



WYVERNSTONE
SUPERIOR VIRGIN
POMEGRANATE
SEED OIL



INTRODUCTION

Wyvernstone's cold pressed Pomegranate seed oil is a velvety and luxurious oil produced in a world class factory between beautiful mountains and wine farms of the Western Cape. It gently coats the skin, providing essential fatty acids to assist in skin cell regeneration. It greatly assists in combating age related skin issues and is used to revitalize dull or mature skin and promote a lustrous complexion.

Wyvernstone's pomegranate seed oil contains valuable nutrients including estrone, Vitamin B, Vitamin C, potassium, magnesium, and phosphorous. It also has natural estrogenic properties, antioxidants, is anti-inflammatory, anti-microbial, improves skin elasticity, and protects the skin. It provides relief from minor skin irritations and inflammation, including dry skin, eczema, psoriasis and sunburned skin.

The conjugated fatty acids give it strong anti-inflammatory properties, which help to reduce swelling and ease muscular aches and pains. Several recent studies, including one conducted by the University of Michigan Medical School (published in the February 2006 Journal of Ethnopharmacology), have shown that pomegranate seed oil stimulates keratinocyte proliferation, promoting regeneration and strengthening of the epidermis. This study complements other recent studies, which have also shown the beneficial results of using pomegranate seed oil.

Wyvernstone's cold pressed pomegranate seed oil is known to act as an analgesic, anthelmintic, anti-aging, anti-bacterial, anti-inflammatory, antioxidant, antiseptic, antispasmodic, antitumor, antiviral, aphrodisiac, astringent, cardiogenic, diuretic, emmenagogue, febrifuge, haemostatic, hypotensive, and rejuvenator (skin elasticity).

Wyvernstone's virgin pomegranate seed oil is an exotic addition to cosmetic applications, personal care formulation soaps, skin, and hair care.

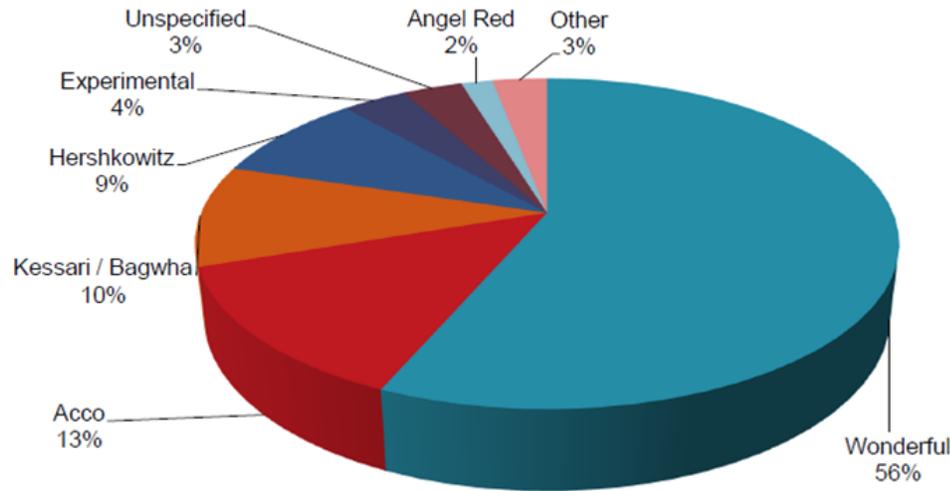
Verso Agri Consult Pty Ltd, one of our founders, work with producers from the ground up, to ensure best quality Pomegranates can be produced resulting in the best quality oil.

Many external factors determine the oil percentage of the seed, being –

- pH of soil
- Rain
- Heat
- Cultivar
- Harvest time
- Drying method of seed
- Pests
- Diseases

The most popular varieties planted in South Africa are indicated in Fig 1.:

Fig. 1 Cultivars and planting volumes in South Africa



SPECIFICATION SHEET: POMEGRANATE SEED OIL

Botanical Name:	Punica Granatum
Commercial Name:	Pomegranate Seed Oil
Description:	Virgin oil obtained from Pomegranate seeds, with no additives
Extraction method:	Produced by mechanical extraction using a screw expeller / cold press of ripe virgin Pomegranate seeds. The oil is filtered for clarity.
Appearance:	Clear golden yellow colored liquid/oil, light sweet odor
Shelf life:	2 years. Store in a dark, cool place. Storage is most optimal when stored in sealed original packaging, away from light at a temperature below 18C
Applications/ Use:	Cosmetic, pharmaceutical and food
Country of Origin:	Proudly produced in South Africa

OUR POMEGRANATE SEED OIL ANALYSIS:

CHEMICAL AND PHYSICAL PROPERTIES

Properties	Standard	Result
Specific gravity	0.92-0.96	0.9382
Moisture @ insoluble impurities	Max. 0.1%	0.06%
Acid value	Max. 7.0	
Peroxide values	Max. 10.0	2.6

OIL ANALYSIS

Fatty Acid	Standard	Result
Palmitic acid (C16:0) (*)	2.0%-5.0%	2.6
Stearic acid (C18:0) (*)	Max. 3.0%	1.8
Oleic acid (C18:1n-9) (*)	3.0%-20.0%	4.9
Linolelaidic acid (C18:2n-6 trans) (*)		0.2
Linoleic acid (C18:2n-6) (*)	3.0%-15.0%	5.2
Arachidic acid (C20:0) (*)	Max. 1.0%	0.4
Eicosenoic acid (C20:1n-9) (*)	Max. 1.0%	0.6
Punicic acid (C18:3n-5,7,9) (*)	70.0%-85.0%	82.6
Tricosanoic acid (C23:0) (*)		0.3
Lignoceric acid (C24:0) (*)	Max. 2.0%	1.3
Saturated Fatty Acids	Approx. 5.0%	6.5
Monounsaturated Fatty Acids	Approx. 5.0%	5.5
Polyunsaturated Fatty Acids	Max. 5.0%	87.8
Trans Fatty Acids (*)	Max. 5.0%	0.2
Free Fatty Acids (as oleic)	Max. 5.0%	4.08

The Pomegranate Seed Oil Analysis Test Report is available separately

POMEGRANATE SEED OIL BENEFITS:

Source: <http://www.healthbeckon.com/pomegranate-seed-oil-benefits/>

1. REINVIGORATES SKIN

Pomegranate seed oil stimulates “keratinocytes”, major cells found in the outer layer of the skin. This helps to reverse skin damage, revive skin and reveal a more youthful appearance.

2. FIGHTS AGAINST FREE RADICALS

Pomegranate seed oil contains a unique polyunsaturated oil called “punical acid”, an omega 5 fatty acid, which has strong anti-inflammatory properties. The oil fends off free radicals to keep skin ageing at bay. It also provides protection against sun damage. A study concluded that pomegranate seed oil significantly decreased the occurrence of skin cancer in mice exposed to cancer-causing chemicals.

3. PERFECT FOR ALL SKIN TYPES

Like most essential oil, pomegranate seed oil penetrates deeply into the skin, creating lasting and healthy moisture. The oil absorbs deeply into the skin without leaving any greasy residue behind. The oil is perfect for all skin types, including oily and acne prone skin. The oil is used in products meant for oily skin, to control acne breakout, reduce scarring and soothe minor irritation.

4. ANTI-INFLAMMATORY NATURE

Pomegranate seed oil provides a soothing and hydrating relief to people suffering from eczema, psoriasis and sunburned skin. The anti-inflammatory properties of the oil calm irritation and redness of the skin. It also heals the wounds and restores skin health. It helps channel nutrient directly into the cell, accelerating the process of cellular regeneration and rejuvenation.

5. IMPROVES SKIN TEXTURE

Pomegranate oil contains a human compatible form of pro-estrogen, which supports hormonal balance in both men and women. This helps to improve the texture of the skin.

6. MASSAGE OIL

Pomegranate seed oil is also used for massaging.

7. INGREDIENT IN ANTI-AGEING CREAMS

Pomegranate seed oil is often included in the anti-ageing creams. The regenerative properties of the oil erase the visible signs of ageing to make you look your best.

8. ANTIOXIDANT

Just like pomegranate fruit, its oil is also prized for its antioxidant properties. It helps with collagen production, firming the skin.

9. REVITALIZES DULL & DRY HAIR

Pomegranate seed oil revitalizes dull and dry hair and protects it from environmental pollution.

10. STIMULATES BLOOD CIRCULATION IN SCALP

The high antioxidant and vitamin content in pomegranate seed oil increase blood circulation in the scalp and strengthen blood vessels, increasing hair growth.

11. CLEARS SCALP DEBRIS

Hair follicles often get clogged due to the dandruff and flaky skin. This damages the hair follicles and stunts the hair growth. Pomegranate oil clears debris and buildup from the scalp, stimulating hair growth.

12. ANTI-PRURITIC PROPERTY

Pomegranate seed oil also soothes and fights scalp bacteria. The anti-pruritic properties of pomegranate seed oil help to cure scalp conditions like psoriasis and scalp eczema. It also alleviates the redness, inflammation and itchiness that accompany these scalp conditions.

13. NOURISHES HAIR

Pomegranate oil stimulates blood flow to the root of the hair. This enables the hair follicles to receive proper nourishment, accelerating hair growth.

14. HAIR GROWTH & HEALTH

Pomegranate oil is a good source of vitamin C, a nutrient that is imperative for the health and growth of the hair. It strengthens the connective tissue within the hair follicles, stimulating hair growth.

15. EFFECTIVE HAIR TONIC

Pomegranate seed oil acts as an effective hair tonic when mixed with a carrier oil like castor oil, coconut oil, almond oil and even Vitamin E oil.

16. BALANCES PH LEVEL OF SCALP

Pomegranate seed oil works well to balance the pH level of the scalp. It neutralizes the effect of excessive oil production, reduces hair greasiness and stimulates the hair follicles. It softens, fortifies and flushes out the dirt particles and bacteria from the scalp.

17. HOT OIL TREATMENT

Pomegranate seed oil is often used in the hot oil treatment to soothe frizzy and curly hair. It detangles the hair and moisturizes the scalp, enhancing the appearance of the hair. It goes through the hair shaft and cures each strand from within, restoring the natural beauty of hair. It hydrates the hair follicles from within to give you a smooth, soft and shiny hair. The scalp absorbs the benefits of oil up to the seven layers deep and provides deep conditioning. Take a few drops of pomegranate oil on your palm and smooth it through the hair. The oil is non-greasy and will leave the hair pleasantly scented. You can also use this oil as a hair serum before using any heating tools.

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