

# Summer Vibes with actives from GfN GmbH & Selco GmbH






# We are ready for summer! Are you?

**Summer Vibes** – sunshine, sandy beaches, blue sea, palm trees, wellness food, fresh air. Summer time is holiday time! And with it time for relaxation, regeneration and stress relieve!

But only with the **right care products** to protect hair and skin from UV damages, salty water and other summerly damages.

But not just any! We use **native products from vacation destinations** for our trendy summer vibes protection series. Because nature knows best! So, best use actives **grown in your dream vacation places** itself!



I want actives from dreamy vacation places!

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# Summer actives from sunny places



Innovative natural plant extracts from the beautiful island of **New Zealand**

Active high-quality kernel oils from fascinating **Africa**

innovation from tradition

sustainable, ethical and profitable

local contribution



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# New Zealand – dream island and home of the Māori

New Zealand is an island country in the southwestern Pacific Ocean. The islands of New Zealand were the last large habitable land to be settled by humans.

New Zealand, together with Australia, is part of a region known as Australasia. It also forms the southwestern extremity of the geographic and ethnographic region called Polynesia.

New Zealand's geographic isolation for 80 million years has influenced evolution of the country's species of animals, fungi and plants. Physical isolation has caused biological isolation, resulting in a dynamic evolutionary ecology with examples of distinctive plants and animals as well as populations of widespread species.

What a unique and beautiful country!



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INNOVATING FROM TRADITION™



**ORGANIC  
BIOACTIVES**  
NEW ZEALAND

New Zealand's natural treasures

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# Organic Bioactives – Treasure Nature and you shall benefit!

- New Zealand owned and operated company
- spin-off of a family skincare business backed by clinical proven efficacy
- 8 years of comprehensive R&D
- the best source for premium organic bioactives from Aotearoa New Zealand

INNOVATING FROM TRADITION™



**ORGANIC  
BIOACTIVES**  
NEW ZEALAND

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# Organic Bioactives – Innovation From Tradition

- New Zealand's offer: a unique and bountiful biodiversity
- traditionally harvested botanicals, respecting Tikanga Māori
- proprietary chemical free extraction
- scientific methodology and clinical validation
- versatile cosmetic ingredients with excellent sensorial profile
- award winner L'Oreal Innovation Runway 2020



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# Organic Bioactives – Innovation From Tradition

- New Zealand's plants are special
- exposed to harsh environmental conditions
- intense irradiation due to ozone hole
- 80% of plants are endemic
- plants have protected themselves
- by increasing concentration of protecting ingredients
- plants in New Zealand have higher concentrations of anti-oxidants, UV absorbers and other self protecting ingredients



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# The OceanDerMX® Portfolio

- NEW** OceanDerMX® Lift and Firm #7353
- NEW** OceanDerMX® Balance & Brighten #7351
- NEW** OceanDerMX® Calm & Sooth #7352
- NEW** OceanDerMX® Restore & Protect #7354



# OceanDerMX<sup>®</sup> Lift and Firm #7353 - Overview

COSMOS

vegan



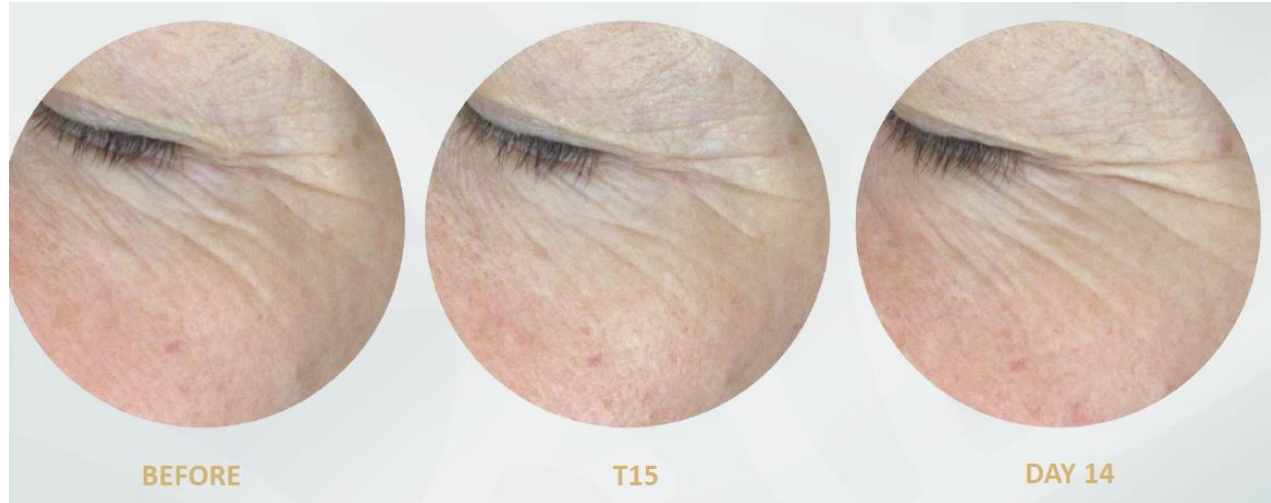
- INCI (Aqua, Sarcothalia Circumcincta or Kousou Ekisu, Cyathea Medullaris Leaf Extract, Pentylene Glycol)
- synchronized alliance of New Zealand native red seaweed & mamaku black fern processed via innovative TPT Xtraction™ (Bio-liquefaction), sustainably sourced from biodiverse New Zealand and rich on versatile biomimetic sulphated glycosaminoglycans (sGAG)
- translucent light gold semi liquid gel
- dosage: 1 - 5 %
- efficacy:
  - improves skin hydration
  - diminishes fine lines and wrinkles
  - plumbs the skin



© Organic Bioactives



# OceanDerMX<sup>®</sup> Lift and Firm #7353 - Efficacy



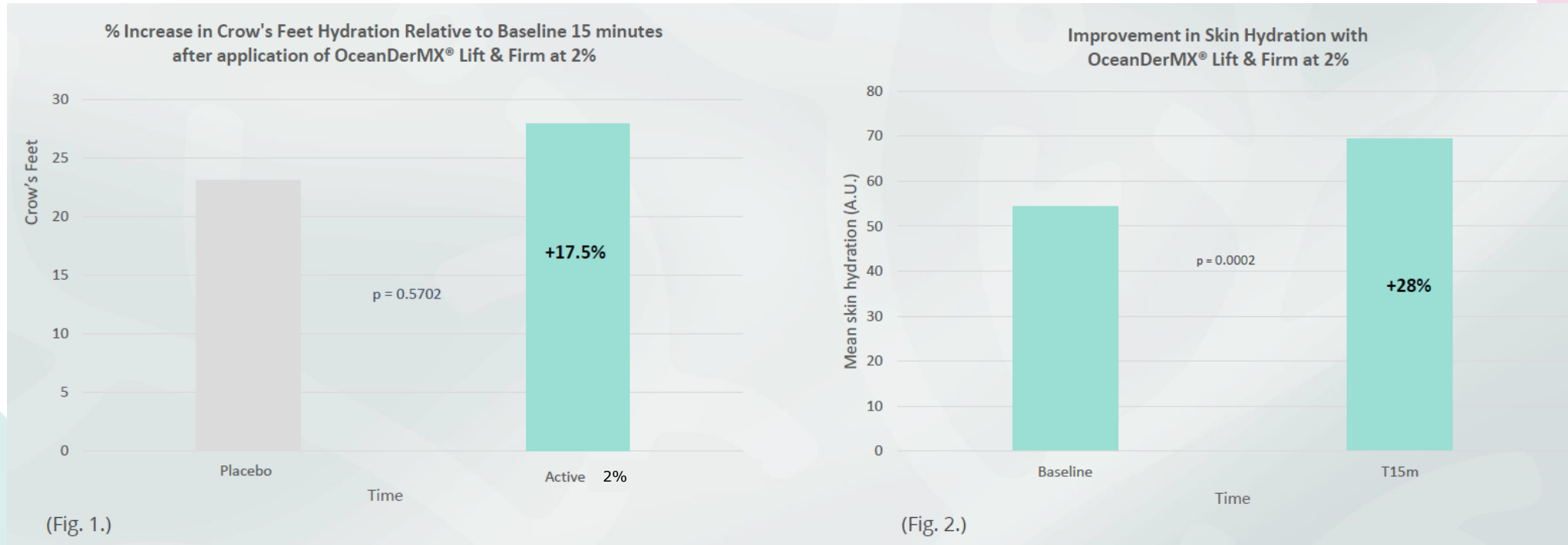
© Organic Bioactives

→ 2 % OceanDerMX<sup>®</sup> Lift and Firm decreases wrinkles by 32.90% after 7 days





# OceanDerMX<sup>®</sup> Lift and Firm #7353 - Efficacy



© Organic Bioactives

→ 2 % OceanDerMX<sup>®</sup> Lift and Firm increases hydration by 28% in 15 minutes and crow's feet hydration by 17.5%.



# OceanDerMX<sup>®</sup> Balance & Brighten #7351

## - Overview

COSMOS

vegan



- INCI (Aqua, Sarcothalia Circumcincta or Kousou Ekisu, Cyathea Medullaris Leaf Extract, Centella Asiatica Leaf Extract, Glycyrrhiza Glabra (Licorice) Root, Pentylene Glycol)
- synchronized alliance of New Zealand native red seaweed & mamaku black fern with gotu kola & liquorice root processed via innovative TPT Xtraction™
- translucent dark gold semi liquid gel
- dosage: 1 - 5 %
- efficacy:
  - improves skin brightening
  - reduces hyperpigmentation and imperfections
  - promotes even skin tone and natural glow
  - diminishes fine lines and wrinkles



© Organic Bioactives

# OceanDerMX<sup>®</sup> Balance & Brighten #7351 - Efficacy



© Organic Bioactives

→ 5 % OceanDerMX<sup>®</sup> Balance & Brighten reduce pigmentation significantly after 56 days



# OceanDerMX<sup>®</sup> Balance & Brighten #7351 - Efficacy



After 14 days of use:

- 93% of the subjects noticed clearer complexion & brightening effect
- 89% of the subjects noticed a more uniform complexion
- 93% of the subjects noticed a smoother complexion
- 82% of the subjects noticed more radiant skin

© Organic Bioactives

→ 5 % OceanDerMX<sup>®</sup> Balance & Brighten improve skin radiance visually and significantly noticeable proven by self-assessment of the volunteers.

# OceanDerMX<sup>®</sup> Calm & Sooth #7352

## – Overview



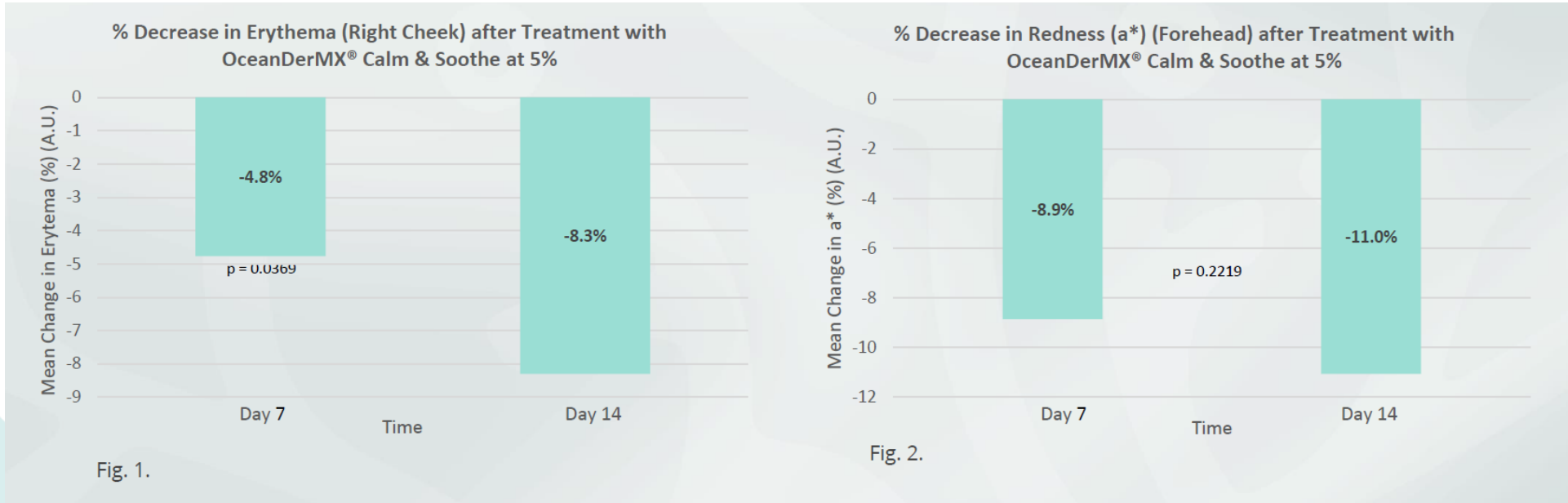
- INCI (Aqua, Sarcothalia Circumcincta or Kousou Ekisu, Cyathea Medullaris Leaf Extract, Macropiper Excelsum Leaf Extract, Honey, Pentylene Glycol)
- synchronized alliance of New Zealand native red seaweed & mamaku black fern with kawakawa & mānuka honey processed via innovative TPT Xtraction™ (Bio-liquefaction)
- translucent amber gold semi liquid gel
- dosage: 1 - 5 %
- efficacy:
  - reduces inflammations and redness
  - calms and soothes the skin
  - helps to balance acne and prone skin
  - diminishes fine lines and wrinkles



© Organic Bioactives



# OceanDerMX<sup>®</sup> Calm & Sooth #7352 - Efficacy



© Organic Bioactives

→ 5 % OceanDerMX<sup>®</sup> Calm & Sooth decreases erythema on the cheeks by 8.29% after 14 days and redness on the forehead by 11.05%

# OceanDerMX<sup>®</sup> Calm & Sooth #7352 - Efficacy

Clinical Efficacy of OceanDerMX<sup>™</sup> Calm & Soothe at 5% in the Management of Face Erythema



BASELINE



T 15 MINS

Images show improvements in signs of skin redness on the cheek following 15 minutes after application of OceanDerMX<sup>™</sup> Calm & Soothe at 5%. Photographs were taken using Observe 520, Sylton diagnostic systems, under cross-polarized mode.

© Organic Bioactives



# OceanDerMX<sup>®</sup> Restore & Protect #7354

## – Overview

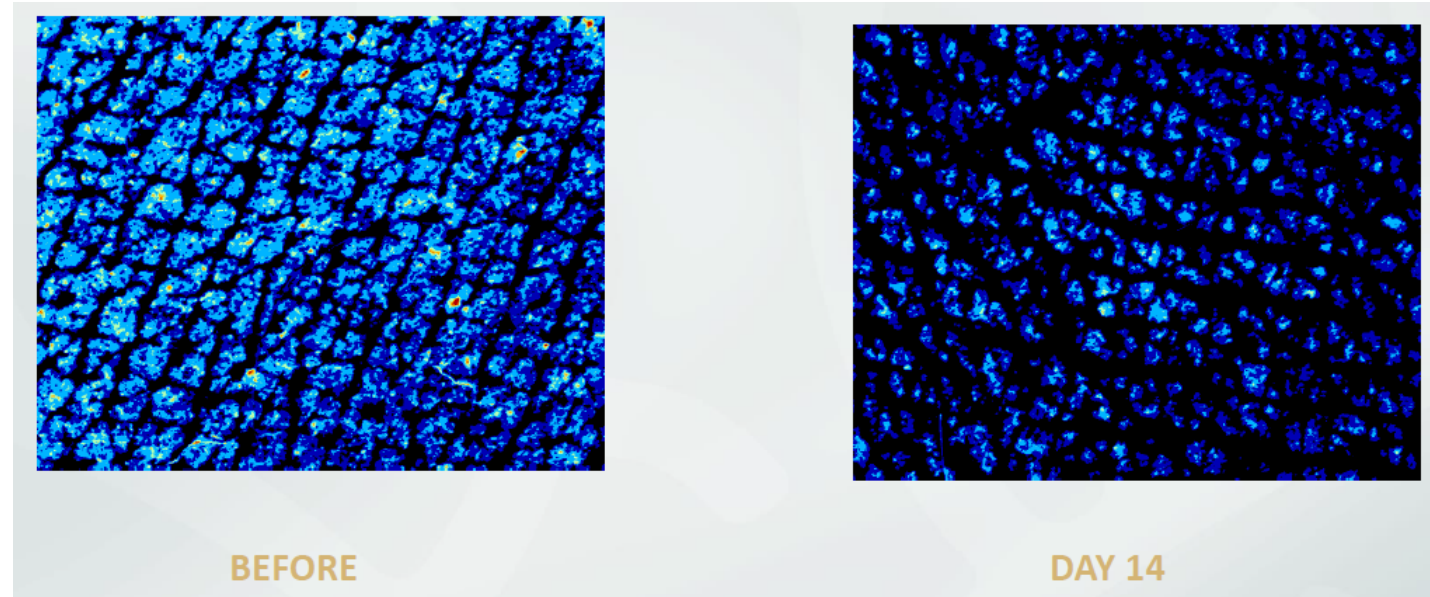


- INCI (Aqua, Sarcothalia Circumcincta or Kousou Ekisu, Camellia Sinensis Leaf, Cyathea Medullaris Leaf Extract, Ribes Nigrum Fruit, Pentylene Glycol)
- synchronized alliance of New Zealand native red seaweed & mamaku black fern with New Zealand grown certified organic green tea & blackcurrants processed via innovative TPT Xtraction<sup>™</sup> (Bio-liquefaction)
- translucent amber gold semi liquid gel
- dosage: 1 - 5 %
- efficacy:
  - acts as an antioxidant
  - helps to maintain skin youth
  - helps to restore sun damaged skin
  - diminishes fine lines and wrinkles



© Organic Bioactives

# OceanDerMX<sup>®</sup> Restore & Protect #7354 - Efficacy

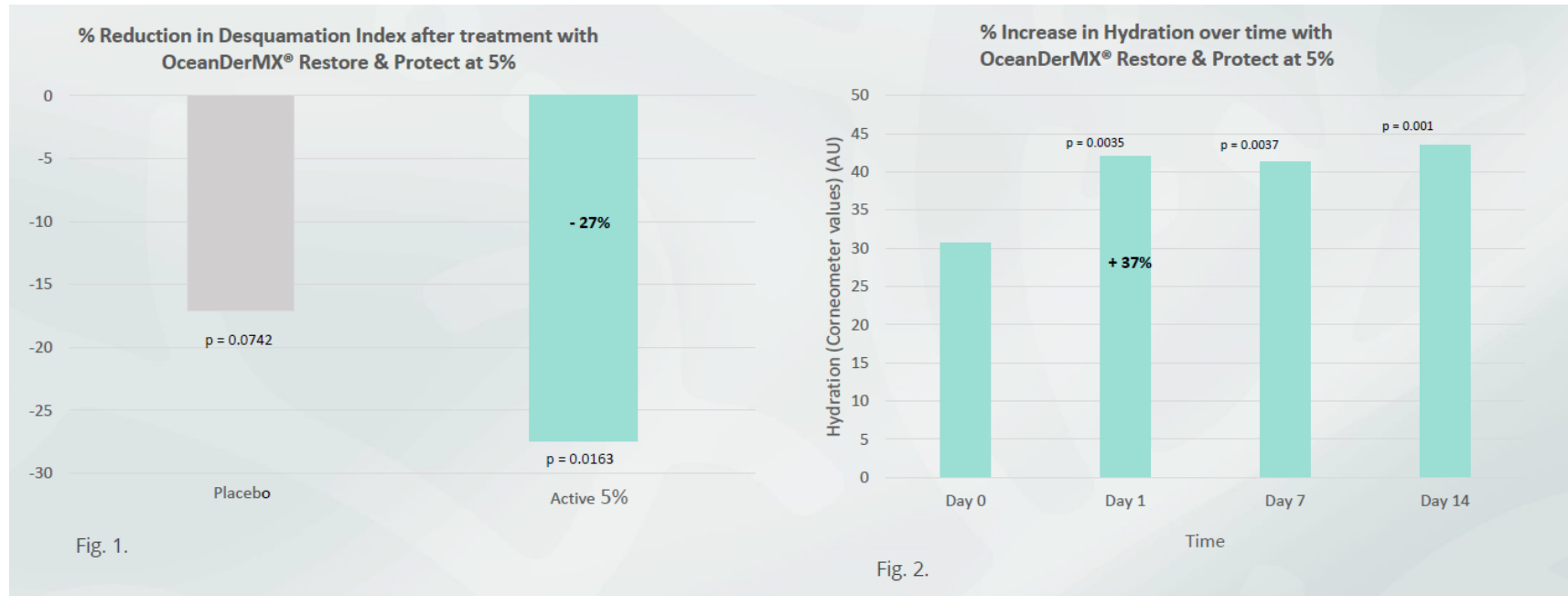


© Organic Bioactives

→ the red, orange, light green and light blue patches (which represent thicker flakes) decreased significantly, revealing an even distribution of corneocyte layer, after a 14 days treatment with 5 % OceanDerMX<sup>®</sup> Restore & Protect. The desquamation index was reduced by 27 %.



# OceanDerMX<sup>®</sup> Restore & Protect #7354 - Efficacy



© Organic Bioactives

→ 5 % OceanDerMX<sup>®</sup> Restore & Protect reduces the desquamation index by 27% after 14 days. Hydration increases by 37 % after 24 h and was maintained during the study period.

# Africa – the red continent where sun and earth meet

Africa is the world's second-largest and second-most populous continent, after Asia. The continent is surrounded by the Mediterranean Sea to the north, the Isthmus of Suez and the Red Sea to the northeast, the Indian Ocean to the southeast and the Atlantic Ocean to the west. It is the only continent to stretch from the northern temperate to the southern temperate zones.

Africa is highly biodiverse; it is the continent with the largest number of megafauna species

Breathtaking  
and fascinating  
like no other!



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GfN GmbH & Selco GmbH





**KUPANDA**  
African Natural Botanicals

# African treasures with benevolent contribution

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GfN GmbH & Selco GmbH



# Kupanda - Sustainable, ethical and profitable

## The 'Kupanda Way'

The 'Kupanda Way' is to respect the integrity of the plant's natural properties, thereby allowing the plant's pure and unhindered benefits to sustain our lives.

This concept extends into every aspect of our business: from our plant-based presence, ethical and traceable sourcing approach, social development agenda, quality orientated mindset, corporate growth plans, to our valued stakeholder relationships.



© Aeolos Image/Shutterstock



# Multi-geographical presence, with key partnerships in Africa and Europe

## Quality

We commit to high standards of delivery across our business:

- > Product quality delivered to valued clients
- > Operational processes, controls and protocols
- > Staff professionalism.



## Sustainability

Balancing the use of our planet's precious resources today, for the benefit of tomorrow:

- > Sustainable farming and sourcing methods
- > Circular economy
- > Environment protection



## Collaboration

As the African natural botanical industry develops, we maintain proactive and mutually beneficial partnerships.



## Longevity

For us, the pursuit of longevity preserves quality, as reflected in:

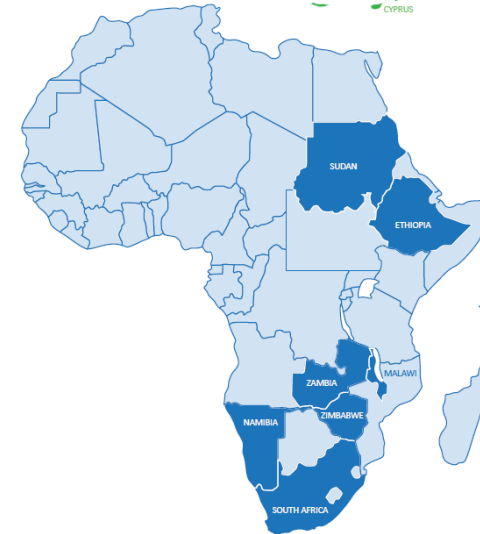
- > Long-term stakeholder relationships
- > Technical innovations
- > Operational aspects.



**Cyprus:**  
Kupanda Ltd Group HQ.  
Commercial, quality management activities

**Germany:**  
Centralised oil production  
Global logistics centre  
Accredited laboratory

**Greece:**  
Accredited laboratory



**South Africa:**  
Kupanda Africa (Pty) Ltd, acts as our pan-African sourcing hub.

**Pan-Africa:**  
Raw material sourcing and powder production.

© Kupanda Ltd.



# African treasures for your natural beauty

Marula Seed Oil (Mfula) #7339 refined  
Ximenia Seed Oil (Mideka) #7331 refined  
Kalahari Melon Seed Oil (Elula) #7329 refined  
Manketti Seed Oil (Buhle) #7333 refined  
Baobab Seed Oil (Moyo) #7337 refined  
Moringa Seed Oil (Wala) #7335 refined

	Manketti	Ximenia	Moringa	Kalahari Melon	Marula	Baobab
<b>Protection &amp; Recovery</b>						
Barrier Protection (from xerotic skin)	1 High linoleic acid coupled with $\gamma$ -tocopherol Low oleic acid content		3 Presence of behenic acid	1 High linoleic acid coupled with $\gamma$ -tocopherol Low oleic acid content		
Anti-Pollution (from environmental stressors)		1 $\beta$ -amyrin and lupeol Tocotrienes and $\beta$ -sitosterol support anti-oxidant properties				
<b>Skin Microbiome</b>						
Microflora Rebalance			1 High oleic acid is effective against a variety of microbes			
Cleansing & Anti-Blemish / Spots			2 High oleic acid is effective against a variety of microbes	3 High linoleic acid with $\beta$ -sitosterol		
<b>All-Round Cleansing, Hydration &amp; Moisturising</b>					1 Oleic, palmitic and stearic acids	1 Balanced oleic, palmitic and linoleic acids
<b>Microcirculatory Stimulation</b>						
Skin & Scalp/Follicles		2 Ximenynic acid as a microcirculatory stimulator				
<b>Filmogen for Hair / Skin</b>						
Filmogen for Hair	2 Elaeostearic acid is filmogenic Low oleic acid content					
Skin tightening/firming	3 Elaeostearic acid is filmogenic Low oleic acid content					
<b>Antioxidant</b>						
	3 Strong $\beta$ -sitosterol content	1 Tocotrienes and good $\beta$ -sitosterol	3 Rich in tocopherols, $\Delta^5$ -avenasterol and campesterol	2 Highest $\beta$ -sitosterol and campesterol	2 Robust $\beta$ -sitosterol content	2 Good $\beta$ -sitosterol content

**Key:** 1 Primary application 2 Secondary application 3 Tertiary application

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\* Based on academic literature and Kupanda efficacy testing.

# Marula Seed Oil (Mfula) #7339 - Overview



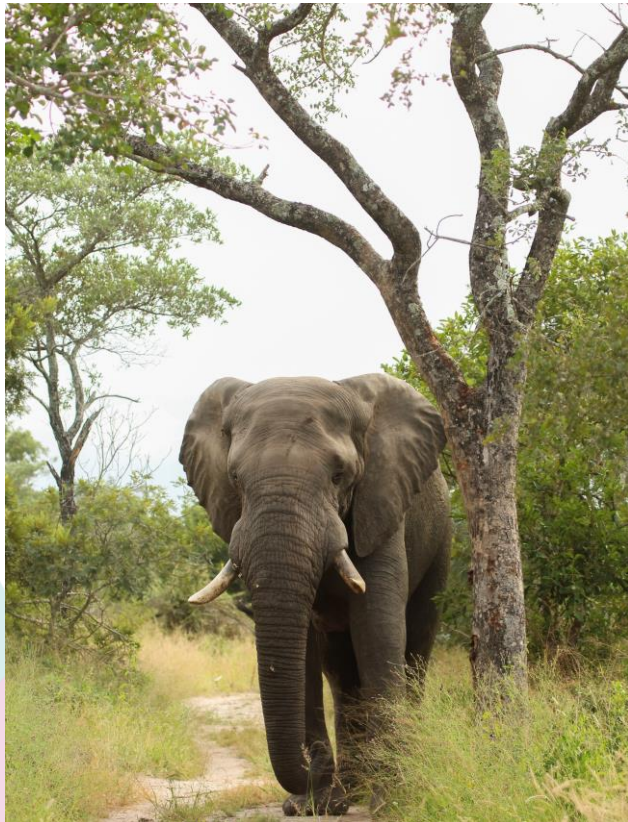
- **INCI (Sclerocarya Birrea Seed Oil)**
- natural oil rich on fatty acids (oleic ~75 %) with high natural Tocopherol content a satin-like matt skin feel and extremely quick absorption; exceptionally high levels of  $\beta$ -Sitosterol and  $\Delta$ 5-Avenasterol; physically refined oil
- clear to pale yellow liquid
- dosage: 15 - 100 %
- efficacy:
  - moisturizes the skin
  - acts as an antioxidant
  - soothes the skin



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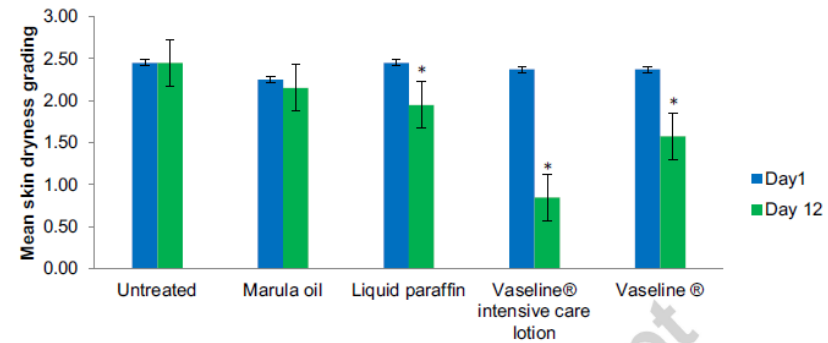


# Marula Seed Oil (Mfula) #7339 - Efficacy

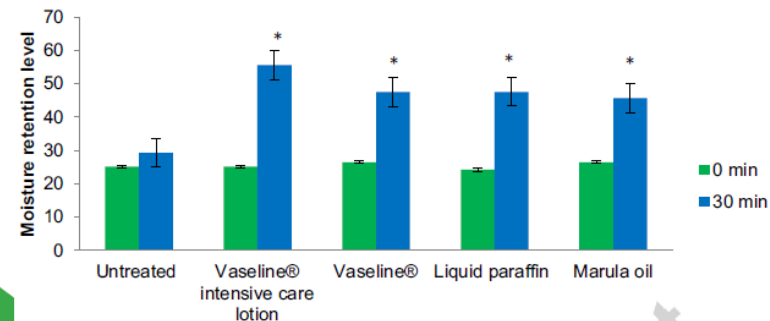


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## Skin Recovery Test Results



## Occlusive Test Results - Moisture Retention

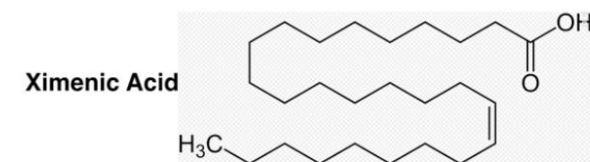


\* Journal of Ethnopharmacology, Volume 176, 24 December 2015, Pages 327–335  
Baa7le Komanea, Ilze Vermaaka, Beverley Summers, Alvaro Viljoen

# Ximenia Seed Oil (Mideka) #7331 - Overview



- **INCI (Ximenia Americana (Ximenai) Seed Oil)**
- natural oil rich on Ximenynic fatty acid and derivatives as well as large portions of monoenoic fatty acids; substantial Tocotrienol content, considerable, Lupeol and  $\beta$ -Amyrin content and  $\beta$ -Sitosterol; physically refined oil
- unclear pale yellow viscous liquid
- dosage: 7 - 50 %
- efficacy:
  - stimulates microcirculation
  - soothes and nourishes the skin
  - protects skin from environmental stressors



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# Ximenia Seed Oil (Mideka) #7331 - Efficacy

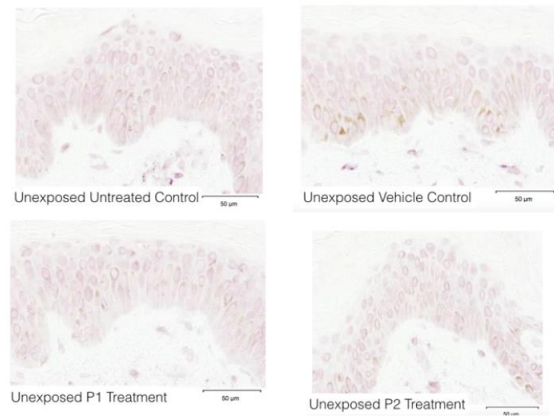


Figure 4a: Reduction of MMP-1 expression in standard pollutant exposed skin explants, following Mideka Ximenia Seed Oil treatment P1 (2%), and P2 (5%), 5 days minus pollutant exposure.

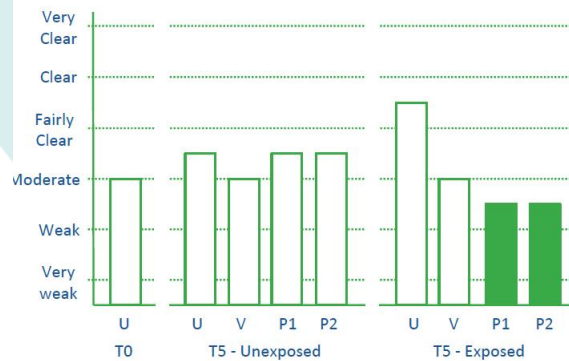


Figure 4c: Histological scoring of degree of reduction of MMP-1 expression in standard pollutant exposed skin explants following Mideka Ximenia Seed Oil treatment P1 (2%) and P2 (5%), 5 days pre- and post-exposure pollutant mix. U = Untreated, V = Vehicle.

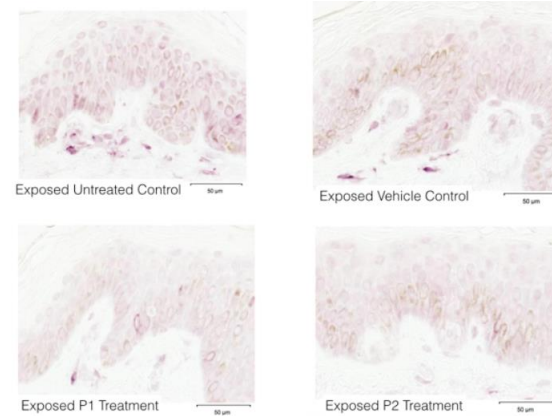


Figure 4b: Reduction of MMP-1 expression in standardised pollutant exposed skin explants, following Mideka Ximenia Seed Oil treatment P1 (2%) and P2 (5%), 5 days post-exposure to pollutant mix.

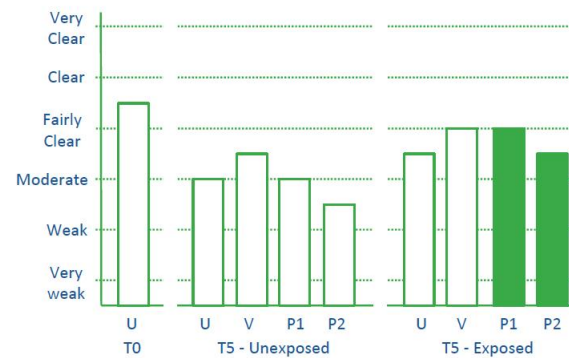


Figure 5: Effects of Mideka Ximenia Seed Oil treatment P1 (2%) and P2 (5%) on Nrf2 expression in standardised pollutant exposed skin explants, 5 days post-exposure. U = Untreated, V = Vehicle.

## Anti-Pollution Protection

- Defending Collagen from degradation due to oxidative stress



© ArgenLant/Shutterstock

→ Ximenia Seed Oil (Mideka) reduces expression of MMP-1, an interstitial Type I collagenase



# Kalahari Melon Seed Oil (Elula) #7329 - Overview



- **INCI (Citrullus Lanatus (Watermelon) Seed Oil)**
- natural oil rich on Linoleic acid, coupled with oleic, palmitic and stearic fatty acids; high  $\gamma$ -Tocopherol content, significant amount of  $\beta$ -Sitosterol, Campesterol and squalene; physically refined oil
- clear pale yellow viscous liquid
- dosage: 10 - 100 %
- efficacy:
  - enhances skin barrier function
  - acts as an antioxidant
  - enhances skin repair



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# Kalahari Melon Seed Oil (Elula) #7329 - Efficacy

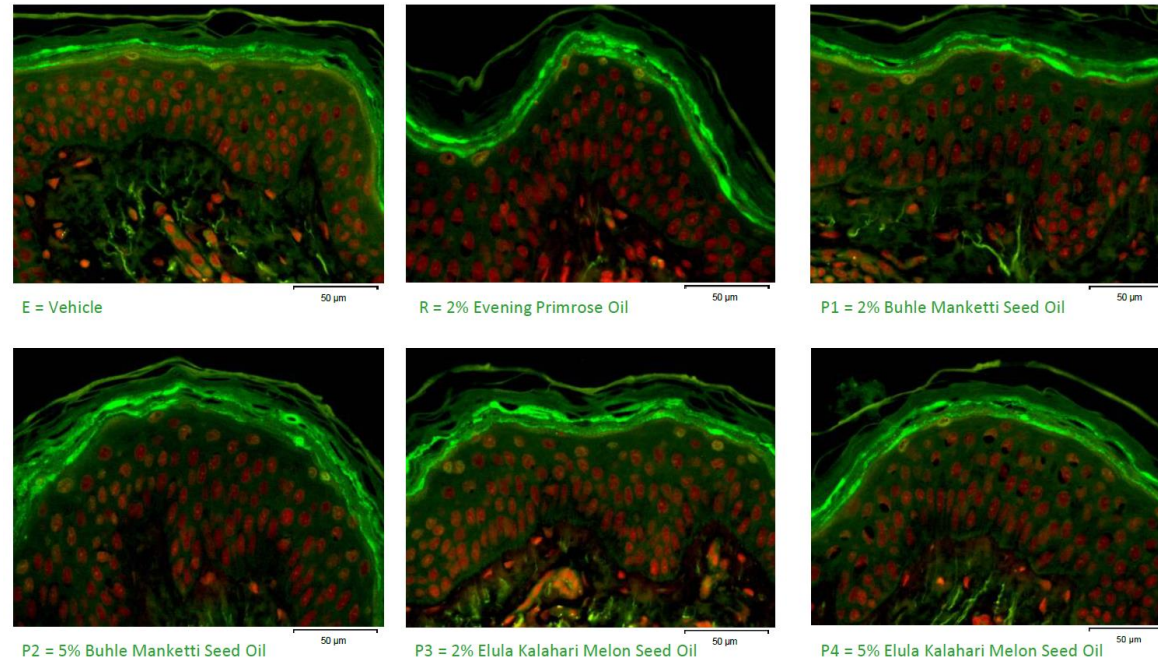


Figure 5: Microscopic Evaluation of Filaggrin Expression in Delipidised Skin at T24

© Laboratoire Bio-EC, France

→ Kalahari Melon Seed Oil (Elula) shows significant improvement in filaggrin, a well-known hydration marker and hence marker for skin barrier recovery

# Kalahari Melon Seed Oil (Elula) #7329 - Efficacy

Skin barrier recovery



Figure 1: Xerosis Induced Skin Markings and Fine Scales

© WebMD Image Collection

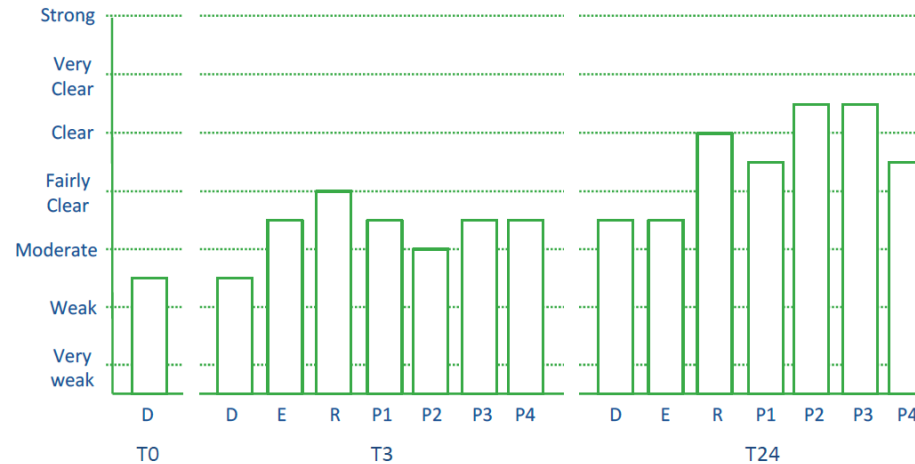


Figure 3: Expression of Filaggrin at T0, T3 and T24 hours Delipidised Skin

D = Delipidised Skin  
 E = Vehicle  
 R = 2% Evening Primrose Oil  
 P1 = 2% Buhle Manketti Seed Oil  
 P2 = 5% Buhle Manketti Seed Oil  
 P3 = 2% Elula Kalahari Melon Seed Oil  
 P4 = 5% Elula Kalahari Melon Seed Oil

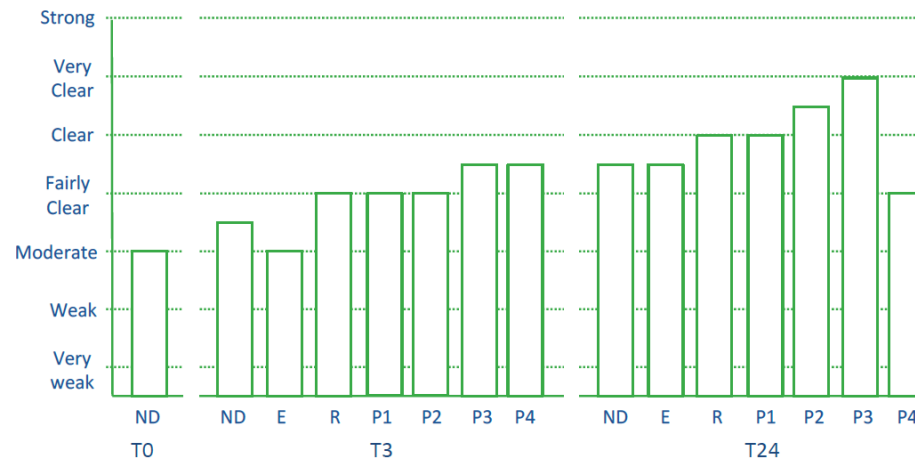


Figure 4: Expression of Filaggrin at T0, T3 and T24 hours in Non-Delipidised Skin

ND = Non-Delipidised Skin  
 E = Vehicle  
 R = 2% Evening Primrose Oil  
 P1 = 2% Buhle Manketti Seed Oil  
 P2 = 5% Buhle Manketti Seed Oil  
 P3 = 2% Elula Kalahari Melon Seed Oil  
 P4 = 5% Elula Kalahari Melon Seed Oil

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# Manketti Seed Oil (Buhle) #7333 - Overview



- **INCI (Schinziophyton Rautanenii (Manketti) Seed Oil)**
- natural oil relatively low on oleic to linoleic fatty acid proportions but comparatively high eleostearic fatty acid; exceptionally high  $\gamma$ -Tocopherol and robust  $\beta$ -Sitosterol content; physically refined oil
- clear light yellow liquid
- dosage: 5 - 100 %
- efficacy:
  - enhances skin barrier function
  - acts as a filmogen for hair and body
  - enhances skin repair
  - acts as an antioxidant



© Jo Gerken/Shutterstock

# Manketti Seed Oil (Buhle) #7333 - Efficacy

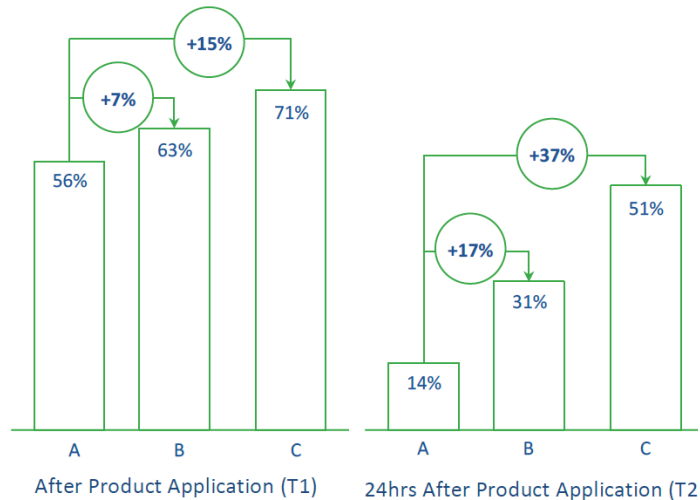


Figure 3: Reduction in Frizz (Volume) [%] - Relative Difference Values of all Measurements (n = 8). \*Statistically significant results  
A = Vehicle, B = 2% Buhle Manketti Seed Oil, C = 5% Buhle Manketti Seed Oil.

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© ProDERM GmbH



Figure 5: Maximum Frizz Before Application (T0).



Figure 6: After Product Application and Blow Drying (T1) - Vehicle (A).



Figure 7: 24hrs After Product Application (T2) - Vehicle (A).



Figure 8: Maximum Frizz Before Application (T0).



Figure 9: After Product Application and Blow Drying (T1) - 5% Buhle Manketti Seed Oil (C).



Figure 10: 24hrs After Product Application (T2) - 5% Buhle Manketti Seed Oil (C).

→ Manketti Seed Oil reduces frizz immediately up to 15 % more efficient and up to 37 % better after 24 h. Hair Volume increased significantly.

# Manketti Seed Oil (Buhle) #7333 - Efficacy



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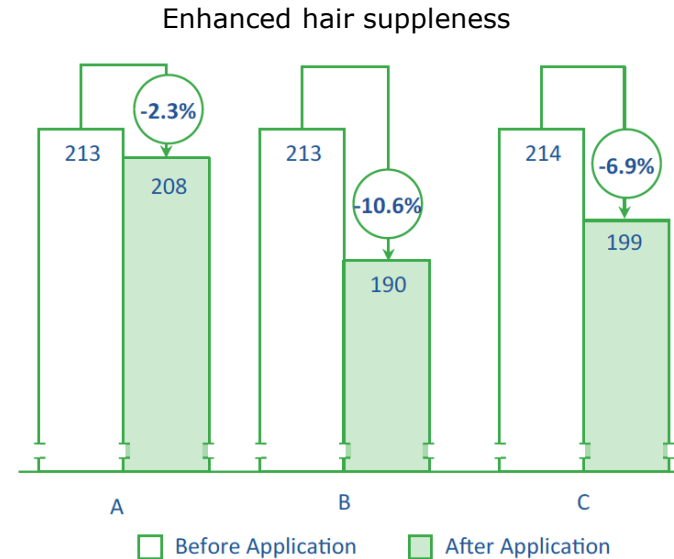


Figure 11: Pulling Force [mN] Before and After Treatment With Buhle Manketti Seed Oil

A = Vehicle, B = 2% Buhle Manketti Seed Oil, C = 5% Buhle Manketti Seed Oil.

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→ Manketti Seed Oil improves hair suppleness up to 8.3 % further.



# Baobab Seed Oil (Moyo) #7337 - Overview



- **INCI (Adansonia Digitata Seed Oil)**
- natural oil with broadly balanced ratios of palmitic (~25 %), oleic (~35 %) and linoleic fatty acids (~30 %); robust levels of  $\beta$ -Sitosterol and  $\gamma$ -Tocopherol, high in Vitamin A, E and F; physically refined oil
- clear pale yellow liquid
- dosage: 8 - 100 %
- efficacy:
  - moisturizes the skin
  - improves hydration
  - acts as an antioxidant



© OlegDoroshenko/Depositphotos

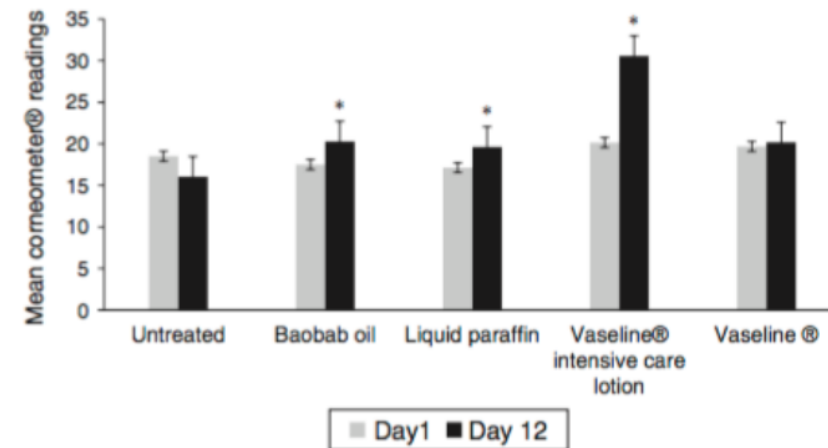
# Baobab Seed Oil (Moyo) #7337 - Efficacy



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## D. Moisture Retention/Hydration

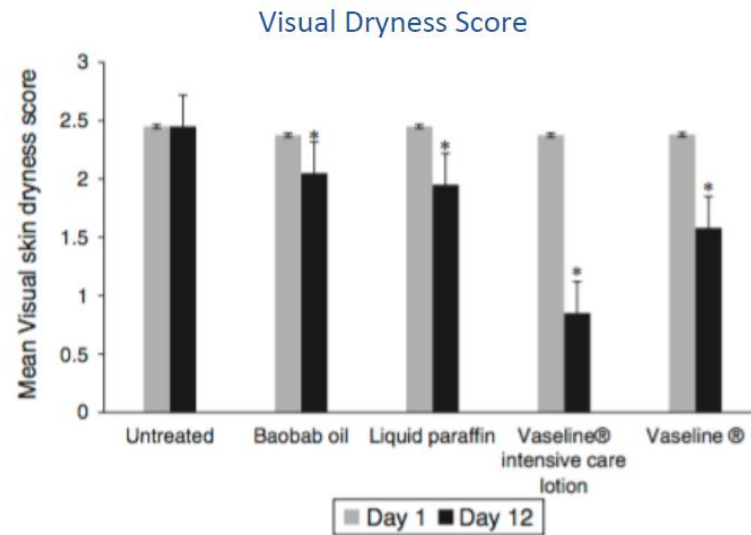
Capacitance Corneometer Test



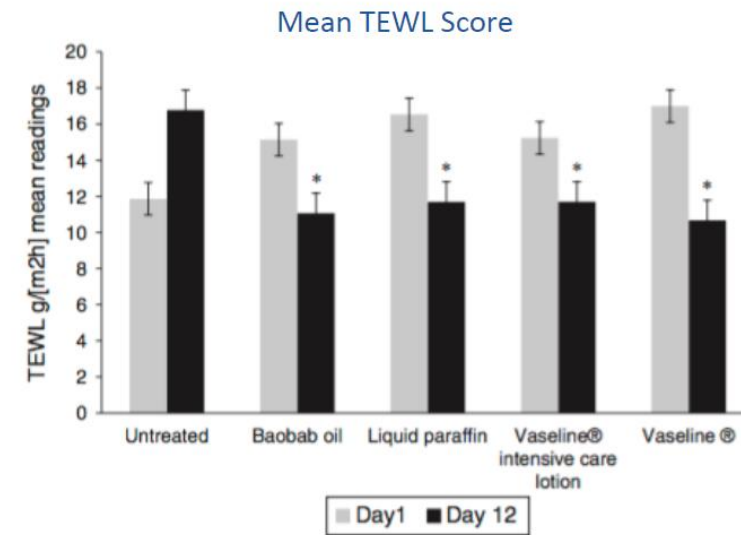
Bazilian Journal of Pharmacognosy (2017) p1-8  
B. Komanea, I. Vermaaka, G. Kamatoua, B. Summersc, A. Viljoen

# Baobab Seed Oil (Moyo) #7337 - Efficacy

## B. Moisture Efficacy



## C. Aquaflux TEWL



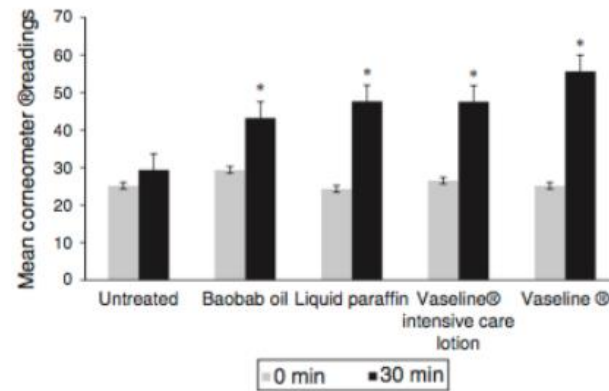
Bazilian Journal of Pharmacognosy (2017) p1-8  
B. Komanea, I. Vermaaka, G. Kamatoua, B. Summersc, A. Viljoen



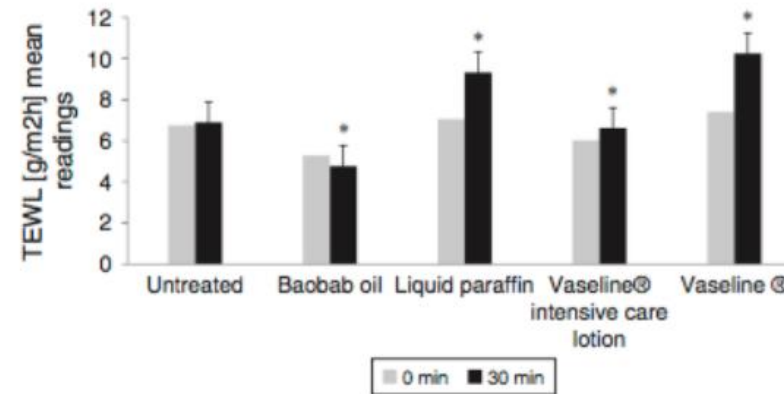
# Baobab Seed Oil (Moyo) #7337 - Efficacy

## E. Occlusive Tests

Mean Corneometer (30 min. wipe off)



Mean TEWL (30 min. wipe off)



Bazilian Journal of Pharmacognosy (2017) p1-8  
B. Komanea, I. Vermaaka, G. Kamatoua, B. Summersc, A. Viljoen

# Moringa Seed Oil (Wala) #7335 - Overview

COSMOS

vegan



- **INCI (Moringa Oleifera Seed Oil)**
- natural oil with high oleic and meaningful behenic fatty acids; relatively balanced  $\alpha$ -,  $\beta$ -, and  $\gamma$ -Tocopherol ratios; high levels of  $\beta$ -Sitosterol,  $\Delta$ 5-Avenasterol, and Campesterol and Lipid soluble antioxidants; physically refined oil
- clear pale yellow liquid
- dosage: 5 - 100 %
- efficacy:
  - rebalances skin microbiome
  - enhances skin repair
  - acts as an antioxidant



© chengyuzheng/iStock

# Moringa Seed Oil (Wala) #7335 - Efficacy



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Microbe inhibition

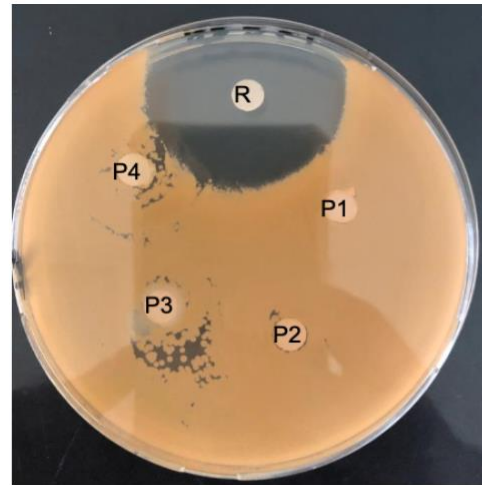


Figure 2: *Brevibacterium lines*

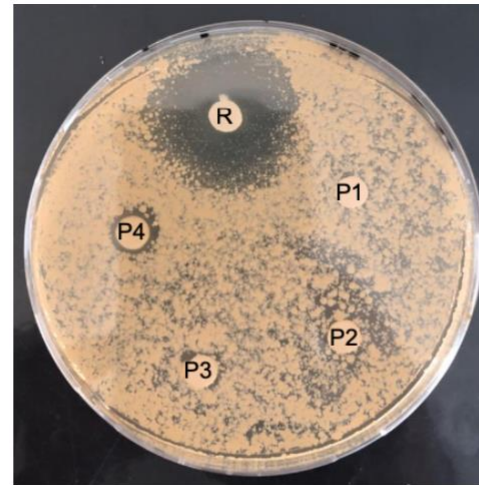


Figure 3: *Corynebacterium xerosis*

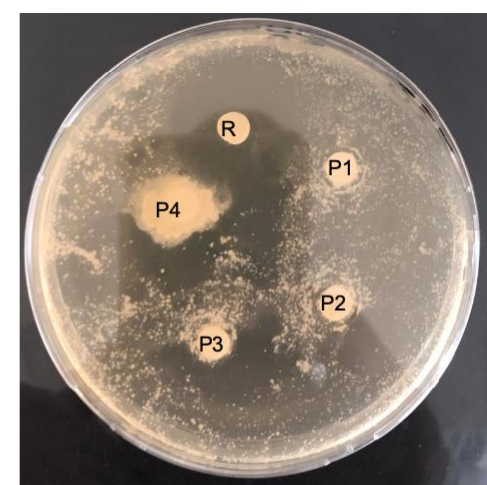


Figure 4: *Candida albicans*

R = Tetracycline Control | P1 = 1% WMSO | P2 = 2% WMSO | P3 = 5% WMSO | P4 = 100% WMSO

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→ Moringa Seed Oil slowed down growth of *B. lines* and *C. xerosis*. A week slow down in growth was shown for *C. albicans*



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