

Ethically Sourced Ingredients

ORGANIC VIRGIN AMARANTH OIL

Suitable for beauty and personal care applications.

INCI: Amaranthus Hypochondriacus (Amaranth) Seed Oil

Extraction Method: Cold Pressed

Processing Method: Filtered

Shelf Life: 18 Months

Origin: Ukraine

Background:

Praan Naturals Organic Virgin Amaranth Seed Oil is produced using certified organic Amaranth Seeds that are cultivated in Ukraine. The Amaranth, *Amaranthus hypochondriacus* is a flowering plant that is also known as *Prince-of-Wales Feather* or *Prince's Feather*. It is also sometimes known as *Love-Lies-Bleeding* because its beautiful purple-red flowers droop downwards.

Amaranth is native to Mexico, and it is cultivated in Ukraine and other regions of Europe. The plant has a fascinating history, and the seeds and leaves have been used since ancient times for culinary, medicinal, and topical applications.

Praan Naturals Organic Virgin Amaranth Seed Oil is cold pressed, filtered and carefully packaged to protect the nutritive benefits and purity of this remarkable oil. It is 100% natural. As with all our organic ingredients, it is certified organic by CCOF.

Ethical and Sustainable Sourcing:

Praan Naturals Organic Virgin Amaranth Oil is sourced from a conscientious supplier that strives to maintain sustainable farming practices.

Properties:

- Certified Organic
- Virgin (Cold Pressed and Filtered)
- Absorbs Rapidly
- Characteristic Aroma
- Translucent Golden Yellow Hue
- Medium Viscosity
- Impressive Composition of Squalene
- Good Source of Vitamin E
- See *Spec Sheet for Squalene, Vitamin E and Fatty Acid Composition*



Uses:

Praan Naturals Organic Virgin Amaranth Seed Oil is comprised primarily of Linoleic Acid, a beneficial polyunsaturated essential fatty acid. It also is an excellent source of squalene and Vitamin E (tocopherols and tocotrienols).

Organic Virgin Amaranth Oil is a versatile lipid that helps maintain radiant skin and healthy, shiny hair. It is well suited for use in a wide array of personal care applications including formulations intended to soothe problem, damaged, maturing or sensitive skin. It supports normal skin elasticity and helps minimize the appearance of wrinkles and fine lines. Within hair care applications, Organic Virgin Amaranth Oil helps condition and protect the hair and scalp.

Organic Virgin Amaranth Oil is Well Suited for the Following Personal Care Applications:

- Skin Care
- Hair Care
- Nail Care
- Cosmetics
- Aromatherapy

Recommended Usage: 1-100%

Standard Packaging: Available in pails.



For more information on Praan Naturals premium quality Organic Virgin Amaranth Oil and other certified organic and conventional vegetable oils, visit PRAANNaturals.com or call our Customer Care department at (800) 340-0080 or (203) 702-2500.

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