



Murumuru Butter, a remarkable butter from Brazil

- Dry, silicone-like skin feel, matte appearance, seemingly disappearing in the skin
- Interesting for hair care as well
- Sustainably sourced

The murumuru tree and its butter

The murumuru (*Astrocaryum murumuru*) tree is one of the most abundant trees in the Amazonian forest. It can be rather short without a stem, or grow up to 6 m in height, with one or more trunks. The stems are covered with black spines of up to 12 cm. Murumuru leaves are long and flat. The fruits, containing a yellowish pulp and a hard-shelled seed, are often found in large, hanging clusters. The pulp is eaten by indigenous people, and the butter obtained from the seed has – apart from the use in cosmetics – found its way into food as well. At crop season, the fruits loosen from the bunches and fall into crowns prepared by lanyards. The nuts (seed and endocarp) are oblong, approx. 3 – 5 cm long.

The butter, which melts readily at body temperature, is used to provide softness, moisturisation and elasticity to the skin.

Lauric acid is the major fatty acid, but Murumuru Butter has a higher melting point (approx. 34 °C) than some other lauric acid-rich oils.

Unique skin feel and appearance

Murumuru Butter's behaviour on the skin is remarkably different than usual butters, with a dry touch and a non-glossy appearance – seemingly disappearing in the skin. Due to its skin feel properties, it is considered as a vegetable alternative for silicones.

Conscious choice for hair care

Thanks to its composition, it is an ideal ingredient in hair care for (thermal) protection, volume, and frizz control. It fits well in the framework of protection the hair aggressive chemicals.



Embrace your nature



Sustainable supply chain

Murumuru Butter is obtained in cooperation with a Brazilian partner, who is focused on natural and sustainable products. Murumuru Butter is carefully obtained and not refined, giving opportunities to provide a different skin feel and activity than many other oils and butters. The product is not subjected to refining processes, enjoying the natural composition as nature has intended, maximising the benefits of minor bioactive compounds.

Traceability and transparency is a key part of the sustainable supply chain. Consumers are concerned about the impact of the production chain on biodiversity and on local communities. Furthermore, traceability through the supply chain is increasingly important. The Brazilian oils and butters range, where Murumuru Butter is part of, is an answer to these market demands. The products are obtained from sustainable sources.

Socio-economical sustainability

In connection to this Brazilian oils and butters range, a fair price is ensured through the whole production chain, thereby

◀ Demonstration of the matte appearance of Murumuru Butter, in comparison to another lauric acid rich oil / butter.

improving the quality of life of the people involved, their families and the communities. The projects offer new ways to generate an income. Projects are supported which are aimed at the continuous improvement of production processes, while sustaining the natural resources. Harvesting and traceability techniques play a key role.

Harvesting techniques

The quality of the raw material has a direct impact on the quality of the oil. Ensuring quality starts with a careful selection in the field and a careful treatment until the oils and butters are obtained from the fruit. Also the harvesting period plays a large role – the natural ripening of the fruit affects important aspects such as oil yield, quality, and the presence of minor compounds, such as e.g. vitamins, carotenoids and tocopherols. Communities are trained on how to collect and select quality seeds, how to respect harvesting periods and seed maturity, and the reuse of leftovers (husks / pulp). Sustainable use of the forest is promoted, maintaining forest integrity. Investments are done to secure a regular supply of products with a consistent quality. Of course, this is only possible with an active approach with close partnerships with communities, using sustainable stewardship plans. This is the evidence that socio-economic improvement can be joined with retaining biodiversity and a sustainable way of living.

Saving the rainforest

By attaching an (economical) value to the rainforest and its large variety of products, linked to the people dependent from it, might save the rainforest to be slashed for a monoculture, such as soy. In other words, when marketing rainforest products like this, there is an incentive to retain the rainforest as it is.

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Contact

P: +31 88 291 8600

www.jandekker.com | www.imcdgroup.com

