

**Press Release**

Steinhausen, January 13<sup>th</sup>, 2016

**Saskatoon Berry & Chia Seed – Lipoid Kosmetik’s new Trend Products**

**Lipoid Kosmetik has launched a new series of botanical extracts with outstanding cosmetic properties. Two superfoods, Saskatoon Berry and Chia Seed, will begin the new series, highlighting extraordinary botanical power from North- and South America.**

**Saskatoon Berry - The Canadian Power.**

Saskatoon Berries are a perfect example of a trending superfood. Already the Cree, one of the largest groups of Native Americans, took full advantage of the purple blue berry which is extremely rich in vitamins, minerals and flavonoids. The anti-oxidant properties have been proven in various studies and are superior to plenty of other fruits.

The new extracts from Saskatoon Berry are available in various solvent systems such as glycerol and propylene glycol.

**Chia Seed – Power of the Aztec Warriors.**

Chia Seeds and their wide-ranging benefits have a long history of cultivation and use in South America. Already known to the ancient Maya and Aztec culture, Chia was used as an exceptional source for energy, strength and health. The high level of essential fatty acids, amino acids, antioxidants and vitamins make Chia a perfect ingredient for cosmetic applications.

The new Chia portfolio from Lipoid Kosmetik includes both extracts from Chia in various solvent systems and preparations with Chia Seed Oil.

**About Lipoid Kosmetik AG**

Lipoid Kosmetik is a leading manufacturer of high-quality botanical extracts and natural phospholipid products for the cosmetic and personal care industry. As a pioneer in both fields, Lipoid Kosmetik has gained an outstanding reputation in the global cosmetic industry over the last 40 years. This long-standing expertise, in combination with the exceptional quality of our portfolio, enables our customers to develop and market innovative, functional and natural cosmetic products meeting the highest standards. We make beauty natural.

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## Saskatoon Berries



## Chia Seed

