Monoi de Tahiti A.O. Natural Hibiscus

The Monoi de Tahiti A.O. Natural Hibiscus is an oily extract from the polynesian tradition which combines the properties of Monoi de Tahiti with the calming and softening properties of Hibiscus. It perfectly fits modern cosmetics.

**Properties**

1. Moisturizing (progressive and lasting)
2. Anti-free radicals & Protecting
3. Firming & Smoothing
4. Softening & Calming
5. Aphrodisiac

**Manufacturing Process**

- Tiare Tahiti flowers, picked up at the bud stage, are put in active soaking into refined coconut oil for 12 days at minimum 12 flowers/liter, according to a specific process of enfleurage.
- After this period, the resulting Monoi de Tahiti is left to decantation for at least 24 hours, filtered, purified and then enriched with an antioxidant.
- Monoi de Tahiti Natural Hibiscus results from the active soaking of Hibiscus flowers into Monoi de Tahiti, according to a specific process without any additive.
- This soft soaking, followed by an active extraction, is free from synthetic fragrance.
- The resulting oily extract is then purified by filtration and finally stabilized by addition of a natural antioxidant (Vitamin E).

**Using Recommendations**

- Massage oils
- Body care oils
- Moisturizing and nourishing lotions
- Shampoos, shower gels, foaming baths
- Firming lotions and creams

Monoi de Tahiti becomes solid below 22-23°C. Place near a source of heat and the oil liquefies again.

Hibiscus, which is used in the polynesian traditional pharmacopoeia, is free from toxicity in the limits of our current knowledge and of the recommended cosmetic uses.
Efficiency Studies

**MOISTURIZING EFFECT**

«On a panel of 15 women with 2 applications per day for 4 weeks, 54% felt that the moisturizing effect of the product was satisfactory. The sensory evaluation of the product showed that the texture is pleasant, its application is easy and that it makes the skin soft and comfortable.»

IREFC - Hôtel Dieu Clinic Marseille - March 1996

«The skin’s moisturization due to Monoi is progressive and lasts during 4 hours after application. A moisturizing effect lasting between 6 and 8 hours after application is observed.»

«Under the experimental conditions, we can conclude that Monoi de Tahiti AO and refined copra oil have a good moisturizing effect.»

**FIRMING AND SMOOTHING EFFECT**

Study of the firming and smoothing effect on skin’s microrelief

«Under the experimental conditions, we can conclude that Monoi de Tahiti has a good firming effect while playing on the firmness and the elasticity of the skin, and has an effect on the cutaneous microrelief, by smoothing effect.»

EVIC-CEBA Study - May 2000

**PROTECTING EFFECT**

Evaluation of the protecting effect against climatic aggressions

«Under the experimental conditions, we can conclude that Monoi de Tahiti has a good protecting effect against the environmental aggressions.»

EVIC CEBA Study - December 2000

**HAIR REPAIRING EFFECT**

«Under the experimental conditions, we can conclude that Monoi de Tahiti has a repairing effect on dry and damaged hair. Hair is shiny and easy to comb, 70% of study volunteers were satisfied with the product.»

Etude EVIC CEBA - 4 Décembre 1998

Date : 04/08/2015 - MOPUR_FT_EN_V3
Monoi de Tahiti A.O.
Natural Hibiscus

**Technical Information**

**Physical Characteristics**
- **Aspect, 18°C**: Slightly granular paste
- **Aspect, 26°C**: Liquid
- **Colour, 18°C**: Ivory
- **Colour, 26°C**: Light yellow to amber
- **Odour**: Characteristic
- **Melting point**: 24 - 26°C
- **Specific gravity, 30°C**: 0.910 - 0.929
- **Refractive index, 40°C**: 1.445 - 1.465

**Chemical Characteristics**
- **Acide value**: < 5 mg KOH/g
- **Saponification value**: 240 - 270 mg KOH/g
- **Peroxide value**: < 10 meq O₂/kg
- **Antioxidant**: Solution of natural tocopherols 0.2%

**Packaging**
- **5 kg**: PE-HD jerrycan
- **25 kg**: PP plastic bucket with total opening
  *Packaging under modified atmosphere (Nitrogen)*

**Storage**
- Store in closed container.
- Store at room temperature (20 - 25°C)
- Keep away from sunlight and humidity.
- If possible, keep under nitrogen

**Stability**: 24 months before opening under the recommended storage conditions.

**Regulatory Information**

- **PSC Reference**: MOPUR
- **INCI Name**: Cocos nucifera oil, Gardenia taitensis flower, Hibiscus sabdariffa flower extract, Tocopherol.
- **CTFA Name**: Cocos nucifera (coconut) oil, Gardenia taitensis flower, Hibiscus sabdariffa flower extract, Tocopherol.

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**Customs Code**: 1515904000

**Casseine Cases**
- **8001-31-8**
- **232-282-8**

**Regulation of Use**

The Decree 92-340 strictly defines the use of «Monoi de Tahiti» brand on containers, packaging and advertising documents:
- To be called Monoi de Tahiti, the product has to contain more than 90% Monoi de Tahiti
- Monoi de Tahiti soaps have to contain more than 30% of Monoi de Tahiti
- Monoi de Tahiti personal care products have to contain more than 0.3% of Monoi de Tahiti
- Monoi de Tahiti skin care have to contain more than 1% of Monoi de Tahiti
- Monoi de Tahiti make-up products have to contain more than 2% of Monoi de Tahiti

The percentage of Monoi de Tahiti contained in the product and the Appellation of Origin stamp have to appear on the label.

[Back to the main menu](#)
Hibiscus, One-day beautiful...

Native from Asia, the Hibiscus was subsequently introduced in the tropics, more particularly in Polynesia in 1845 by Dr. Johnstone, where there are now many species, locally known as «Aute».

Very decorative thanks to the beautiful scarlet flowers they produce all year long, Hibiscus were frequently used as flowery hedges in the paths leading to the gaps between the valleys. Ephemeral beauty as they only last one day, flowers are worn as ornaments behind the ear or stung in the hair, and they are also used for festive decorations.

Beyond its ornamental uses, buds and young leaves are also used in traditional medicine, mainly for their soothing and antispasmodic properties and their lack of toxicity. Flowers, meanwhile, are rich in mucilage and thus have emollient and soothing properties to relieve internal and external inflammatory conditions.

The petals were also used to make a black dye used as a cosmetic to darken the eyebrows.
**The Hibiscus is an annual or perennial flowering plant type that has more than 30,000 varieties.**

Hibiscus sabdariffa is a shrub that can reach 5m both in height and in width. The stem is red and robust. The leaves are green and persistent, alternate, oval-shaped, with dentate or corrugated sides. The flowers are 10 to 12cm long. They may be isolated or grouped in inflorescences. They consist of a calyx with 5 sepals and a corolla with 5 red-purple petals, identical to the stem color at maturity. They have a long columnar pistil in the center. At maturity, the persistent calyx becomes fleshy and gives capsule-shaped fruits that are 3-4cm long and 2-3cm wide, containing seeds often hairy.

**Composition**

- The hibiscus flowers, leaves and roots are rich in mucilage, branched polysaccharides having a structural relationship with the pectic polysaccharides,
- The red color is mainly due to the presence of anthocyanins,
- Acidic polysaccharides,
- Many phenolic compounds,
- Organic acids (citric, malic, tartaric),
- Anthocyanidols.

**Uses**

**Traditional use:**
In Polynesia, the hibiscus is originally an ornamental plant along the roads. Tahitian women wear it stuck in their hair, or as crowns or necklaces. In West Africa, the dried red blossoms are used in infusion to prepare the “bissap” that is drunk fresh and very sweet. This drink is rich in ascorbic acid (hence its sour taste) and is being lent diuretic, sedative, hypotensive and even laxative virtues. In Egypt, it is called “Karkade”, and the hibiscus is used to prepare a tea that is drunk hot and slightly sweet.

**Cosmetic use:**
The hibiscus has emollient, soothing and softening properties that are very interesting for cosmetic cares. It is found in moisturizing, anti-aging, healthy glow products, in make-ups or to color shampoos, gels, milks, etc...
Monoi de Tahiti is a soaking of Tiare flowers (Gardenia taitensis), obtained by enfleurage in coconut oil. This refined oil is obtained by hot pressure of the dried kernel extracted from the nuts.

The Tiare Tahiti, French Polynesia symbol, is grown in isolated areas and must be used at the latest the day after its collection. Climatic conditions and soil quality contributes to the exceptional nature of this oily extract. Monoi de Tahiti, natural beauty product, allows to take advantage of all the virtues of Tiare. Used in traditional cosmetology, but also in Polynesian Pharmacopoeia, it relieves migraines, headaches, styes, mosquito bites... It can be used «raw», to be incorporated in cosmetic formulations, or perfumed with delicate scents of the islands, ready for application.
Monoi de Tahiti
Appellation of Origin

Monoi de Tahiti is a preparation deeply established in Polynesian beauty rituals, combining all the benefits of the purifying Tiare flower with those of the nourishing coconut oil into a silky and voluptuous oil.

**Other Names**
Tiare flower oily extract

**Meeting between Tiare and Coconut**

**Tiare**
The Tiare flower with its sweet fragrance and beautiful white petals arranged as a star, is the emblem of Tahiti and its islands. Its jasmine perfume brings exoticism while its softness provides calm and delicacy. It is given many soothing and purifying virtues.

**Botanical Information**
- **Botanical name**: Gardenia taitensis
- **Family**: Rubiaceae
- **Part of the Plant Used**: Fresh flower buds
- **Common names**: Tiare, Siale, Gardenia, Mahoi...

**Coconut**
The coconut tree has its origins in the soil of the coral islands of South Pacific. It is an integral part of local culture. It is the tree of life that feeds, protects and shelters. From the kernel of its nuts is extracted a silky and light oil with nourishing and moisturizing properties.

**Botanical Information**
- **Botanical name**: Cocos nucifera
- **Family**: Arecaceae
- **Part of the Plant Used**: Dried kernel of the fruit
- **Common names**: Coco, Coprah, Coconut...

**Manufacturing Process**

Monoi de Tahiti is a macerate of Tiare flowers (Gardenia taitensis) into refined coconut oil (coprah). Tiare Tahiti fresh flower buds are put in soaking into coprah oil for 12 days at a minimum concentration of 12 flowers/liter, according to a specific method of enfleurage. After this period, the macerate is settled for 24 hours. It is then filtered, purified and enriched with a natural antioxidant (solution of tocopherols).

**Quantitative Composition**

- 97.8% Cocos nucifera (coconut) oil
- 2% Gardenia taitensis flower
- 0.2% Tocopherol

**Main Components**

- Fatty acids
- Sterols (1.5 mg/kg)
- Tocopherols (approx. 1000 mg/kg)
- Volatile aromatic compounds

**Saturated / Unsaturated fatty acids**

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* Indicative average values

**Fatty acids %**

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**Dates**: 04/08/2015 - MOPUR_FT_EN_V3

**Page**: 7/11
In the 80’s, most «Monoi» on the market were fakes coming from Asia or elsewhere...

The exceptional properties of Monoi de Tahiti were officially recognized in April 1992 by the Appellation of Origin becoming a guarantee of authenticity and quality. It is «restricted to products manufactured in French Polynesia in accordance with local, loyal and constant uses by soaking of Gardenia tahitensis flowers from Polynesia, hereinafter called Tiare, in refined coconut oil» (extracted from the JORF of April 1992).

Today, the guarantee resulting from this initiative has helped to ensure that 90% of «Monoi» identified comply with the legislation in force.

The use of the term «Monoi de Tahiti» on any container, packaging, commercial documents or advertising material is strictly regulated by Decree 92-340 published in the JORF of April 2 1992 (pp. 4727-4729).

The regulation applies to both Monoi de Tahiti oil extract and butter, according to the following conditions:

- A product called Monoi de Tahiti must contain more than 90% of Monoi de Tahiti
- Monoi de Tahiti soaps must contain more than 30% of Monoi de Tahiti
- Monoi de Tahiti hygiene products must contain more than 0.3% of Monoi de Tahiti
- Monoi de Tahiti skin cares must contain more than 1% of Monoi de Tahiti
- Monoi de Tahiti makeup must contain more than 2% of Monoi de Tahiti

The label must include the percentage of Monoi de Tahiti in the product and the “Appellation d’Origine” stamp (guaranteed stamp of origin).
Evaluation of the moisturizing effect
«On a sample of 15 women with 2 applications per day for 4 weeks, 54% of test subjects considered that the moisturizing effect of the product was satisfactory. The sensory evaluation of the product shows that the texture is nice, its application is easy and leaves the skin soft and comfortable.»
IREFC - Hôtel Dieu Clinic Marseille - March 1996

Comparative study on the moisturizing effect (Monoi / Shea / Coconut / Jojoba / Vaseline)
«The hydration of the skin due to Monoi is progressive and sustained during 4 hours after application. The moisturizing effect persists 6-8 hours after application.»
«Under the experimental conditions, we can conclude that the Monoi de Tahiti AO and copra oil have a good moisturizing effect.”
EVIC-CEBA Study - July 28th, 1998

Study on the firming and smoothing effect on the cutaneous micro relief
«Under the experimental conditions, we can conclude that Monoi de Tahiti has a good firming effect while playing on the firmness and the elasticity of the skin, and has an effect on the cutaneous micro relief, by smoothing effect. »
EVIC CEBA Study - May 12th, 2000

Evaluation of cosmetic qualities
«We can conclude, under the experimental conditions adopted, that this product has softening, soothing and emollient properties. It is well tolerated by the skin and appreciated for its cosmetics qualities.»
EVIC CEBA Study - December 18th, 2000

Evaluation of the protective effect against climate aggressions
«Under the adopted experimental conditions, we can conclude that the Monoi de Tahiti has a good protective effect against environmental aggressions. »
EVIC CEBA Study - December 6th, 2000

Study on the hypoallergenicity
«Based on the results obtained from a panel of 107 volunteers and under the adopted experimental conditions, the product Monoi de Tahiti did not reveal any potential skin irritation or allergic reaction on the volunteers considered to have a sensitive skin.”
EVIC CEBA Study - February 22th, 2002

Assessment of skin tolerance and non-comedogenicity
«Monoi de Tahiti AO applied under normal conditions of use at home for 28 days by 20 voluntary adults, can be considered well tolerated in view of its skin tolerance. It can also be considered non-comedogenic.»
EUROFINS ATS Study - October 8th, 2008

*The research reports are available on request
**EFFICIENCY ON HAIR**

**Study on the repair effect**
«Under the adopted experimental conditions, we are led to conclude that the Monoi de Tahiti has a repairing effect on dry and damaged hair. Hair is shiny and easy to comb, 70% of the study’s volunteers were satisfied with the product.»

**EVIC CEBA Study - December 4th, 1998**

**Study on the hair shine effect**
«Under the adopted experimental conditions, given the results obtained, the treatment of natural hair locks by Monoi de Tahiti has resulted in a significant improvement in hair shine.»

**EVIC CEBA Study - January 14th, 2002**

**Study on the antidandruff effect**
«Under the adopted experimental conditions, we are led to conclude that the Monoi de Tahiti has a very slight antidandruff effect.»

**EVIC CEBA Study - January 14th, 2002**

**Comparative study on the efficiency of the afro-American hair (Monoi / Shea / Jojoba)**
«Under the adopted experimental conditions, Monoi de Tahiti has a beneficial effect on hair. Its film-forming and lubricant effect gives softness and shine to the hair, facilitates styling and protects against external aggressions. Dry or damaged hair regain vitality. Monoi seems quite suitable for repairing damaged or tired Afro-American hair.»

**EVIC CEBA Study - February 22th, 2002**

**Evaluation of the protective effect and persistence - cosmetic qualities assessment**
«Under the adopted experimental conditions, taking into account the results of electron microscopy, Monoi de Tahiti has a protective effect on the hair on 55% of the volunteers; this effect lasts 1 week after discontinuation of treatment on 44% of volunteers. Subjectively, the product was appreciated by volunteers for its beautifying and protective effect and its brightness effect on the hair. Moreover, it is well appreciated in terms of its cosmetic qualities and especially for its easy application.»

**EVIC CEBA Study - February 25th, 2002**

*The research reports are available on request*
STUDIES OF INDICATIVE FORMULAS

Evaluation of a Monoi de Tahiti tensor serum. (28 days).
«Skin firmness increases after use.»
DERMSCAN Study - April 2002

Evaluation of a Monoi de Tahiti After Shave Balm. (28 days).
40% decrease on skin reactivity after use.»
DERMSCAN Study - April 2002

Evaluation of a Monoi de Tahiti moisturizing milk.
«The rate of skin hydration increases after use.»
DERMSCAN Study - April 2002

Evaluation of a Monoi de Tahiti hair mask
«After 21 days of treatment with a hair mask, 2 times per week, we can conclude that the product has a protective effect. »
DERMSCAN Study - April 2002

* Indicative formulas and research reports are available on request