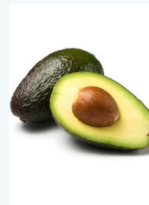


# Recognizable Avocado Care, Easier to Formulate

Avocado Oil (Refined) helps brands turn a familiar nourishment story into moisturizers, treatments, hair care, lip care, and body care with a light yellow, low-odor oil profile.

- ✓ Consumer-friendly avocado positioning for softness and comfort
- ✓ Refined grade supports better sensory balance than stronger-odor oils
- ✓ Fits daily-care and richer treatment-style product concepts
- ✓ Ideal for dry, aging, low-elasticity, and comfort-focused skin stories



# A Natural-Oil Story Customers Already Understand

Avocado carries an immediate beauty association with nourishment, softness, and skin comfort, giving formulators a recognizable story that can work across face, body, hair, and lip categories.

- Builds a familiar avocado care cue into cosmetic formulas

- ◆ Works as a small emollient addition or a major oil-phase component

- Supports both daily moisturization and richer care positioning

- ◆ Useful where softness, comfort, and replenishment are key selling angles

# Soft, Supple, Comfortable Skin Feel



The oil-phase emollient profile helps formulas leave skin feeling smoother, softer, and more comfortable, especially in products positioned for dry or depleted-feeling skin.

✓ Deep emollient moisturization for dry-feeling skin

✓ Skin-conditioning and occlusive emollient benefits

✓ Soft, supple, nourished after-feel for leave-on concepts

✓ Comfort-focused positioning for facial and body care

# Lipid Richness for Replenishing Care

With oleic acid at 55.0–75.0% plus linoleic, palmitic, palmitoleic, stearic, and linolenic acids, Avocado Oil (Refined) gives brands a strong lipid-replenishment story for mature and low-elasticity skin concepts.

- Oleic Acid: 55.0–75.0%

- Linoleic Acid: 10.0–25.0%

- Palmitic Acid: 8.0–20.0%

- Palmitoleic Acid: 2.0–8.0%

- Linolenic Acid: 0.5–3.0%

# Low-Odor Refinement Expands Product Freedom

The refined, low-odor profile helps formulators use avocado oil in more sensory-sensitive formats, while oil, ethanol, and silicone compatibility supports flexible system design.

- ◆ Add into the oil phase for emulsion and oil-based systems
- ◆ Soluble in oil and ethanol; soluble or miscible in silicone
- ◆ Use range supports 0.10–100.00% formulation flexibility
- ◆ Heat tolerant with guidance to avoid heat above 60°C
- ◆ INCI: PERSEA GRATISSIMA OIL / Persea Gratissima (Avocado) Oil



# One Oil, Many Launch Paths

Avocado Oil (Refined) can support a wide product architecture, from moisturizers and body butters to hair conditioners, lip products, masks, scrubs, cleansers, foundations, deodorants, sunscreens, and soaps.



- Face care: creams, lotions, clear gels, masks, foundations, sunscreens
- Body care: scrubs, body butters, deodorants, liquid and bar soaps
- Hair care: shampoos, conditioners, treatment-style products
- Lip care: balms, masks, and conditioning formats

# Avocado Oil Already Fits Premium Concepts

The provided market examples show avocado oil appearing across moisturizers, SPF care, wrinkle-focused products, eye care, day creams, masks, emulsions, and body lotions, reinforcing its versatility as a recognizable formulation story.



- Moisture and daily-care examples show broad consumer familiarity
- Mask, emulsion, and body lotion examples extend the avocado story beyond face cream
- Wrinkle, eye, and firming examples support mature-skin positioning angles
- Use the lineup as inspiration for launchable product families

# From Daily Creams to Treatment Masks

A second group of supplied examples helps position Avocado Oil (Refined) across rich face creams, body lotion, recovery masks, avocado-forward emulsions, and balancing care products.



- Rich face cream and firming concepts suit nourishment positioning
- Recovery mask concepts fit comfort and replenishment stories

- Body lotion formats extend the ingredient into everyday care
- Avocado-rich emulsion examples reinforce ingredient-led branding potential

# Proof Points for Repair and Collagen Stories

Research in avocado oil and *Persea americana* systems gives formulators evidence-backed support for restorative, collagen-related, and anti-aging product narratives.

- Supports restorative skin-care positioning by showing topical avocado oil in a semisolid formulation promoted cutaneous wound healing in rats, with increased collagen synthesis and reduced inflammatory cells. Citation: A.P. de Oliveira et al.
- Supports collagen-related avocado skin biology by showing dietary avocado oils affected skin collagen metabolism in rats. Citation: M.J. Werman, S. Mokady, A. Nimni, and I. Neeman.
- Supports anti-wrinkle formula storytelling by showing a topical cream containing avocado oil plus saffron extract improved clinical wrinkle parameters in a human cosmetic study. Citation: A. Naeimifar et al.

# Choose It for Comfort-Led Beauty Concepts

Avocado-family and avocado-oil-containing formulation studies add support for skin repair potential and comfort-focused topical care, strengthening the ingredient story for sensitive-feel and replenishing concepts.

- Supports avocado-family skin repair positioning by showing *Persea americana* fruit extract demonstrated wound-healing activity in rats after topical and oral use. Citation: B.S. Nayak, S.S. Raju, and A.V. Chalapathi Rao.
- Supports comfort-focused topical formulation positioning by showing vitamin B12 cream containing avocado oil was reported as a well-tolerated option for plaque psoriasis management. Citation: M. Stücker et al.
- ✓ Reason to choose: recognizable avocado care story, low-odor refined profile, broad compatibility, and flexible use from 0.10–100.00%.