
KAKADU PLUM

Despite the funny name and multitude of other aliases, including gubinge and billygoat plum among them, the kakadu plum has become a popular new trend in skin care and for good reason! Read on to find out more about this strange, but awesome fruit and how including it in your skin care regime can leave your skin simply beautiful.

WHAT IS KAKADU PLUM?

This green fruit, 1-2 centimeters, in size is native to northern Australia. It is a flowering plant and what makes it unique compared to other fruits, is that it remains on the plant after ripening.

Aboriginal people ate it in the wild and used it as medicine, particularly to treat skin disorders. Why is it useful for skin care? The kakadu plum is filled with vitamin C, a lot of it: it has at least 20 times the amount of vitamin C found in an orange. In fact, tests have shown that it has the world's highest levels of Vitamin C. Though called a plum, it's closer cousin is the almond.

ANTIOXIDANT ACTIVITY

Vitamin C is a powerful antioxidant, but the kakadu plum also contains other antioxidants such as phenolics, which together with high amounts of Vitamin C, make this fruit incredible for the skin. Polyphenols, another form of antioxidants found in kakadu plums, are known to fight cancer particularly well. This is the compound found in red wine that makes it so beneficial for your health.

BENEFITS FOR THE SKIN

PHYTOCHEMICALS

Kakadu plums also contain the phytochemicals ellagic acid and gallic acid. Ellagic acid protects the body against cancer and gallic acid is anti-inflammatory. Inflammation causes many skin problems such as eczema and acne. Antioxidants are wonderful for skin because free radical damage is responsible for most signs of aging. Free radicals are small, unstable cells that damage other cells by stealing electrons. Antioxidants donate electrons to stabilize them again. When free radicals damage cells, they accelerate skin damage normally just caused by time and the breakdown of cells.

VITAMIN E AND VITAMIN C

Besides antioxidants, kakadu plums contain vitamin E and other nutrients for healthy skin. Vitamin E is also an antioxidant and together with vitamin C it not only fights free radicals but it can heal the damage, especially from sunburn. Vitamin C stimulates collagen production, to return the skin's suppleness and firmness. As you age your collagen production naturally decreases, so it's important to add it into your skin care routine.

MINERALS

Kakadu Plums are also rich in trace minerals including zinc, iron, lutein and folate, all of which are very important to nourish the skin and keep it healthy.

LET'S BREAK IT DOWN. BY USING SKIN PRODUCTS CONTAINING KAKADU PLUM EXTRACT, YOU CAN EXPECT TO SEE THE FOLLOWING BENEFITS:

- Brighter complexion due to high concentrations of Vitamin C
 - Smoother, softer Skin
 - Clearer Skin, less breakouts
 - Less scarring as Vitamin E will help to heal scars that may have been caused by previous breakouts
 - Firmer and more supple Skin
 - Less lines and wrinkles, a younger looking skin
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To experience the incredible skin benefits for yourself, try our Rejuvenate Me Vitamin C serum. This serum contains a 20% blend of Vitamin C as well as Kakadu Plum extract and has a gorgeous organic lemon and Australian lavender essential oil scent.



Also try our Purify Me toning mist, which contains Kakadu Plum extract as well as Aloe, making it perfect for even the most sensitive skin. This mist also comes in a convenient spray bottle giving you the option to apply to cotton pads or to mist over your face whenever your skin needs a lift!
