

# NEWS & VIEWS

## Sunpure Extracts introduces Pongamol

Pongamol is a promising compound that is gaining interest from research and beauty enthusiasts in the cosmetics industry. It is a flavanoid extracted from the seeds of Pongamiapinnata and is a member of the Fabaceae family native to eastern and tropical Asia, Australia, and the Pacific Islands.

The seeds of the plant are locally known as Karanja. Karanja seeds generally contain oil (27 -39 %), Protein (17-37%), Starch (6-7%), crude fibre anti-ageing(5-7%), moister(15-20%), and an ash content of (2-3%). Nearly half of the oil content of the seeds is oleic acid.

The oil has been used for burning lamps, in soap making, and as a lubricant. The oil has a disagreeable taste and odor, due to its bitter flavanoid constituents including karanjin, pongamol, tannins, and karanjachromene. The fruits, sprouts, and seeds are used in traditional medicine.

Pongamol has been found to have remarkable qualities, which set it apart as an ingredient in beauty product formulations. It has integrated into the cosmetic industry in anti-aging creams, sun screen formulations, skin toning, and brightening creams. A few of its uses are enumerated as: -

### Antioxidant Powerhouse:

Its strong antioxidant profiles are the main factor attracting people to pongamol. , Antioxidants are essential for scavenging free radicals, protecting the skin from oxidative damage, and helping to keep the complexion looking young, pongamol is used in cosmetic formulations to provide a powerful and natural defence against environmental aggressors and to prevent premature ageing.

### UV Protection:

Initial studies have revealed that pongamol has the innate capacity to function as a natural UV blocker. This discovery presents it as the perfect ingredient in sun screens and other skincare products that protect the skin from UV rays and other harmful substances, pongamol

is becoming a more important tool in the cosmetic's toolbox as consumer awareness of sun protection increases.

### Anti-Inflammatory Benefits:

The anti-inflammatory qualities of pongamol offer yet another degree of adaptability. This organic substance has the ability to calm irritated skin, lessen redness, and offer comfort to people with sensitive skin, pongamol-enriched cosmetics serve people looking for skincare products that ease skin irritation and encourage relaxation in people with reactive skin.

Pongamol's incorporation into commercial cosmetics is an example of a successful union of tradition and modernity, offering customers practical solutions derived from nature's abundance. Pongamol is a rising star in the ever-evolving world of beauty, helping to shift the paradigm in favour of natural, sustainable, and scientifically supported ingredients in the pursuit of long-lasting beauty.

### Source:

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