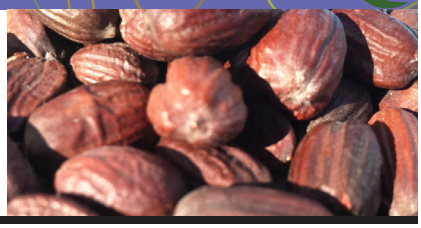
Desert Whale Jojoba Milk

Drenching Skin & Hair in Natural Jojoba Goodness



PRODUCT: DW Jojoba Milk

INCI NAME: Water (and) Simmondsia Chinensis (Jojoba) Seed Oil (and) Propanediol (and) Phospholipids (and) Glycerin (and) Sodium Hyaluronate (and) Xanthan Gum

EINECS #: 231-791-2, 289-964-3, 207-997-3, N/A, 200-289-5, N/A, 234-394-2

CAS #: 7732-18-5, 90045-98-0, 504-63-2, 123465-35-0, 56-81-5, 9067-32-7, 11138-66-2

Preservative System: Glyceryl Caprylate and Glyceryl Undecylenate

KEY BENEFITS

- Lightweight elegant feel
- Milky texture
- Micro-droplets for improved delivery of lipids
- Fast absorbing
- Conditioning
- Softening, smoothing
- Non-greasy emolliency
- Naturally-derived
- Easy to use, spray-able
- Helps incorporate jojoba oil into surfactant systems

IDEAL FOR USE

- Milks
- Boosters for finished formulations
- Spray-able lotions
- Cream-gels
- Serums
- Cleansers
- Cold process formulas

WHAT IS DESERT WHALE JOJOBA MILK?

Desert Whale Jojoba Milk is an innovative white, low viscosity liquid with a lightweight elegant feel. It is made using ultrasonic cavitation, an innovative technology which combines high shear with a carefully selected plant-based phospholipid plus natural **Desert Whale Jojoba Oil**. Thanks to this process and choice of lipids, a unique, stable oil-in-water emulsion structure is created with tiny jojoba oil droplets in the range of 100-1000nm – significantly smaller than those found in standard emulsions. **Desert Whale Jojoba Milk** has a thin, milky consistency and skin conditioning benefits.

WHAT DOES DESERT WHALE JOJOBA MILK DO?

Thanks to their small size, the micro-droplets of jojoba oil in **Desert Whale Jojoba Milk** have a very high surface area which improves their absorption into skin and hair. High quality, multitasking **Desert Whale Jojoba Oil** and phospholipids are quickly delivered to where they are needed – providing hydration, lipid replenishment, non-greasy emolliency, conditioning, softening and smoothing benefits.

The special phospholipid used in **Desert Whale Jojoba Milk** has also been shown to activate certain genes which are responsible for cell regeneration; keratinocyte differentiation, proliferation and growth; as well as pathways related to skin tissue hydration and anti-inflammation. This helps bring skin back into balance.

TYPICAL PROPERTIES OF DW JOJOBA MILK

Appearance	White to off white liquid
Odor	Characteristic
Specific Gravity	0.85 – 1.10
Viscosity	1500 – 4000 (cps)
Recommended Use Level	2-100%

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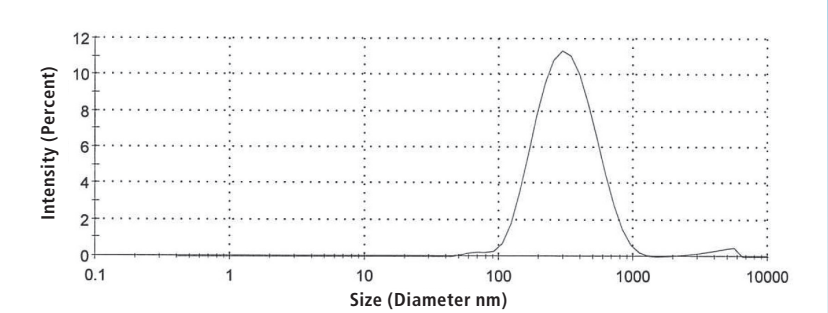
DESERT WHALE JOJOBA MILK

SIZE DISTRIBUTION REPORT BY INTENSITY



HOW CAN DESERT WHALE JOJOBA MILK BE USED?

Desert Whale Jojoba Milk is stable, versatile and easy to use -- suitable even for cold process formulas. When used on its own at 100%, it can be re-packaged and promoted as a finished product such as a milk, hydration booster for consumers to mix with their existing beauty products, or lightweight milky serum. **Desert Whale Jojoba Milk** spreads effortlessly, saturating skin to leave it soft, supple and hydrated.

Desert Whale Jojoba Milk can also be used as an excellent base for creating new formulas with fewer steps; in surfactant systems as a way to incorporate jojoba oil more easily; or in emulsions to provide skin and hair conditioning benefits. It is ideal for a wide range of applications – skin care, cleansers and sun care – including spray-able products. Recommended use level is 2-100% depending on the desired finished formula.

PCR modulation of WNT pathway genes with the phospholipid in DESERT WHALE JOJOBA MILK, compared to control (without the phospholipid)

Gene Code	Fold Regulation vs. Control	Comments
FZD8	7.3	Frizzled 8 (FZD8) decreases with age in progenitor cells. Its upregulation may "rejuvenate" these cells, making them more capable of tissue regeneration (Brunt et al., 2012)
FRAT1	3.6	Activator of WNT canonical signaling through inhibition of GSK-3.
JUN	2.4	JUN is a target of WNT canonical pathway. JUN is an early differentiation marker (Blatti & Scott, 1992; Murray et al., 2013) and an effector of TGF-β – a key effector in skin homeostasis.
SFRP1	2.2	SFRP1 Induces differentiation, inhibits proliferation of epithelial cells and negatively regulates WNT pathway.
WNT10A	2.1	Induced by TGF-β. Activator of WNT/β -catenin signaling. WNT10A, in addition to the formation of teeth and hair follicles, is of importance for the formation of nails, regeneration of the epidermis, papillae of the tongue and sweat gland function. Loss of function results in dry skin, abnormal hair patterns and nail malformations (Nawaz et al., 2009).
FZD2	2.0	Increased in differentiated tissues (Choi et al., 2008). Accordingly, Frizzled 2 (FZD2) increases the intracellular Ca++ level, consistently with the role of this ion in keratinocyte differentiation (Niu et al., 2012).
WNT7B	2.0	WNT7B plays an important role in stem cell homeostasis and in the tissue repair and regeneration (Lin et al., 2010; Kandyba et al., 2013).
KREMEN1	-2.1	This encoded protein is a component of a membrane complex that modulates canonical WNT signaling.

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