





Sweet Elder

Product Name: Sweet Elder

Plant Name: Elderberry

The fruit of the elderberry tree commonly grows throughout the Northern temperate regions of Europe and have a long history of being used in the United Kingdom.

The dark purple berries are used to make wines, jams and conserves, and have been found to have many health benefits due to their high contents of antioxidants and flavonoids.



Harvesting **Elderberries**

The elderberries we use in our herbal extracts are sourced from an organic English farm.

They work in a sustainable way, reducing waste where possible, in line with our company values.



Traditional Use

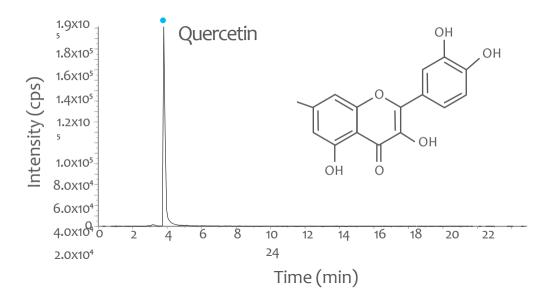
Traditionally the wood of the elder tree was used to make musical instruments and furniture. Elderberries also have a long traditional used in herbal medicine for general ailments, common colds and coughs, the berries having been made into a syrup.

Fruit extract of *S. nigra* has been reported to have the ability to protect the human cells against oxidative stress, DNA damage and mutagenicity.



Active Compounds found in Sweet Elder

LC-MS/MS Analysis



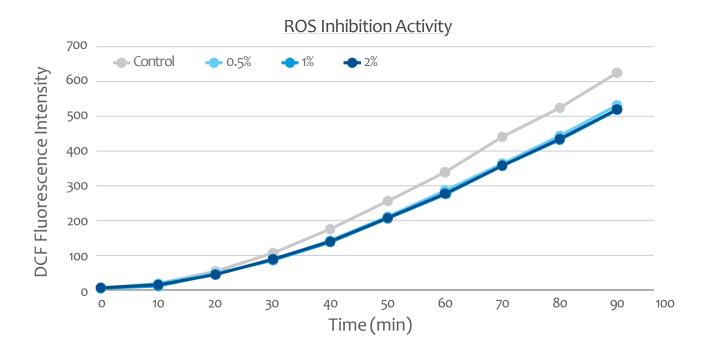
In Western herbal medicine, elderberries were historically used to treat inflammation and infections.

Modern research has shown that elderberries are high in known active compounds: rutin, hyperoside and chlorogenic acid.

We identified quercetin in Sweet Elder by LC-MS/MS, a flavonoid residue of rutin and hyperoside.



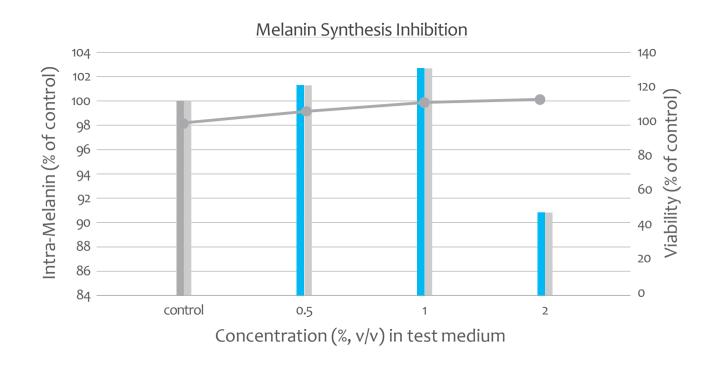
Antioxidant Effects of Sweet Elder (in vitro)



Our skin is under attack from many factors in daily life, such as UV, pollution and stress. These factors increase Reactive Oxygen Species (ROS). Antioxidants from **Sweet Elder can inhibit the generation of ROS and in turn inhibit cellular damage,** as demonstrated by the results shown in this graph.



Skin Brightening Effects of Sweet Elder (in vitro)



Results show that there was a significant decrease in the synthesis of melanin when 2% Sweet Elder was added to the test medium.



Product Information

Product Name: Sweet Elder

INCI name : Sambucus Nigra Fruit Extract (China Compliant)

Dosage: 1 – 3%

Formulation : Add to the formulation when the temperature

is lower than 55°C.

Recommended to add after the cooling

process.

Storage: Avoid direct light or UV.

Keep it in a cool and dry area.













