

Foto: Adobe Stock

SOME FACTS:

- 100% Natural betaine
- Personal care quality, produced from GMO-free sugar beets
- Upcycled from sugar production side stream
- Minimum 99% betaine content
- Free-flowing, white, crystalline product
- Heat stable up to 200° C / 390° F
- 100% Water soluble
- Packaging: 20 kg PET bags; 36 months shelf life

HYDRATION

PROTECTION

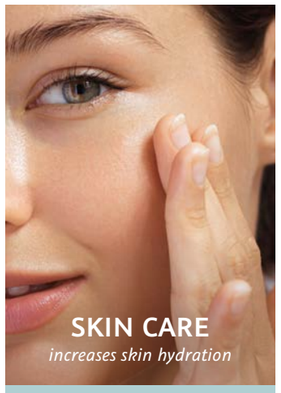
SENSORY

SENSITIVE

PURABEET® – PLANT BASED, MULTIFUNCTIONAL INGREDIENT FOR PERSONAL CARE PRODUCTS

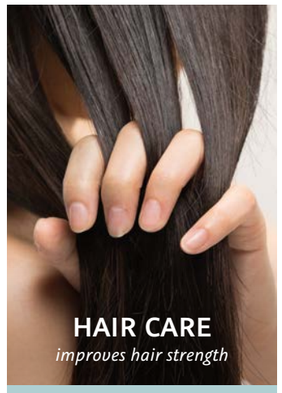
PuraBeet® natural betaine is a multifunctional active ingredient recognized for its exceptional benefits across skin care, hair care, and oral care. Derived naturally, betaine delivers outstanding moisturizing effects and strengthens the skin's barrier, enhancing overall protection. Its gentle, non-irritating properties make it ideal for all skin types, including sensitive skin. These outstanding features position betaine as a versatile and highly valuable ingredient for personal care products, providing enhanced hydration, protection, and soothing benefits.

AGRANA is an Austrian-based global industrial company that transforms agricultural raw materials into a wide variety of value-added products. It provides natural and safe solutions for human and animal nutrition, plant care and personal care. **PuraBeet®** is the latest innovation in **AGRANA's** range of natural personal care ingredients.



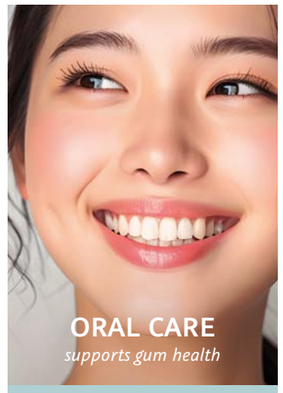
SKIN CARE
increases skin hydration

Visibly reduces wrinkles and increases skin elasticity
Strengthens the skin barrier
Reduces irritancy of surfactants
Provides a supple, soft skin feel



HAIR CARE
improves hair strength

Improves combability and frizz control
Improves color retention and protects hair from damage
Reduces dandruff
Enhances the foam volume in surfactant solutions



ORAL CARE
supports gum health

Relieves symptoms of dry mouth
Prevents penetration of harmful substances
Suitable for toothpaste for sensitive gums
Good solubility with liquid compounds

PuraBeet®
A TRADEMARK OF AGRANA

PRODUCT PROPERTIES:

PuraBeet® in Personal Care Formulations

- High water solubility
- Excellent compatibility with a wide range of ingredients
- Excellent stability across a broad pH spectrum and temperatures
- Recommended use level: 2–5%

INCI:	Betaine
Chemical name:	Trimethylglycine
CAS Number:	107–43–7
Betaine content:	Min. 99.0% (on d.s., HPLC)
Moisture:	Max. 2.0%

COSMOS APPROVED

NATRUE approved

UP CYCLED CERTIFIED

VEGAN

HALAL

KOSHER CERTIFIED

GMO FREE

ISO 16128



www.agrana.com