



BotanicalsPlus

BP-Active HAP

elegant, conditioned feel on skin and hair ... naturally

INCI Name: Hydrolyzed Amaranth Protein

Key Benefits:

- Moisturizing
- Protective
- Balancing agent
- Film-forming

Background

Amaranth, *Amaranthus caudatus*, is a plant that's been cultivated for its edible seeds for more than 8,000 years. It is technically not a grain but is often referred to as such.

The Aztecs were the first people to cultivate this crop, and it is still a native crop in modern-day Peru. The ancient history of amaranth can be traced back to Mexico and the Yucatan Peninsula.

This highly nutritious seed has a high protein content and a well-balanced amino acid profile that is also beneficial to skin, hair, and nails.

Essential Amino Acid Profile of Amaranth

BP-Active HAP contains these nine essential amino acids which are hallmarks of balanced skin, hair, and all around general health. These nine essential amino acids are required for optimal health and, applied topically, it has been reported to offer antioxidant properties, skin cell renewal, hydration, anti-wrinkle properties, and collagen production.¹ Together, they work to prevent hair from becoming dry, dull, and grey as one ages.

Nine Essential Amino Acids	Amaranth*	Nine Essential Amino Acids	Amaranth*
Threonine	0.56	Phenylalanine	0.55
Valine	0.69	Lysine	0.75
Methionine	0.23	Histidine	0.39
Isoleucine	0.59	Tryptophan	0.18
Leucine	0.89		

* % w/w per 100g product based

What it Does

Today's savvy consumer is interested in purchasing finished products containing natural and naturally-derived ingredients, making **BP-Active HAP** ideally suited to meet your customer's needs. In response to current consumer trends, formulators are challenged with discovering ways to enhance moisturizing and film forming properties, naturally. **BP-Active HAP** acts as a film-former, a moisturizing agent, and a protective agent. It is high in colloidal peptides and carbohydrates. **BP-Active HAP** possesses properties that are essential for the care and protection of both skin and hair.

Product Applications:

- Skin care products
- Facial care products, including products for sensitive skin
- Body care products
- Baby care products
- Facial cleansing preparations
- Hair care products, including shampoos, conditioners, and styling products

References

¹ <https://www.futurederm.com/amino-acids-actually-any-thing-skin-care/>

Typical Properties	
Appearance @ 25°C	Clear to Slightly Hazy, Amber Liquid
Color (Gardner)	10 Maximum
Odor	Characteristic, fruity note
pH (as is @ 25°C)	4.0 - 6.0
NVM (1g-1hr-105°C)	8.0% Minimum
Residue on Ignition (800°C)	1.5% Maximum
Nitrogen	1.3% Minimum
Heavy Metals	<20 ppm
Arsenic	<2 ppm
Microbial Content	<100 opg; No pathogens
Recommended Use Level	5.0 - 20.0%



JEEN International is the exclusive distributor for BotanicalsPlus in the Personal Care Industry.

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