

**Kijani Blue
Agribusiness
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Moringa Oil Information Sheet



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Moringa oil is a game changer for clean beauty brands because it perfectly aligns with what today's conscious consumers, and innovative formulators, are looking for: purity, performance, and purpose. Here's why:

🌿 1. Pure, Natural, and Non-Comedogenic

Moringa oil is cold-pressed from the seeds of *Moringa oleifera* and is:

- 100% natural and free from synthetic additives
- Lightweight and non-comedogenic – won't clog pores
- Ideal for sensitive, oily, or acne-prone skin

"It absorbs beautifully without leaving residue. A clean beauty formulator's dream." – Skincare chemist testimonial



✨ 2. High-Performance Skincare Active

Rich in:

- Oleic acid (up to 70%) – deep hydration without greasiness
- Antioxidants – fights free radicals and slows aging
- Cytokinins & Zeatin – promotes skin cell renewal
- Vitamin E – improves skin texture and elasticity

This makes it effective for:

- Anti-aging serums
- Deep moisturizing treatments
- Calming products for inflamed or sensitive skin

🌍 3. Sustainable and Ethical Sourcing

Clean beauty is not just about what's in the product, but how it's grown and harvested. Moringa ticks all the boxes:

- Fast-growing, drought-resistant tree
- Supports climate-resilient farming
- Can be sustainably wild-harvested or cultivated
- Often sourced from women-led smallholder cooperatives

“When you buy our oil, you’re empowering African farmers, not just moisturizing skin.” – Kijani Blue

🔬 4. Natural Preservation Qualities

Unlike other oils that oxidize quickly, Moringa oil:

- Has exceptional shelf stability
- Naturally resists rancidity
- Reduces need for synthetic preservatives in formulations

This simplifies clean-label formulation while improving product longevity.



More benefits ...



💡 5. Versatility Across Product Lines

Perfect for:

- Face oils, serums, and moisturizers
- Scalp and hair conditioning treatments
- Lip balms, body butters, and cleansing oils
- Baby care and sensitive skin products

Moringa oil is a single ingredient that can elevate an entire product range.

✅ 6. Meets Conscious Consumer Demands

Today's buyers want:

- Clean labels
- Socially responsible sourcing
- Eco-packaging
- Plant-based, ethical beauty

Moringa oil is not only effective and safe, it also tells a powerful brand story.

In Summary

Moringa oil is the holy grail for clean beauty brands because it is:

- Pure, nutrient-dense, and highly effective
- Naturally stable and multifunctional
- Ethically and sustainably sourced
- Aligned with clean, green, and conscious values



Let's
connect–

Let's talk!



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Moringa Oil– A game
changer!

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