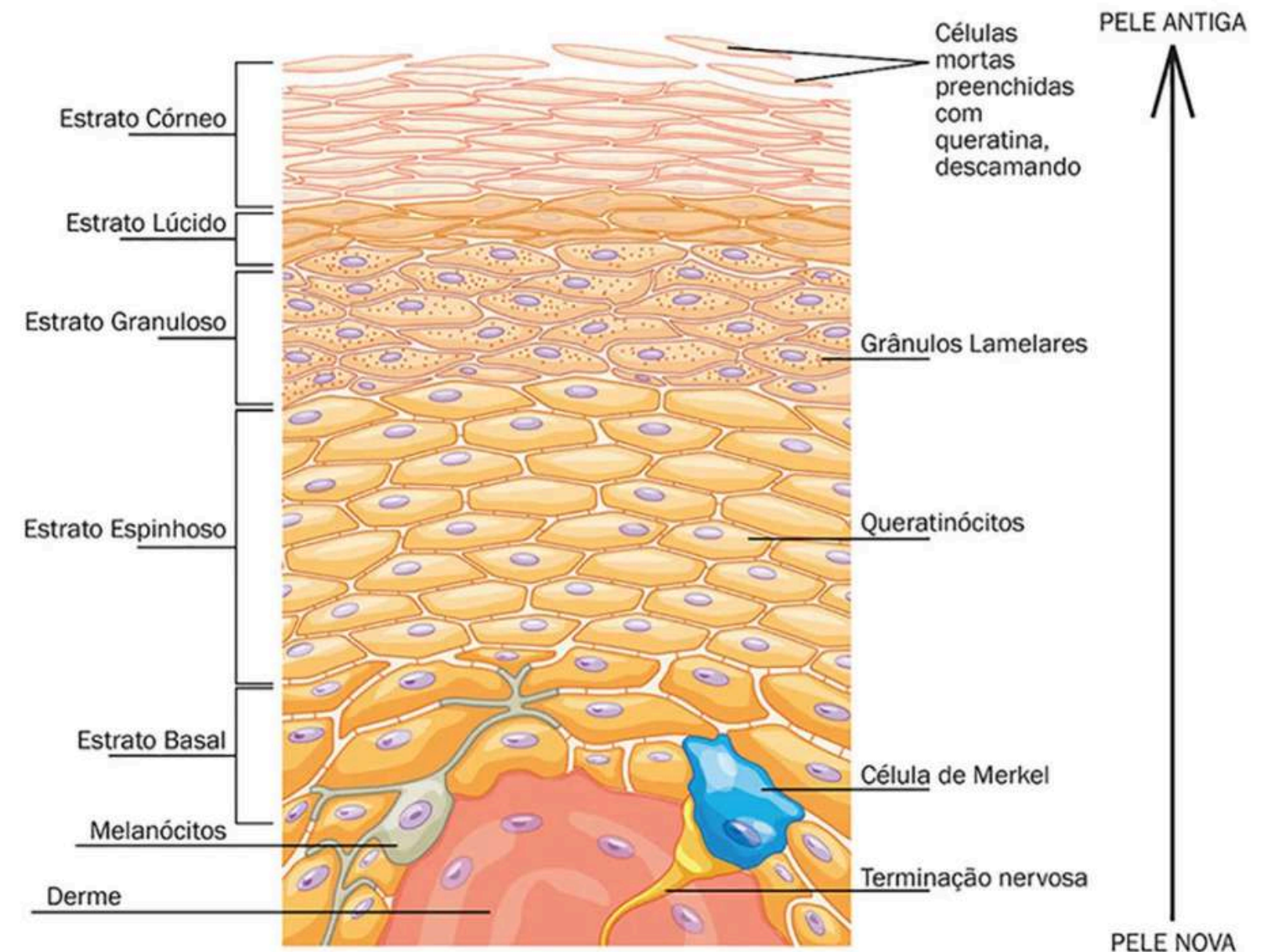


Mechanism of Action

Pracaxi ProSense

Pracaxi ProSense acts directly at the molecular level and on the main layers of our skin, such as the epidermis and dermis.

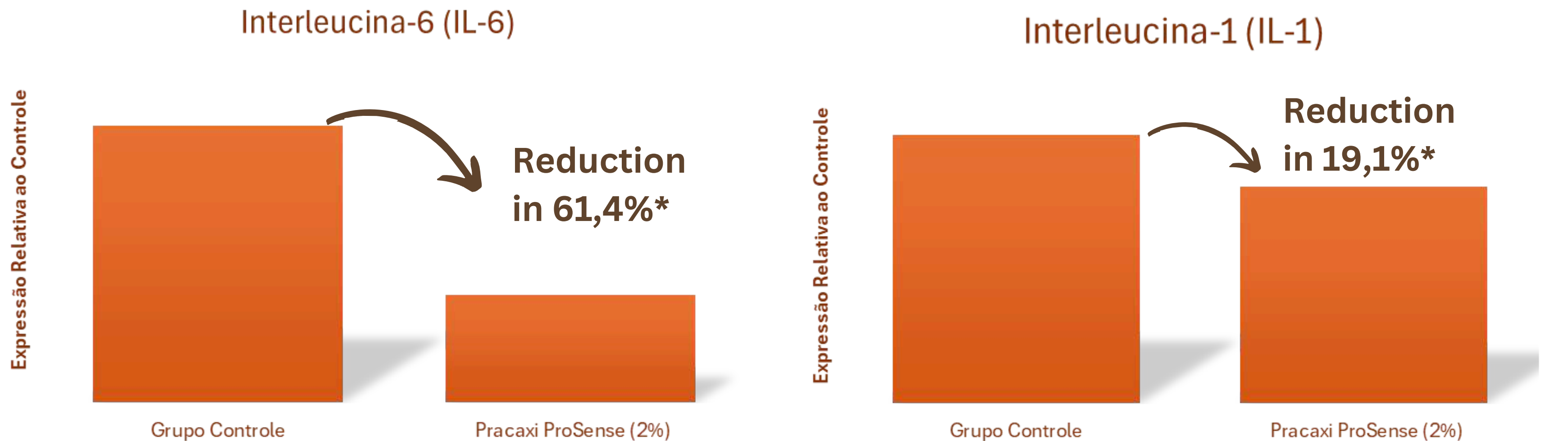
- Attenuates the cascade of inflammatory responses in the skin by reducing the gene expression of Interleukin-1 (IL-1) and Interleukin-6 (IL-6).
- Restores skin homeostasis.
- Regenerative effect due to increased proliferation of keratinocytes and fibroblasts.



Mechanism of Action

Pracaxi ProSense

Evaluation of the reduction in gene expression of Pracaxi ProSense (2%) in keratinocyte cultures treated for 48h and subsequent analysis by RTq-PCR



*Teste T p<0,05

By reducing the gene expression of IL-1 and IL-6, Pracaxi ProSense consolidates itself in the market as an ingredient that has a **calming and regenerative effect**.



Cell Renewal Assessment by Immunofluorescence

2% Pracaxi ProSense

Methodology: Human keratinocyte cells were used for this study. After 72 hours of treatment, immunofluorescence was performed using a cellular dye through image analysis.

Control Group: Cells treated with culture medium only.

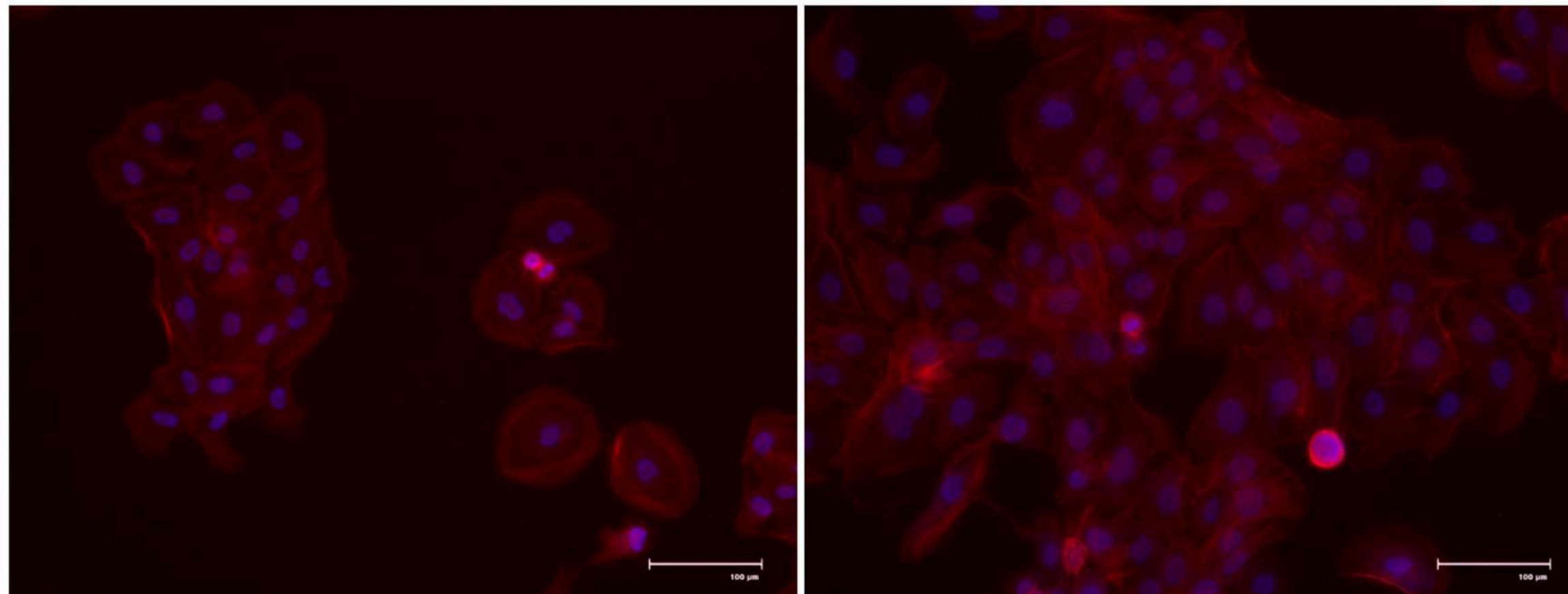
Treatment Group: Cells treated with 2% Pracaxi ProSense



Cellular
Renewal

Cellular Renewal

After 72 hours of treatment with Pracaxi ProSense (2%), quantitative analysis was performed by immunofluorescence through cell renewal imaging.



Control Group

Pracaxi ProSense (2%)

Pracaxi ProSense
increased keratinocyte
cell proliferation by
21.3%*!

*Test T ($p < 0,005$)

Regenerative action for sensitized skin or after aesthetic procedures such as peels and laser



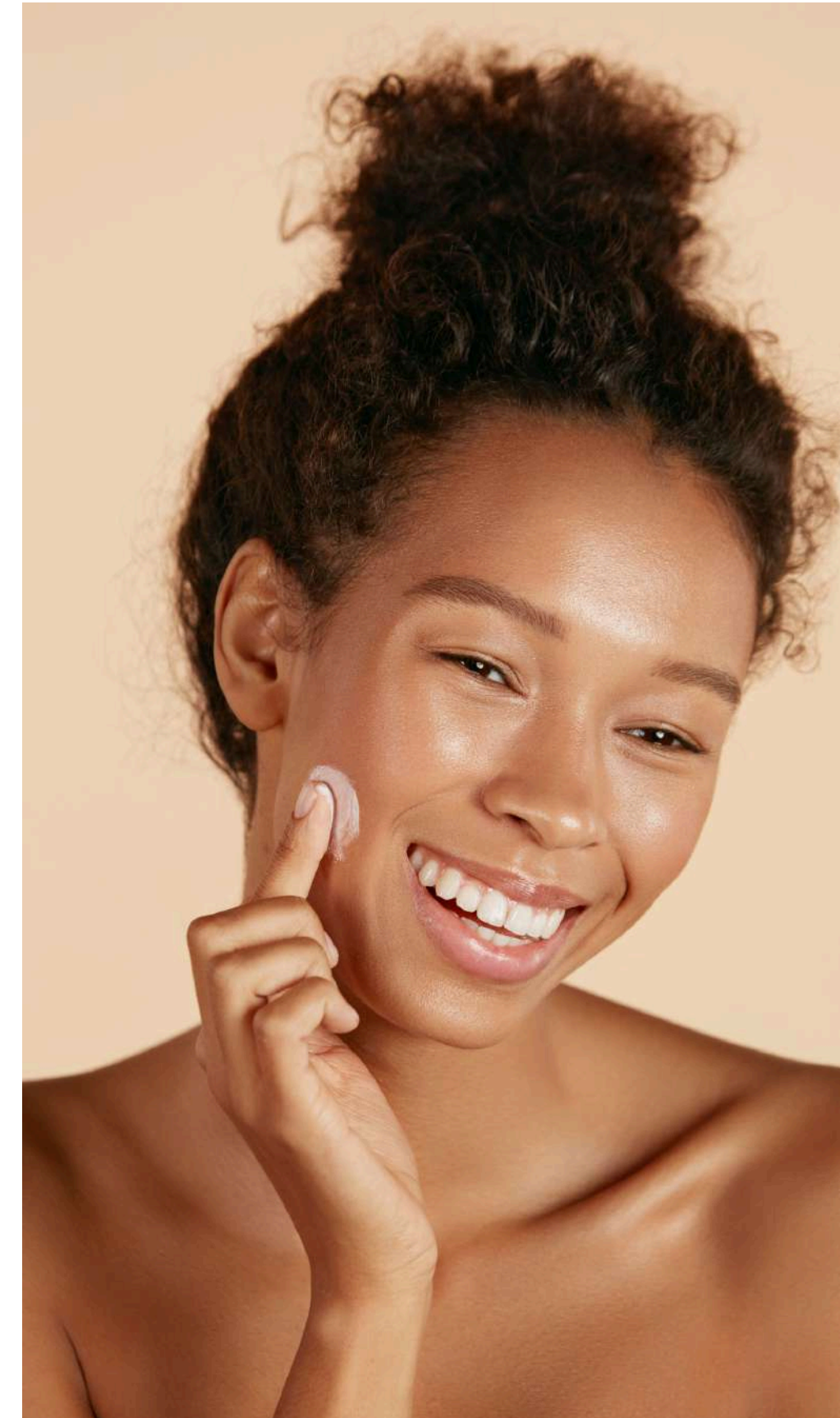
Assessment of Healing Potential

2% Pracaxi ProSense

Metodology: Evaluation of wound closure in vitro in human keratinocytes and fibroblasts after treatment with Pracaxi ProSense.

A standardized in vitro wound was created, and the rate of wound closure was monitored every 12 hours for 48 hours.

The images were evaluated using Image J software to measure the area of the closed wound as a function of time.



Healing
Potential

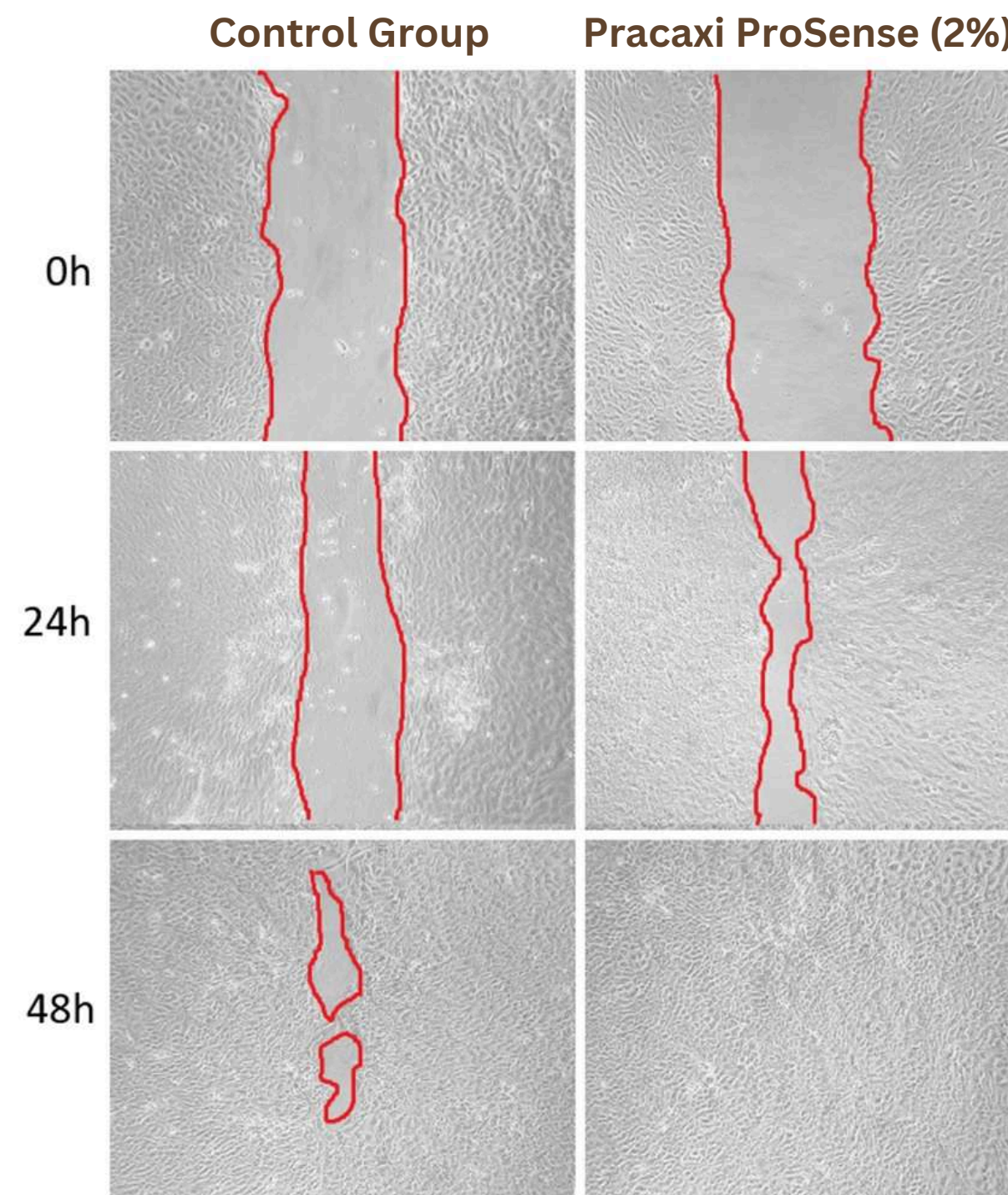


Healing Potential

Keratinocytes

- Twice as fast in the first 12 hours of the cell renewal process.
- Complete wound closure in 48 hours.

In 36 hours, Pracaxi ProSense presented a result **15.5%** superior to the control group in closing the lesion.



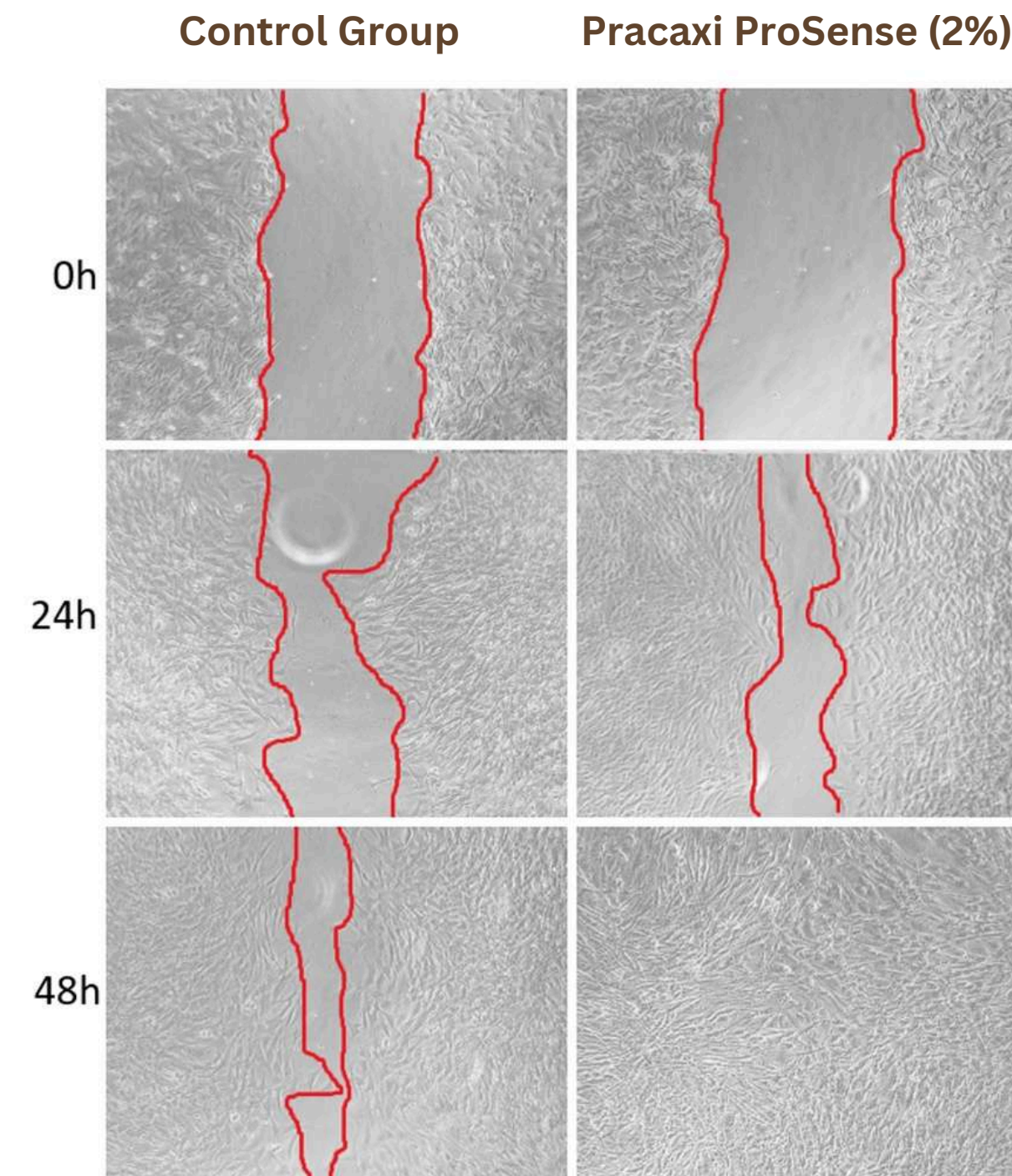
Keratinocytes: Outermost layer of the skin, epidermis, acting as a potential healing agent for shaving, post-procedures or laser

Healing Potential

Fibroblasts

- Pracaxi ProSense showed a **26%** faster wound closure result after 36 hours.
- Complete wound closure in 48 hours.

In just 1 day, Pracaxi ProSense closed **78.5%** of the lesion.

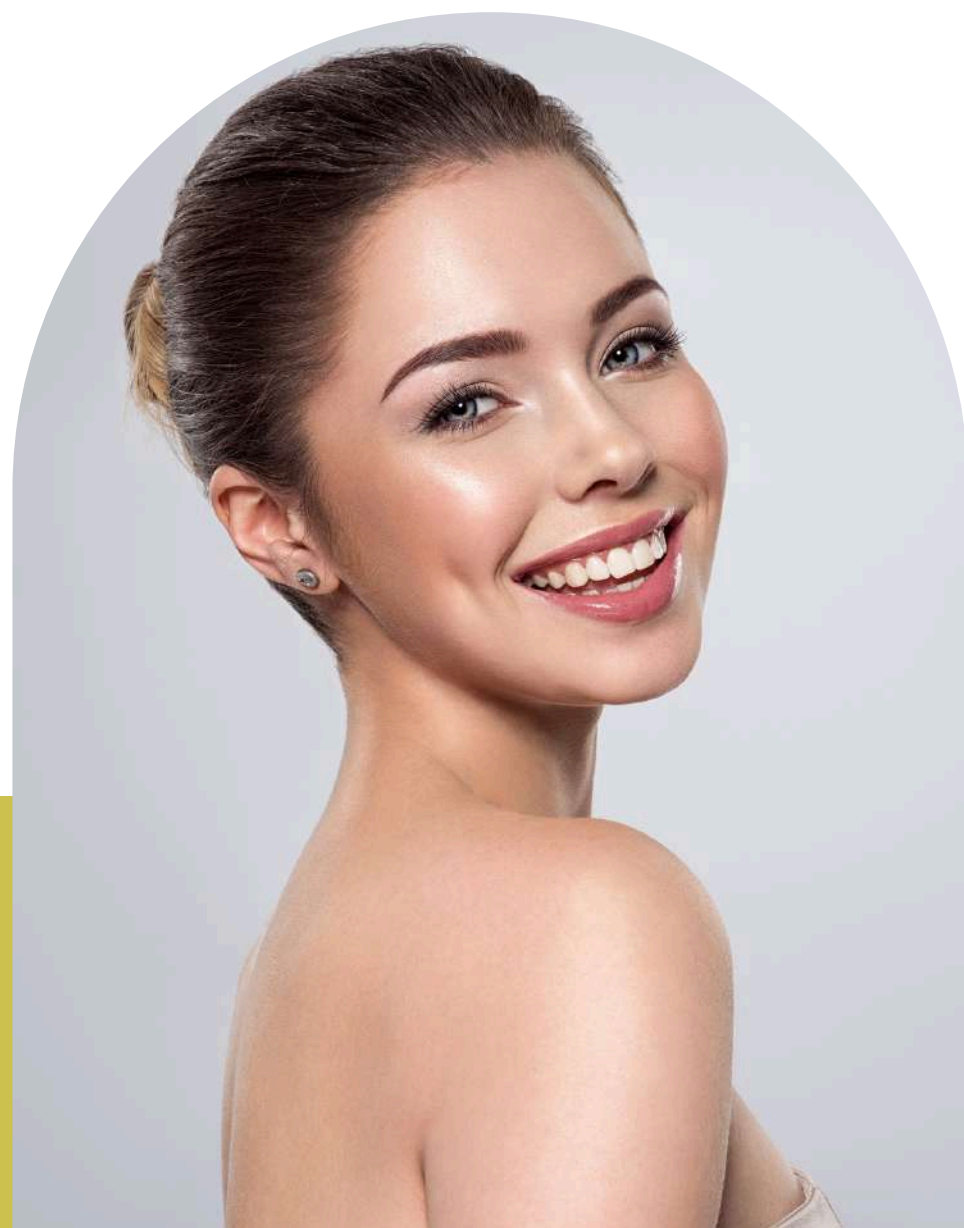


Fibroblasts: Innermost layer of the skin, dermis, acting as a potential healing agent for diaper rash, initial bedsores and recent scars.



Clinical Efficacy Tests

Pracaxi ProSense



Evaluation of the Clinical Efficacy of Pracaxi ProSense in skin with micro-skin lesions



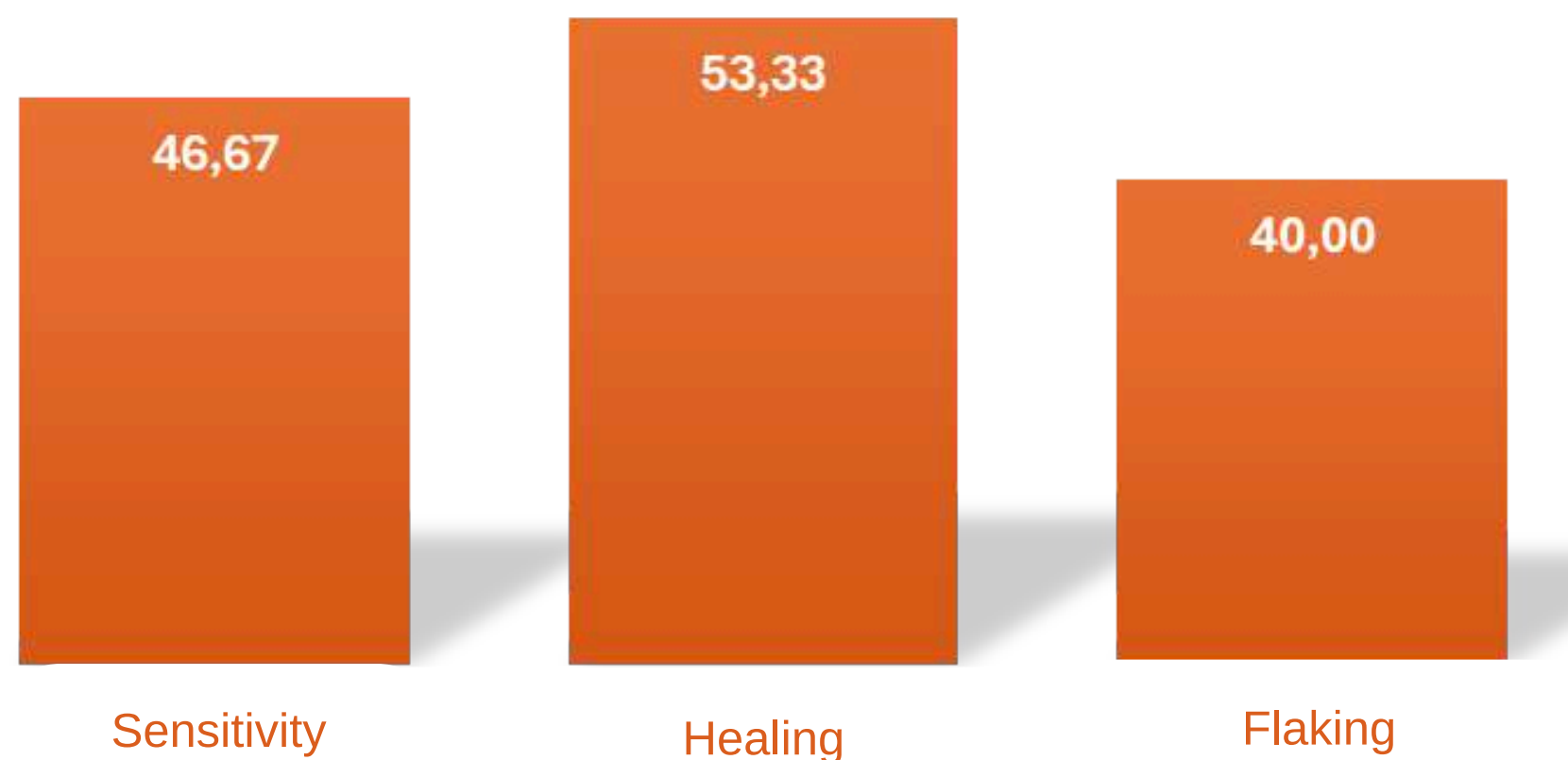
Metodology:

- Selection of 15 male participants between 18 to 70 years old who underwent shaving and presented with micro-skin lesions.
- Application of a gel cream with **2% Pracaxi ProSense**.
- Clinical efficacy assessment on day 0 (without product application) and 24 hours after a single application of Pracaxi ProSense.
- Product use for 7 continuous days and subsequent subjective evaluation.

Evaluation of the Clinical Efficacy of Pracaxi ProSense in skin with micro-skin lesions

After 24 hours of applying Pracaxi ProSense to the injured skin.

% Improvement after 24h



Teste Wilcoxon - $p < 0,05$

Pracaxi ProSense has proven effectiveness in just 24 hours of use and SINGLE application

- Regeneration of skin microlesions - Keratinocyte proliferation.
- Improved skin sensitivity.
- Improved flaking after shaving.

Cosmetic Appreciability - Pracaxi ProSense

Pracaxi ProSense according to the participants

“

Excellent product, it brought me comfort and softness, a feeling of relief and freshness.

”

“

It didn't leave my skin red, my skin was soft, I recommend it and I would buy it.

”

73.3% of participants felt that skin redness decreased.

100% of participants reported feeling more hydrated and protected skin!

80% of participants reported a feeling of immediate relief after applying the product.

*Opinions reported in product usage report

Evaluation of the Clinical Efficacy of Pracaxi ProSense after Facial Waxing

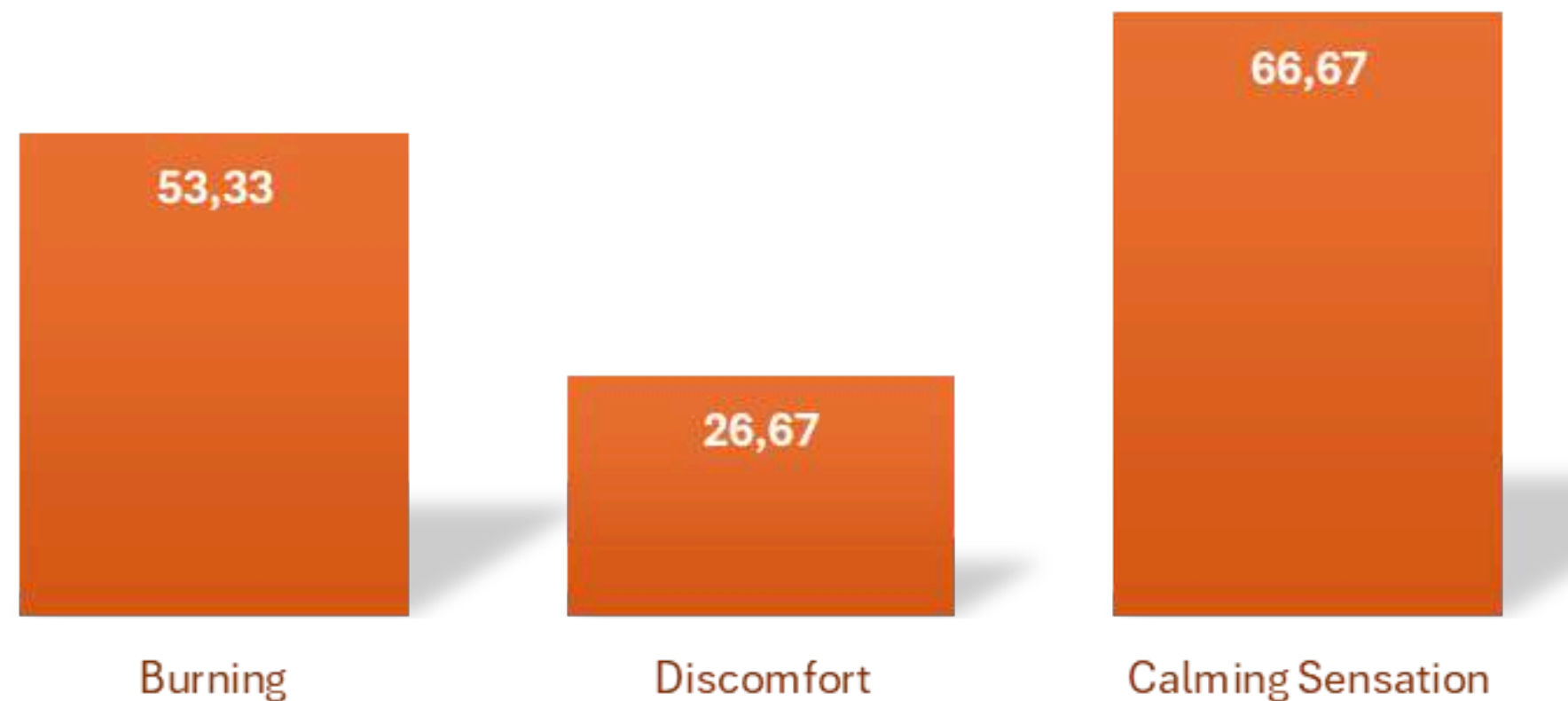


Metodology:

- Selection of 15 female participants between 18 to 65 years old who underwent facial waxing.
- Application of a gel cream with **2% Pracaxi ProSense**.
- Photographic recording with Visia and subjective efficacy at times D0, D15min, D30min, and 1 hour after the procedure.
- Continuous use of the product for 7 days and subsequent subjective evaluation.

Evaluation of the Clinical Efficacy of Pracaxi ProSense after Facial Waxing

% Improvement after 15 min



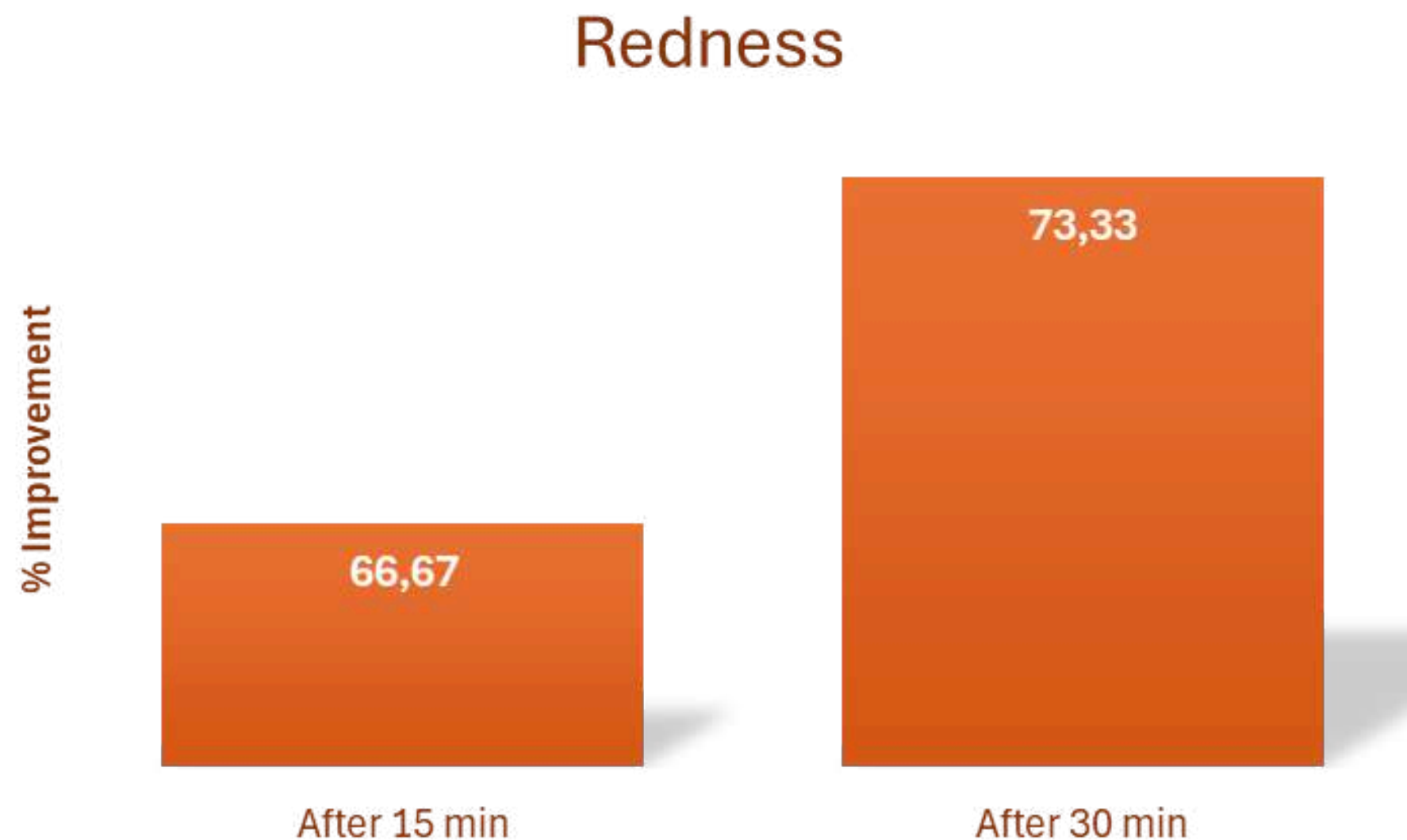
Test Wilcoxon - $p < 0,05$

After 30 minutes and 1 hour the results remained

Pracaxi ProSense **soothes, improves burning and discomfort in the skin** after procedures such as waxing, which remove the superficial layer of the skin causing inflammation.

Evaluation of the Clinical Efficacy of Pracaxi ProSense after Facial Waxing

Proven Effectiveness after just **15 Minutes** of Pracaxi ProSense Application



Redness reduction of **73.33%** after
30 minutes of application of
Pracaxi ProSense

Test Wilcoxon - $p < 0,05$

Proven effectiveness in controlling skin redness after 30 minutes



T0 - after procedure



T0 - after procedure



T30 minutes - after application of
Pracaxi ProSense



T30 minutes - after application of
Pracaxi ProSense

Purchase Indicator

Pracaxi ProSense is unanimously accepted as the new ally for sensitive skin and post-aesthetic procedures.

• **100%** of participants reported that **skin redness visibly decreased** after using the product

• **100%** felt their **skin less reactive or irritated** after application

100% of participants reported that Pracaxi ProSense **reduced** the **burning sensation**

100% of participants reported that Pracaxi ProSense **reduced discomfort (burning, itching and heat)** after the procedure

*Opinions after application of the product

Purchase Indicator

Even after 7 days, **Pracaxi ProSense** continues its effect for more **renewed, hydrated skin** with a **stronger skin barrier**.

100% claimed their skin felt more balanced and **less sensitized** after regular use

· **100%** of participants reported that the overall appearance of their skin improved

100% of participants felt their skin more **hydrated and protected**

100% of participants noticed a feeling of **renewed and comfortable** skin

*Opinions after 7 days of applying the product

Cosmetic Appreciability - Pracaxi ProSense

Pracaxi ProSense according to participants

“

I really liked it, as my skin felt much calmer and less red after applying the product.

”

“

Very good product, my skin is now softer.

”

“

The product provides a feeling of freshness and hydration.

”

*Opinions reported in product usage report

● ● ● Pracaxi ProSense

● INCI Name: *Pentaclethra macroloba* seed oil



Recommended Dose: 1.0 – 5.0%

Recommended pH: 3-10

Solubility: Liposoluble



Dermatologically Tested

China Compliant

Vegan

No Animal Testing

Chemical-Free

Preservative-Free

Halal Certified

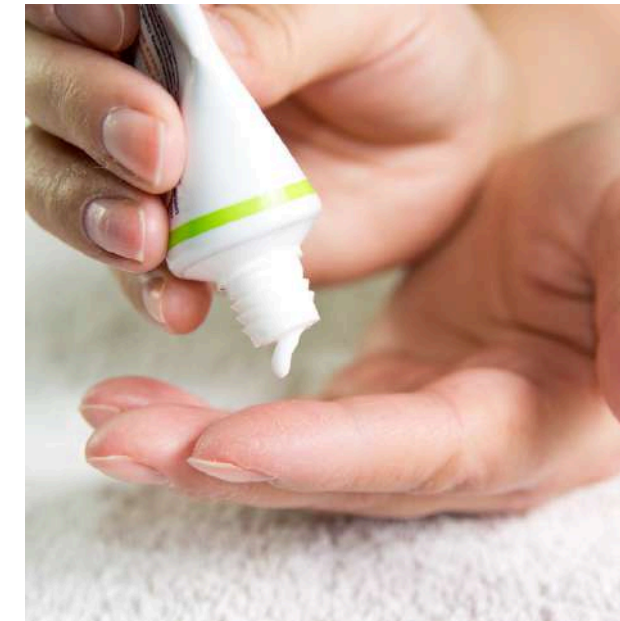
Cosmos Approved



APPLICATIONS



FACIAL SERUMS



BALMS



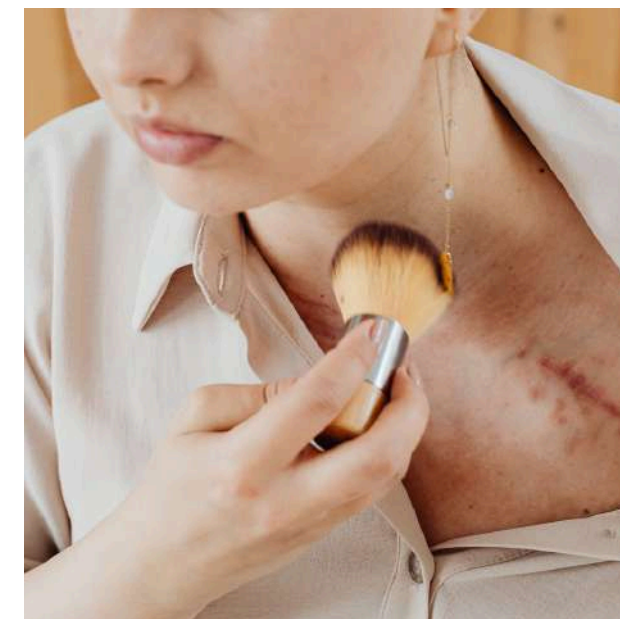
TREATMENT CREAMS



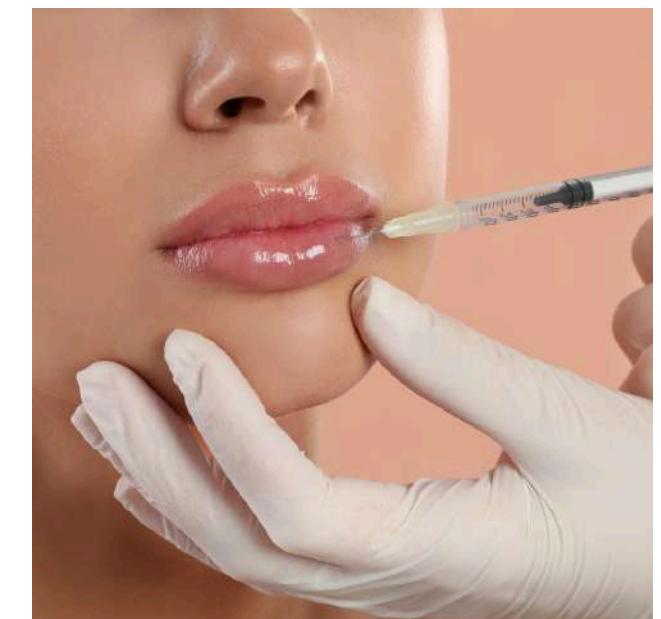
**DIAPER RASH
OINTMENTS**



MICROLESIONS



**POST AESTHETIC
PROCEDURE**



CLAIMS



**Reduction of skin
redness**



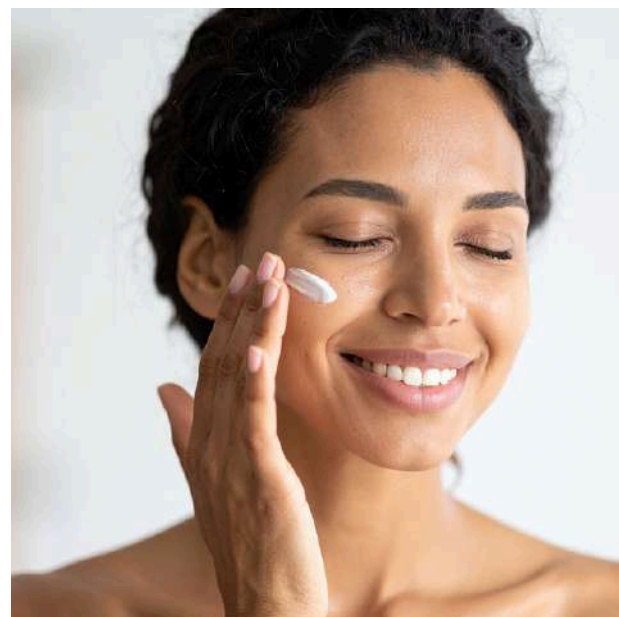
Calming effect



**Reduction of burning
and discomfort**



**Renewed and
hydrated skin**



**Regeneration of
microlesions**



**Improves skin
sensitivity and flaking**





Pracaxi ProSense is more than a bioactive, it is proof that CitroBio combines **proven efficacy**, exclusive and **sustainable supply**, and direct contribution to the **development of communities** in our value chain.



raízes do futuro

Thank you!!

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