

ORGANIC SHEA BUTTER

Marketing Data Sheet



A Natural Butter to Cure and to Protect ...



1. What is ORGANIC SHEA BUTTER?

- ✓ *Shea Butter* is derived from the **the nuts of karite nut trees (also called Mangifolia trees)** that grow in the savannah regions of West and Central Africa.
- ✓ The Shea tree belongs to the family of the Sapotaceae, and reaches a height of around 10m.
 - ✓ The yellow greenish shea flowers enable the production of a strong flavored honey
 - ✓ The green shea fruits, 4 to 8 cm long, are said to be antivenin and anti-diarrheal
 - ✓ **Typically, the fruit consists of fleshly mesocarp with 30 – 40% nut; 81 – 84% kernel / nut and 45 – 50% oil / kernel.**
 - ✓ **The yield per tree is an average of 15 – 20kg of fruits or 3 – 4kg dry nuts annually.**

2. Which cosmetic properties can we expect?

2.1 To Protect against UV

- ✓ It has **UV absorbing properties**. Shea butter has helped women in Africa for centuries to have beautiful skin fighting off sun and harsh climate.

2.2 To Relax Tired muscles or relieve swelling and muscle tension

- ✓ The stigmaterol in shea butter gives shea butter its ability to relax tired muscles as well as provide relief for swelling and arthritis.

Anti-microbial, anti-inflammatory and anti-aging properties

Shea butter is very high in vitamin A. in combination with vitamin E shea butter is highly effective in cell regeneration and **anti-aging**. It also has demonstrated both **antimicrobial** and **anti-inflammatory** properties.

Shea butter greatly improves the look and feel of skin. After a few days of use skin looks noticeably younger and healthier.

3. Suggested Use Levels

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|--------------------------|---------|
| Lotion and creams | 3-5 % |
| Balms | 5-100 % |
| Bar Soaps | 3-6 % |
| Hair conditioners | 2-5 % |