



**Sunpure Extracts®**  
Private Limited



# **TetraBeauty™**

## **Tetrahydro Curcumin**

REVEAL **TETRA**BEAUTY WITH  
TETRAHYDROCURCUMIN:  
YOUR SECRET TO YOUTHFUL,  
GLOWING SKIN!



(TetraBeauty™ Tetrahydrocurcumins **95%** developed by SRIC Sunpure Research Incubation Centre), are group of natural compounds that originate from curcuminoids, the active ingredient found in turmeric (*Curcuma longa*). THC's, unlike curcumin, are colourless and do not possess the distinct yellow-orange colour commonly associated with curcumin.

Thus suitable for stain free processing for cosmetic and personal care applications.



## SPECIFICATION

Trade name

TetraBeauty™

Botanical name

*Curcuma longa*

Plant part used

Roots

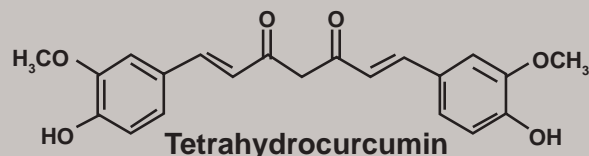
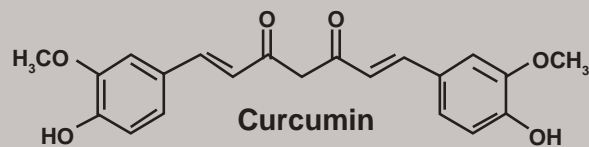
INCI name

Tetrahydrodiferuloylmethane

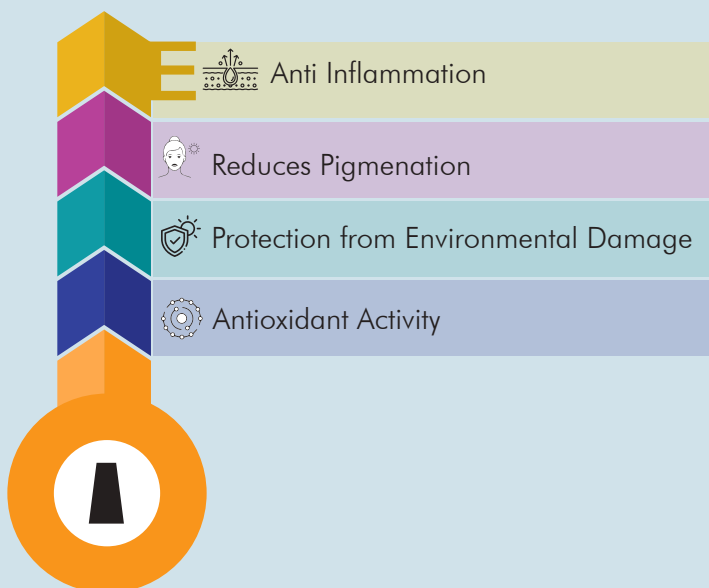
## CHEMICAL STRUCTURE

Hydrogenation of curcumin creates THC's (White curcumin), which improves stability, reduces degradation, and enhances durability for long-lasting effectiveness.

This transformation involves removing double bonds from curcumin's chemical structure, resulting in the formation of tetrahydrocurcumin (TetraBeauty™).



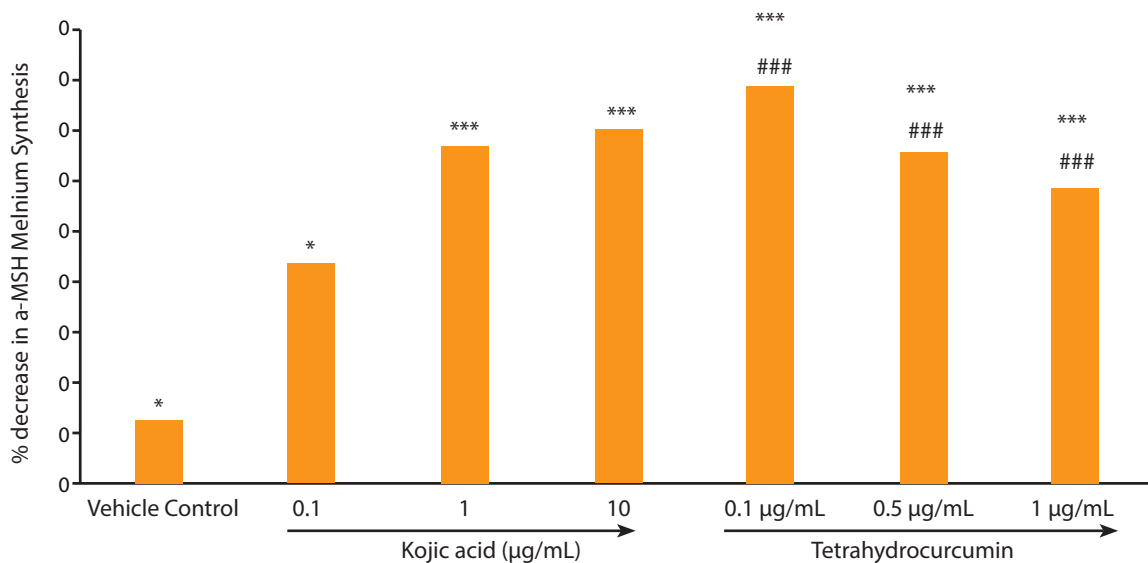
## KEY BENEFITS





## CLINICAL STUDY

A study in the Journal of Food Science and Technology revealed that THC effectively inhibits melanogenesis, even at low concentrations. It suppresses the process stimulated by  $\alpha$ -MSH-induced intracellular cAMP up-regulation, suggesting its potential as a safe and efficient alternative for skin whitening in cosmetic research. In fact, THC demonstrated a significant decrease in  $\alpha$ -MSH melanin synthesis, reaching a maximum reduction of 78.5% at a concentration as low as 0.1  $\mu$ g/ml.

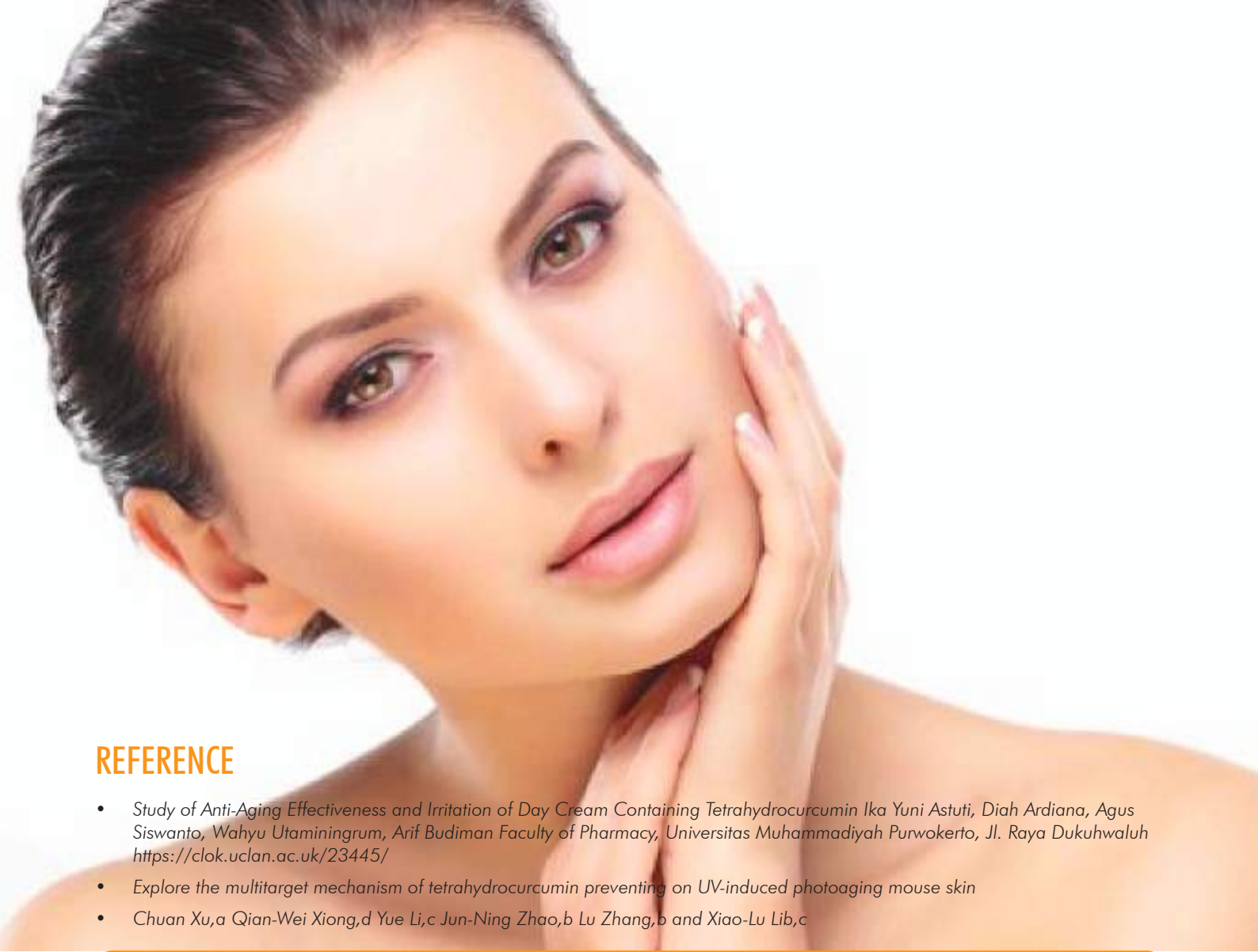


Inhibitory effect of THC on melanogenesis (skin whitening potential) in mouse melanoma (B16-F10) cell line.

\*\*\*  $p \leq 0.001$  versus vehicle control and

###  $p \leq 0.001$  versus positive control (ascorbic acid) using one-way ANOVA (using Tukey's test with three independent assay).





## REFERENCE

- Study of Anti-Aging Effectiveness and Irritation of Day Cream Containing Tetrahydrocurcumin Ika Yuni Astuti, Diah Ardiana, Agus Siswanto, Wahyu Utamingrum, Arif Budiman Faculty of Pharmacy, Universitas Muhammadiyah Purwokerto, Jl. Raya Dukuwaluh <https://clok.uclan.ac.uk/23445/>
- Explore the multitarget mechanism of tetrahydrocurcumin preventing on UV-induced photoaging mouse skin
- Chuan Xu,<sup>a</sup> Qian-Wei Xiong,<sup>d</sup> Yue Li,<sup>c</sup> Jun-Ning Zhao,<sup>b</sup> Lu Zhang,<sup>b</sup> and Xiao-Lu Lib,<sup>c</sup>

## SUNPURE CERTIFICATIONS AND ACCREDITATION

 DUNS	 ISO	 HALAL	 DELHI CHAMBER OF COMMERCE	 FEDERATION OF INDIAN EXPORT ORGANISATIONS
 SPICES BOARD	 GMP	 FSSAI	 USFDA	 PHARMEXCIL CERTIFICATE



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