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Cashew Apple Pro, a novel active derived from fairly traded cashew apples

Lipoid Kosmetik AG

lipoid-kosmetik.com

PRODUCT/SERVICE BACKGROUND INFORMATION

Lipoid Kosmetik AG supplies natural and sustainable cosmetic ingredients, transforming responsibly sourced and upcycled raw materials into high-quality actives and extracts. Our philosophy unites sustainability with science: actives supported by scientific studies, and botanicals with authentic, story-driven value. With expertise in phospholipids, actives, and botanicals, we help formulators create products that deliver proven performance while meeting consumer demand for transparency and environmental responsibility.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

Lipoid Kosmetik introduces Cashew Apple Pro, a novel active derived from fairly traded cashew apples. Clinical in vivo studies demonstrate superior skin hydration versus hyaluronic acid, significant improvements in firmness (+20%), elasticity (+11%), and visible refinement of skin texture, smoothness, pore size, and complexion. This extract combines proven cosmetic performance with ethical sourcing and upcycling of agricultural side streams.

HOW WILL THIS NEW PRODUCT/SERVICE IMPACT THE INDUSTRY (BENEFITS)?

Cashew Apple Pro delivers dual benefits: strong clinical efficacy and sustainability. It provides formulators with a scientifically substantiated botanical active that enhances hydration, firmness, elasticity, and overall skin appearance. At the same time, it addresses consumer demand for upcycled, traceable, and fairly traded ingredients. By valorizing an underused raw material, it reduces food waste while generating income for 5,500 farming families in Burkina Faso, West Africa.