



# Jambu Extract

*Golden flower rich in functional goodness.*

**Jambu** is an herbaceous plant that belongs to the daisy family, used as traditional medicine throughout Asia and South America for a variety of properties including **oral care, anti-aging ingredients and aphrodisiac effects**. This plant has this unique “electric” sensation, or perhaps better described as tingling or numbing sensation. In Indonesia, this golden flower has been long used as **traditional remedy for toothache**.

The main active component of the plant superpower is **Spilanthol**, a bioactive alkylamide. A number of biological and pharmacological effects of spilanthol has been published in scientific papers,

including **anesthetic, analgesic, anti-inflammatory, antimicrobial**, and also **saliva-inducing properties**. On top of that, spilanthol is the compound responsible for the **tingling and numbing sensation** when in contact with skin. These properties make potential benefit and application of this plant extract boundless, from **oral care compositions, personal care and cosmetic products**, and also **foodstuffs and beverages**.

With our commitment, we thrive to ensure a steady ecosystem that works best for our farmers and land, while sharing the benefit of this Indonesian treasure to the world.

| Product Name  | Format | Active Content | Applications                                    |
|---------------|--------|----------------|---|
| Jambu Extract | Liquid | Spilanthol 30% | Oral Care, Personal Care, Flavoring Ingredients |

## Benefits of Jambu



### Anti-aging & anti-wrinkle

Spilanthol acts as a myorelaxant, effectively inhibiting muscle contractions responsible for the formation of wrinkles and expression lines, thereby promoting a reduction in fine lines and overall skin improvement.



### Enhance tastes in flavorings

Spilanthol can enhance response to basic tastes.



### Oral care

Spilanthol can help enhance cooling sensation, act as mild anesthetic and add unique tingling effect to oral care products

