

ViaPure[®] Rice

Description

ViaPure[®] Rice is a dried water extract of rice bran (*Oryza sativa*) with > 85 % phytic acid (known as inositol hexaphosphate, IP6). Rice bran and rice bran extracts have been used for many years to improve skin health, ranging from skin brightening and moisturizing to soothing allergic reactions. Rice bran in general consists of many components including oils, steroidal compounds, and B-complex vitamins.

ViaPure[®] Rice is focusing on the interesting compound myo-inositol hexakisphosphate or IP6, also known as phytic acid. Phytic acid (IP6) was once considered a precursor to a component of the B-complex vitamins. Phytic acid has many biological activities, including acting as an antioxidant, metal chelator, and skin-tone lightener. Additionally, ViaPure[®] Rice, phytic acid, has been shown to improve desquamation via chemical exfoliation. ViaPure[®] Rice is believed to work in a similar way as α -hydroxy acids (AHAs) by loosening cell cohesion and promoting corneocyte sloughing but shows significant desquamation at a lower concentration than typical AHAs.

Efficacy

- acts as an effective exfoliator
- increases cell turnover
- enhances desquamation
- enhances skin repair
- lightens the skin tone
- acts as an antioxidant

Appearance

white powder

INCI

Oryza Sativa Bran Extract

Registration

CAS-No.....90106-37-9

EC-No.....618-454-9

chemical name.....phytic acid

CAS-No.....83-86-3

EC-No.....201-506-6

Raw material approved by ECOCERT GREENLIFE,
conform to the COSMOS Standard.



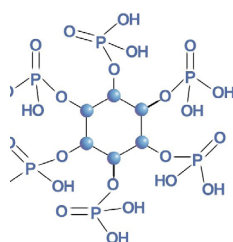
ViaPure[®] Rice

Preservatives / Stabilizers

none

Characteristics

phytic acid content.....>= 85 %
inorganic phosphorous.....<= 0.02 %



Phytic acid

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Application

creams and lotions
face masks
gels and ampoules
peelings
dermatological treatments

Application concentration

skin care formulations.....max. 1 %

Incorporation

ViaPure[®] Rice is soluble in water. It is incompatible with oxidizing agents.

Toxicology

non hazardous in normal use concentration
Contact with raw material can cause severe skin burns and eye damage.
Harmful if swallowed.

Storage & Shelf life

ViaPure[®] Rice should be stored in original sealed containers in a dry, well-ventilated and light protected place at temperatures between 10 – 25°C.

In closed original containers the shelf life is 12 months.

