

## TECHNICAL DATA SHEET

**Product Name:** Ivy Infused Oil

**INCI Name:** Hedera Helix Leaf Extract, Helianthus Annuus Seed Oil, Prunus Amygdalus Dulcis Oil, Tocopherol

**CAS:** 84082-54-2, 8001-21-6, 8007-69-0, 59-02-9

**Chemical Classification:** Mixture

**Functional Category:** Skin conditioning agent (occlusive), skin conditioning agent (emollient), antioxidant

**Description:** Ivy-infused oil is obtained by macerating the leaves of Hedera Helix in high-quality, cold-pressed, linoleic-type sunflower oil combined with sweet almond oil. The maceration process enables the transfer of active compounds from ivy, such as saponins, flavonoids, phenolic acids, and triterpenoid compounds, into the base oil, combining the beneficial properties of both the plant and sunflower oil. This infusion results in a stable formulation with a neutral scent, while added vitamin E acts as a natural antioxidant, prolonging the oil's shelf life. Due to the presence of saponins, known for their stimulating effect on microcirculation and tissue drainage, this oil is frequently used in treatments aimed at improving skin elasticity and reducing aesthetic imperfections such as cellulite. Its mild astringent and toning properties make it suitable for revitalizing tired and sagging skin.

**Bioactive Compounds:** The most important bioactive compounds in ivy are saponins, flavonoids, phenolic acids, triterpenoids, phytosterols, and polyacetylenes. Saponins, such as hederacoside C and hederagenin, enhance microcirculation and stimulate tissue drainage, reducing fluid retention in the skin, making them key ingredients in body-sculpting and cellulite-reducing treatments. Flavonoids, such as quercetin, kaempferol, and rutin, act as powerful antioxidants, protecting skin cells from oxidative stress and premature aging. They strengthen the capillary network and improve circulation in the skin's surface layers, promoting a healthier and more even complexion. Phenolic acids, such as chlorogenic, caffeic, and ferulic acids, further contribute to the antioxidant properties of ivy-infused oil. They neutralize free radicals and mitigate the harmful effects of UV radiation and environmental stressors that accelerate skin aging. Triterpenoids, such as hederagenin and oleanolic acid, have soothing and skin-repairing

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properties. They aid in skin regeneration, reduce irritation, and accelerate cellular renewal, making them beneficial for skin prone to redness and inflammation. Phytosterols, such as beta-sitosterol, improve the skin's barrier function, help maintain optimal hydration levels, strengthen the protective skin layer, prevent moisture loss, and enhance skin softness and elasticity. Polyacetylenes, present in ivy, enrich the oil with antimicrobial and anti-inflammatory properties, supporting skin health and reducing irritation risk, making it suitable even for sensitive skin.

### Benefits:

- Ivy-infused oil improves microcirculation and stimulates tissue drainage, contributing to cellulite reduction.
- Acts as an antioxidant, protecting the skin from oxidative stress and premature aging.
- Helps maintain skin elasticity and firmness, promoting a toned and revitalized appearance.
- Soothes irritations and inflammatory processes, making it suitable for sensitive and reactive skin.
- Strengthens the skin's protective barrier, preventing moisture loss and improving hydration.
- Possesses antimicrobial and anti-inflammatory properties, supporting skin health and reducing the risk of irritation.

**Usage Instructions:** Ivy-infused oil is incorporated into cosmetic formulations for its stimulating, anti-cellulite, and toning properties. In massage oils and treatments aimed at enhancing microcirculation, it can be used undiluted or blended with other carrier oils, often combined with essential oils that support drainage effects. When added to emulsion formulations such as lotions, body milks, or creams, the optimal concentration ranges from five to twenty percent, depending on the desired efficacy and skin type. In serums and lightweight hydrating products designed for daily care, it is typically used at lower concentrations, up to five percent, ensuring good absorption without a heavy feel on the skin. In richer formulations, such as body butters or night treatments, it can be used at higher percentages. Due to its bioactive compounds, concentration should be carefully considered in facial products, especially for sensitive skin, where a cautious formulation approach is recommended. Proper storage in a cool, dark place preserves its stability and active properties.

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**Animal Testing:** Not tested on animals

**GMO Status:** Non-GMO

**Vegan:** Does not contain animal-derived components



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