

Concepts in Motion

Tomorrow's Vision...Today!

September-2009-v1

Vegetables, The New Superfruit?

We're all familiar with the "beauty from within" trend that has taken the industry by storm over the past few years. After all, how can we forget the desire for all things probiotic? Yet it appears that companies are now going a step further by developing entire lines around food based ingredients, particularly vegetables. Whether this is an expansion on the super fruit trend, or a result of the consumer's desire for naturals is not yet clear. Increased adoption of the "back to basics" philosophy may have also affected the growth of this trend.



Speculation aside some examples of this trend include "Yes To Carrots" and "Vegetable(S) Skin Care". Examples of products that use other food based ingredients include Korres' sun care products such as "Walnut & Coconut Suntan Oil", "Watermelon Sunscreen Face Cream" and "Sweet Orange Sunscreen Face and Body Milk" as well as their "Olive & Rye" Eye and Day creams. Jo Malone also offers "Lime Basil & Mandarin" and "Grapefruit" body cremes.



Our extensive line of products does include a variety of vegetable and fruit based ingredients. Examples are **ABS Fennel Extract**, **ACB Mushroom Extract SM***, **ABS Carrot Extract BG** and **ACB Purslane Bioferment**. All of which are capable of providing unique active benefits while delivering exceptional marketing appeal.

*Although technically a fungus, the majority consider mushrooms to be vegetables.

A Perfect Combination - Coffee & Chocolate

Lately, we've been getting a fairly high volume of requests for coffee and cocoa derived products. These ingredients contain isoflavones and caffeine which can provide both rejuvenating and protective benefits. Perfect for use in cosmetic applications, coffee and chocolate can deliver just the "perk me up" consumers crave.

In addition to offering products such as **ABS Green Coffee Bean Powder**, **ABS Coffee Extract Powder**, **ABS Cocoa Powder** and **ACB Cocoa Bioferment**, we also offer caffeine in a liposome.



Recycling, A Modern Perspective On Retro Styles

Doubt anyone can forget about Active Concepts' wide product offering, yet it's easy to forget about the particulars. Just because a product isn't new doesn't mean it isn't interesting, especially when trends come back into fashion.

According to NutraIngredients-USA.com, launches of products that contain lycopene have been on the rise. Lycopene is the pigment found in tomatoes that is not only responsible for the fruit's beautiful red color, but also acts as a potent antioxidant. In fact it is ten times more efficient than vitamin E at quenching singlet oxygen. NutraIngredients also reports that after the US & Canada, the largest markets for lycopene are Japan and Brazil.

An Active Concepts product that is suited perfectly for this trend is our **ACB Tomato Bioferment**. It can be used to provide much needed antioxidant protection as well as provide long term conditioning benefits. Tomatoes also contain a unique bi-enzyme complex that may help stabilize disulfide bonds to strengthen hair and prevent breakage.