



*PURE BETAINE
THE ESSENCE OF NATURE*

 PuraBeet®

A TRADEMARK OF AGRANA

PURE BETAINE, THE ESSENCE OF NATURE

Natural, multifunctional ingredient for personal care products from head to toe

PuraBeet® is 100% plant-based, natural, high-quality, multifunctional and crystalline betaine, derived from certified GMO-free sugar beet molasses.

A NATIVE MOLECULE WITH COMPLEX PROPERTIES

Plant-based betaine is an active, multifunctional ingredient for manufacturers who wish to avoid and/or replace artificial substances. Due to one of betaine's main qualities – osmoregulatory properties at a cellular level – natural betaine is an essential quality upgrade for effective hair and skin care products that shows real results.

PuraBeet® is a true multifunctional ingredient and can be used as a natural moisturizer and cell protector. It moisturises both skin and hair and is suitable for sensitive skin and scalp irritations. The beet extract makes it possible to improve product performance; it can act as a foam stabiliser in surfactants and detergent substances and can even reduce the stickiness of emulsions.

PuraBeet® betaine is a high-quality ingredient and the logical choice for a natural upgrade of personal care products, from head to toe. Working with the right quality raw material and with high degree of care in the manufacturing process, **PuraBeet®** betaine is GMO-free certified and Cosmos approved.

TRENDS



Growth within the natural personal care products industry is nearly three times the rate of the personal care market, according to industry experts.



PRODUCTION IS LOCATED IN THE CENTRE OF EUROPE

PuraBeet® crystalline betaine is produced in the newly-built betaine crystallization plant (September 2020) in Austria according to strict European standards, in a joint venture called Beta Pura GmbH by AGRANA and The Amalgamated Sugar Company. Unique modern technology is used to maintain the properties of the natural beet while ensuring high quality and safety.

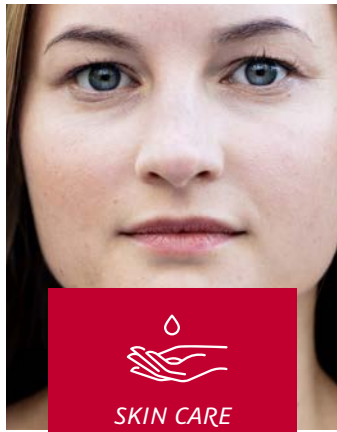
SUSTAINABLE PRODUCTION OF NATURAL CRYSTALLINE BETAINE

In order to extract sugar also from the by-product sugar beet molasses in addition to the sugar extraction from beets, the molasses is subjected to a desugarization process to obtain natural liquid betaine. To derive crystalline betaine, the liquid product passes

through a crystallisation process. Subsequently, the free-flowing, white, crystalline material undergoes an additional polishing process to achieve food grade purity and cosmetic quality.


ABOUT AGRANA

With over 30 years of experience, AGRANA refines agricultural raw materials into high-quality foods and numerous industrial intermediate products around the world. It is the leading sugar-producing company in Central and South-Eastern Europe, as well the global market leader in producing fruit preparations and a top supplier of fruit juice concentrates in Europe.




SKIN CARE
protects skin from irritation.




ORAL CARE
helps to maintain moisture level




HAIR CARE
strengthens weak hair

PuraBeet® the smart choice for skin care emulsions, haircare products and oral care applications

	SKIN CARE	ORAL CARE	HAIR CARE
HYDRATION	Restores water balance in keratinocytes in epidermis	Against dry mouth feel	Accumulated in hair core prevents water loss
PROTECTS SKIN BARRIER	Prevents penetration of harmful substances	Prevents penetration of harmful substances	Improves hair strength
ANTI SKIN IRRITATION	Reduces irritancy of surfactants and other chemical or mechanical compounds	Toothpaste for sensitive teeth	Against "damaging" hair products
SENSORIAL BOOSTER	Richer cream feel without stickiness/smoothier, softer skin feel	Good solubility with liquid compounds	More foam volume Improves hair shine and soft feel

APPLICATION RATES	Emulsions 1–5 % Cleansing/wash gel 3–5 %	Tooth paste 4–5 %	Shampoo/Conditioner 1–5 %
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SCIENTIFIC REFERENCES ON THE USE OF BETAININE IN PERSONAL CARE PRODUCTS

As shown in the Matrix, the addition of betaine to various body care products can extend the properties of the formulations, such as foam boosting or skin hydration, as also described by Rigano et al. (Ref. Rigano, Luigi & Dell'Acqua, G. & Leporatti, R. (2000). *Benefits of trimethylglycine (betaine) in personal-care formulations. Cosmetics & Toiletries*. 115. 47-54.)

Another property of betaine was investigated among others by Nicander et al, that betaine is able to reduce inflammatory effect of surfactants and other chemical compounds in soaps, skin and hair cleaning products. (Ref. Nicander, I., Rantanen, I., Rozell, B.L., Söderling, E. and Ollmar, S. (2003), *The ability of betaine to reduce the irritating effects of detergents assessed visually, histologically and by bioengineering methods. Skin Research and Technology*, 9: 50-58.)

Similar results were found in more studies also on betaine containing toothpaste, resulting relieved subjective symptoms in patients with dry mouth. (Ref. Söderling E, Le Bell A, Kirstilä V, Tenouuo J. *Betaine-containing toothpaste relieves subjective symptoms of dry mouth. Acta Odontol Scand*. 1998 Apr;56(2):65-9.)

SHELF LIFE

- > 24 months from production date in sealed original packages when stored in a dry, cool, and dark place, protected from direct sunlight and humidity

PACKAGING

- > PE polyethylene bags (20 kg)



COSMOS APPROVED

AGRANA SALES & MARKETING GMBH
Friedrich-Wilhelm-Raiffeisen-Platz 1
1020 Vienna, Austria
Betaine Sales, Food & Personal Care
Phone: +43 2272 602-0
Email: betaine@agrana.com
www.agrana.com/betaine

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F.-W.-Raiffeisenplatz 1, A- 1020 Vienna, Phone: +43 676 8926 11274,
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