## **Davidson Plum**

Nutrients	Nutrient Features	Benefits
	Reduces membrane liquid peroxidation and DNA damage.	Potent anti-aging active.
Gallic Acid - Phenolic Acid	Inhibition of melanogenesis - reduces coloured pigmentation allowing even skin colour.	Reduces potential of early aging and onset of fine lines and wrinkles.
Tartaric Acid	Improves a variety of inflammatory skin disorders.	Reduces visibility of sun spots. Dark circle and puffiness reduction under the eye.
- Fruit Acid	Potant anti-oxidant.	Skin whitening.
Anthocyanin - Flavonoid	Modulates stratum comeum barrier function.	Reduces skin redness and irritation and clears pore blockages.
	Potent stimulant of human keratinocyte proliferation.	Helps skin recover from over exposure to sun.
Quercetin - Flavonol	Anti-acne activity.	Protection from damaging free radicals.
	Improves mitochondrial functionality - promotes regenerative capacity of skin cells. Improves collagen production.	Strengthens skin.
Flavone Glycosides	Provides substantial protection from UV radiation.	Helps prevent skin irritation.
	Protects fibroblasts (new skin cells) from environmental damage.	Creates a barrier protecting the skin from environmental damage and pollution.
Phenolic Acids	Helps in the protection of the skin from Dermititis and photo-sensi- tivity.	Helps restore damaged skin from over exposure to sun and pollution.
Organic Acids	Lowers inflamation.	Helps repair connective tissue damage (stretch marks).
	Neo-collagenesis activity.	Helps skin hydration.
	Strengthens capillaries.	Aids cutaneous metabolism to prevent skin alterations (sun spots/age spots/skin blemishes) and early aging.
	Alleviates aging induced oxidaative stress.	Makes skin glow, lumosity.
	Rehydration and plumping of skin.	Stimulates the growth of collagen reducing fine lines and wrinkles.