

ANNURCASOL™



ANNURCA APPLE EXTRACT FOR HAIR AND SKINCARE



Annurca : Simply not just a regular apple...

The Annurca apple (Malus domestica Borck cv Annurca) is not a common variety, but one of the oldest cultivated. Growing only in the Campania region of southern Italy, it holds the European PGI label (Protected Geographical Indication) under the official name Melannurca Campana PGI, and is characterized by a unique in the world traditional post-harvest process known as "melaio" : after picking, the fruit is not eaten straight away but laid out on beds of straw to ripen and turn red off the tree over 3 weeks — a step that markedly raises its active polyphenol content.

Its most notable trait is an exceptionally high content of procyanidin B2 — among the highest of any known apple variety.

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- A green and specific ethanolic extraction process of the apples, targeting both polyphenols and surrounding active phytocomplex.
- Annurca apple extract stands out for its polyphenol diversity and in particular its richness in Procyanidin B2 (>60ug/g) and Phloridzin (>40ug/g).
- An apple variety whose extract has been the subject of numerous scientific studies, particularly concerning the improvement in hair density and strength.
- Available for dietary supplements and cosmetic formulations.

ANNURCASOL™ IS WELL SUITED FOR THE FOLLOWING PERSONAL CARE APPLICATIONS:

- Haircare
- Skincare
- Cosmetics
- Nutritional cosmetics

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SCIENTIFIC BACKGROUND FOR HAIRCARE



Traditional post-harvest ripening of Annurca apples. New Nordics photography from producer's partner's site.

ANNURCA APPLE EXTRACT AND HAIR VITALITY

Published human evidence after two months of supplementation ^[2]

Tenore et al. enrolled 250 adults in two Annurca formulation groups with an Annurca extract formulation taken at 800 mg/day for two months.

+118.3%

Hair count per cm²

+37.3%

Hair sample weight

+35.7%

Hair keratin content

BIOLOGICAL PROPERTIES OF ANNURCA APPLE EXTRACTS

Hair density and shedding. A separate six-month trial in 80 adults reported improved hair density and reduced shedding with another Annurca formulation ^[1]. Together, these studies support continued research into Annurca extracts for haircare.

Keratin synthesis. Annurca preparations increased hair keratin expression in cultured human follicular cells. Preclinical research also suggests that Annurca polyphenols preserve amino acids for keratin production ^[3, 4].

Antioxidant activity and follicular signalling. In human dermal papilla cell cultures, an Annurca extract reduced oxidative stress, enhanced antioxidant enzyme activity and increased β -catenin and FGF-2, factors involved in hair growth ^[5].

SELECTED REFERENCES

[1] De Biasio et al. J Appl Cosmetol. 2023;41(2):28–46.

[2] Tenore et al. J Med Food. 2018;21(1):90–103.

[3] Badolati et al. Nutrients. 2018;10(10):1406.

[4] Piccolo et al. Nutrients. 2019;11(12):3041.

[5] Benedetto et al. FEBS Open Bio. 2024;14:955–967.

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CLINICAL STUDY PLANNED FOR 2027

Provisional start: January 2027 | Results expected: May 2027

Eurofins BIO-EC, Longjumeau (Paris), France; supervised by dermatologist Dr Edith Duhard. Single-blind, placebo-controlled, single-centre study lasting approximately three months (86 days). ANNURCASOL™ versus placebo comparison: 25 men and women receiving ANNURCASOL™ and 25 receiving placebo.

Hair assessments: density, growth rate, percentage of hairs in the anagen phase, hair diameter and expert scoring of density, thickness and shine.

Skin assessments: hydration, barrier function (TEWL), firmness, elasticity and crow's feet wrinkle depth, volume and circumference. Tolerability, perceived efficacy and quality of life will also be assessed.

Study sponsor: New Nordic AG. Protocol 25E7307 / ID RCB 2025-A02315-44. Dates are provisional; study results are not yet available.