



**Greenext**  
Sustain the Success

# **COSMOS-CERTIFIED ORGANIC BRIGHTENING COMPLEX**







## ENRICHED FORMULATION WITH HERBS THAT HELP SKIN BRIGHTENING

Licorice Root Extract  
*Glycyrrhiza glabra* root extract



### PRODUCT DESCRIPTION

Licorice Root (*Glycyrrhiza glabra*), Blackberry (*Rubus fruticosus*) Leaf, Rosahip (*Rosa canina*) fruit, Myrtus (*Myrtus communis*) Leaf are dried, ground, extracted with solvent and concentrated by evaporation. Concentrated extracts are prepared in a mixture of glycerin and preservatives and are filtered cleanly after mixing for a while. The filtered extracts are complexed by considering certain ratios.



## ORGANIC PRODUCTION

### BENEFITS

When applied to the skin, it gives a natural glow and shine. In this way, it ensures that the skin has a more lively, youthful and luminous appearance. It helps to hide color imbalances by balancing the skin tone. The illuminating complex tends to lighten minor skin imperfections. It revives tired and dull skin, making the skin look fresher.

### MAJOR ACTIVE INGREDIENTS

Glycyrrhizin, L-Ascorbic Acid, 1,8-cineole, Gallic acid.

### INCI NAME

*Rosa canina* fruit extract  
*Myrtus communis* leaf extract  
*Glycyrrhiza glabra* root extract  
*Rubus fruticosus* leaf extract

### RECOMMENDED USAGE

It is suitable for use in skin care products as cosmetic product raw material.

### APPLICATIONS

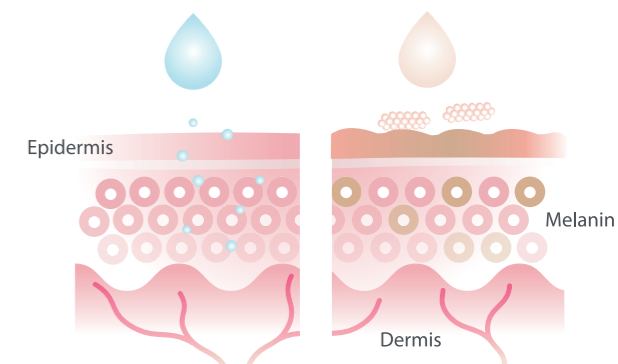
It is used for skin care and skin lightening applications.

### EFFICIENCY

The efficacy of Brightening Complex has been proven through in-vitro testing without animal experiments.

### TYPE OF PACKING

Plastic packages made of HDPE material.



Recommended  
Dosage  
%0,5-2



TYPES OF PACKING

## KEY INGREDIENT



### Licorice Root Extract

*Glycyrrhiza glabra* root extract  
It nourishes and strengthens the natural texture of the skin. It is used to improve the appearance of dry or damaged skin by reducing skin rash and restoring elasticity.



### Rosahip Fruit Extract

*Rosa canina* fruit extract  
Thanks to its rich content, it provides a brightening effect and antioxidant effect on the skin.



### Myrtle Leaf Extract

*Myrtus communis* leaf extract  
It helps to balance and moisturize the skin. It gives shine to the skin. Thanks to its cleansing and firming effect, it contributes to the regeneration of the skin.



### Blackberry Leaf Extract

*Rubus fruticosus* leaf extract  
The compounds in it provide an antioxidant effect. It tightens the skin, reduces the appearance of pores and shows collagen effect.

Organic Glycerine

Sodium Benzoate

Potassium Sorbate

Benzyl Alcohol

Dehydroacetic Acid



## Licorice (*Glycyrrhiza glabra*) Root Extract journey to Brightening Complex

Licorice is a plant that has been used for medicinal and cosmetic purposes in different cultures throughout history. It has been considered a valuable plant in skin care throughout history and is preferred by many individuals today. It is believed that the ancient Egyptians used licorice root as a preservative in the mummification process.

Over the years, people have developed formulas using the fruits of the Rosahip plant to make their skin brighter and more radiant. The leaves of the myrtle plant, which has gained a reputation for providing vitality and freshness to the skin, also have an important place.

Finally, extracts from the leaves of the Blackberry plant are known for their ability to even out skin tone while helping to revitalize the skin. The history of these plants shows that people have been striving for centuries to discover the beauty treasures of nature.

We present to you the Greenext Brightening Complex, which we produce by making use of the powerful compounds in the content of licorice root and other plants, which have many benefits such as stain removal, moisturizing the skin and helping skin lightening.



Rosahip Fruit Extract  
*Rosa canina* fruit extract

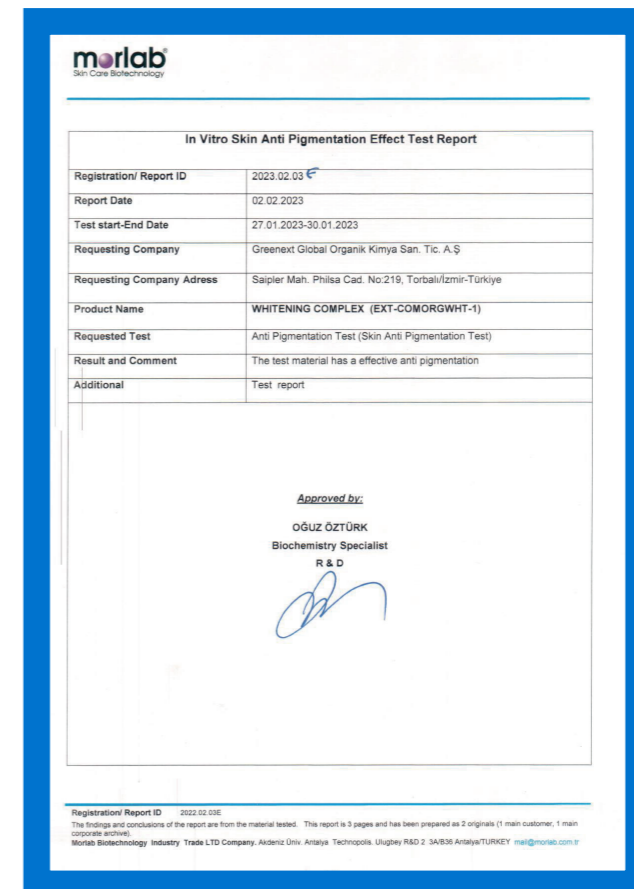
### ORGANIC CREAM FORMULA SAMPLE

INCI NAME	%
Aqua	40-50
<i>Olea europaea</i> leaf hydrosol	20-35
<i>Helianthus annuus</i> seed oil	5-10
<i>Olea europaea</i> fruit oil	3-6
Glyceryl stearate, Cetearyl Alcohol, Stearic acid, Sodium Lauroyl Glutamate	2-6
Glyceryl Stearate Se	1-3
Cetearyl Alcohol	3-6
Brightening complex	0.5-2
<i>Lavandula angustifolia</i> oil	0.1-0.5
Benzyl alcohol, Dehydroacetic acid, aqua	0.5-1
Potassium Sorbate	0.1-0.3
Sodium Benzoate	0.1-0.3
Citric Acid	0.1-0.2

## COSMOS CERTIFICATION

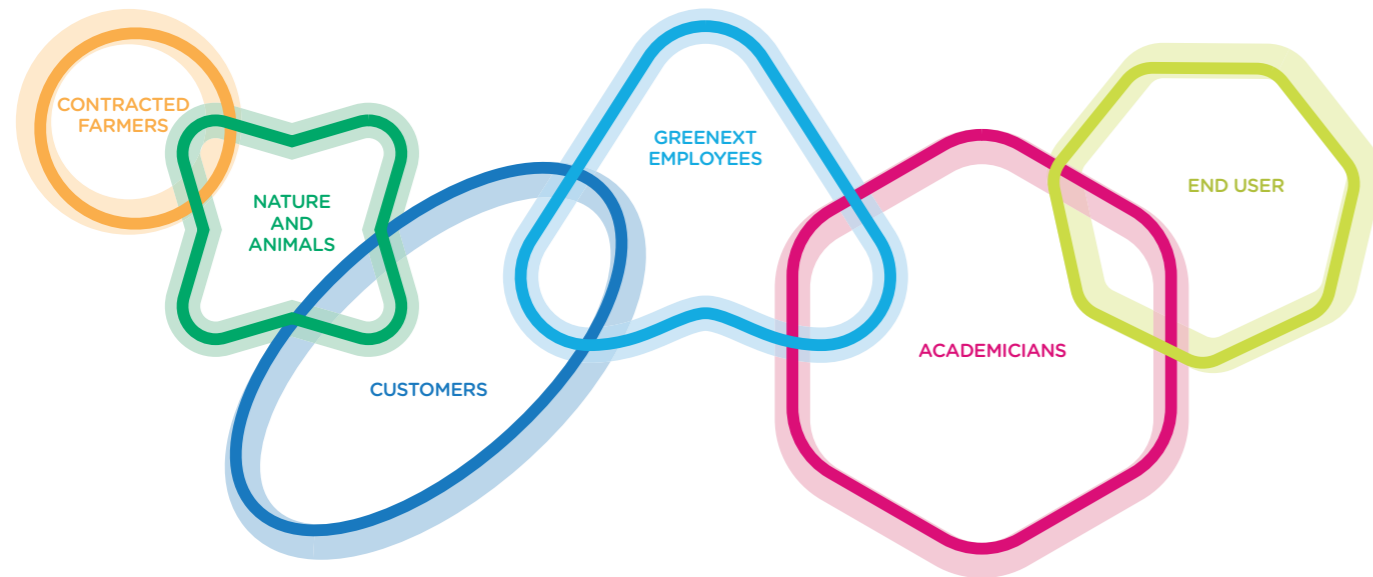


## IN VITRO TEST



# SUCCESS CHAIN™

Created to ensure the sustainable success of all stakeholders.



**Greenext** offers its natural herbal raw materials, which have successfully passed the quality and certification process and standardized for different sectors, to its customers in the domestic and international markets. **Greenext**, which manufactures in its factory in Torbalı, Izmir, works for the success of all stakeholders in the ecosystem and provides an end-to-end sustainable success chain.

This is called **Success Chain™**

**Success Chain™** is based on sustainable success. Solid long-term relationships are built between stakeholders. Focuses on the collective success of the chain, not the success of individual stakeholders. Enables end-to-end adaptation and knowledge transfer.

## CONTRACTED FARMERS

**The first link in our chain of success;**

Trust-oriented, traceable and auditable products that start with the production of our contracted farmers constitute the first link in the Chain of Success. Thanks to **Greenext**, farmers who want to keep plant quality and yield at the highest level can grow good crops and continue to maximize their commercial earnings. In this way, they achieve sustainable success. If you would like to be a part of **Greenext's** chain of success, you can contact us by filling out the contract farmer application form on our website.

## NATURE AND ANIMALS

**The source of our sustainable success is the power of nature;**

While ensuring that the ingredients of plants are preserved in the products we offer, we do not neglect respect for nature and animals. When farming, we work to ensure that the habitats of animals are not harmed and we pay special attention to ensure that they are not used in R&D activities. We make it our mission to always protect nature and animals, and we are inspired by the sustainability of nature when designing processes. In this way, we make the power of nature the source of our sustainable success.

## CUSTOMERS

**Commercial partnership turns into sustainable success;**

The herbal extract needed is determined through interviews with R&D Managers and SME Bosses. **Greenext** quickly adapts to conditions with the simplicity and agility of its processes. In addition to his expertise, it contributes to the processes with his agile personality. Thus, commercial partnership turns into sustainable success.

## GREENEXT EMPLOYEES

**In our view, development is the key to sustainable success;**

**Greenext** employees work primarily for the sustainable success of stakeholders. They want to feel valued, be happy with their work and always want to improve their careers. **Greenext** always listens to its employees' wishes and prioritizes their happiness and motivation. It takes actions to support both their personal and professional development. Thus, making development the key to sustainable success.

## ACADEMICIANS

**The strong link between academia and industry;**

We have always valued the contributions of scientists who want to create added value first for science and then for the development of the sector with their academic studies. At **Greenext**, we bring scientists into the holistic ecosystem and accelerate them by providing them with resources. In this way, we create a strong link between academia and industry.

## END USER

**Meeting the expectations of the end user enables the success of all stakeholders;**

The last link in the process starting from the seed is the end user. They buy and use successful products made from standardized raw materials. The motivation of the end-user is to achieve effective positive results linked to the purpose of purchasing the product. **Greenext** sees its value as more than just the supply of extracts. It provides innovation and technologies that will benefit its partners' end products. In this way, meeting the expectations of the end user enables the sustainable success of **Greenext** customers.







# Greenext

Sustain the Success



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## Factory

Saipler Mh. Philsa Cad. No: 219 Torbalı / İzmir  
+90 532 427 77 56