



# The Tunisian prickly pear seed oil

*Effectiveness proven*



Organic  
Cactus  
Seed Oil

ORIGIN TUNISIA

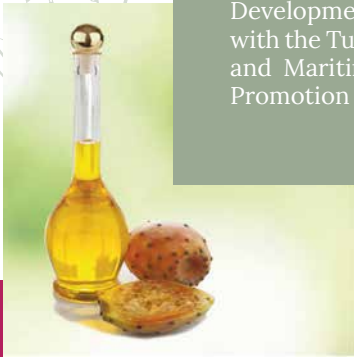
*A new source  
of beauty*

# Prickly pear seed oil,

*the new flagship product*

“ Prickly pear seed oil has become a flagship product of Tunisian cosmetics. This certified organic oil is a new alternative to active chemical ingredients commercialised on the market. In the framework of the program "Organic Cactus Seed Oil - Origin Tunisia" a clinical study has been conducted to scientifically demonstrate its effectiveness. This program was launched by the PAMPAT project (Project for Market Access of Typical AgroFood Products) financed by the State Secretariat for Economic Affairs of the Swiss Confederation (SECO), and implemented by the United Nations Industrial Development Organization (UNIDO) in close collaboration with the Tunisian Ministry of Agriculture, Hydraulic Resources and Maritime Fishing and the Tunisian Center for Export Promotion (CEPEX).

”



prickly  
pear

# A clinical study to prove the virtues of Tunisian prickly pear seed oil

*The clinical tests were carried out at an internationally renowned laboratory using scientific techniques to prove anti-wrinkle, anti-dark circle, anti-stain, firming, lightening and smoothing effects.*

*The clinical tests targeted about sixty women aged between 45 and 65 years, with different types of skin, (normal, dry, oily or mixed) and with certain imperfections such as dark circles, wrinkles and/or fine lines, stains or sagging skin.*

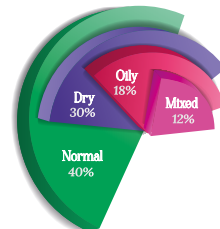


The prickly pear seed oil is obtained by cold pressure.

To produce a liter of oil , 1 ton of prickly pears is necessary, that is to say an average of 30 kilograms of seeds.

This flagship cosmetic product is distinguished by its richness in vitamin E, sterols and fatty acids (omega 6 and omega 9).

## Types of skin



# Visible results after 28 days


After 28 days, the application of prickly pear seed oil once a day, in the evening, demonstrated the effects claimed above on the vast majority of volunteers who presented a *more nourished, firmer and smoother skin, a more luminous face and a visible reduction of wrinkles, fine lines and dark circles.*

A significant reduction in dark circles was observed. Moreover, **a reduction in the pigmentation of stains** could be noticed among 100% of the volunteers.

As for skin **roughness**, **a reduction** was observed among 75% of those tested. A **reduction of wrinkle depth** was noted among **80%** of the participants.

Finally, 92% of the women tested showed **a clearer skin** and 71% witnessed a significant improvement in skin firmness.

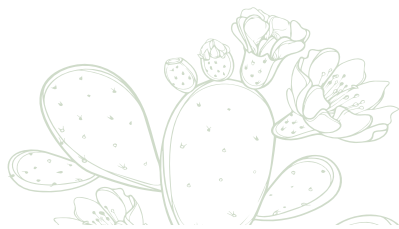




“After **28 days**, a more nourished, firmer and smoother skin, a more radiant face and a visible reduction of wrinkles, fine lines and dark circles was observed.”

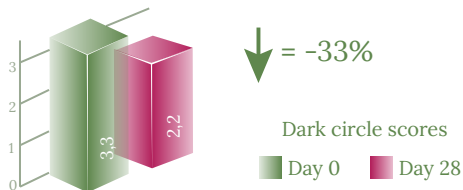
According to the scientific evaluation scales established by the laboratory, the clinical studies confirmed that the expected effects of Tunisian prickly pear seed oil are proven and that the changes observed on the skin represent significant improvements after 28 days of use.

In practice, users of prickly pear seed oil do apply this cosmetic product in a continuous way over time to enjoy its virtues.

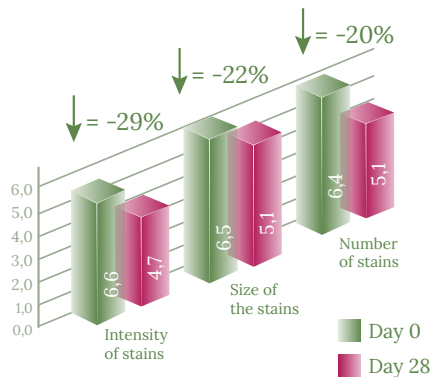


# Effectiveness test

## Anti-dark circle effect



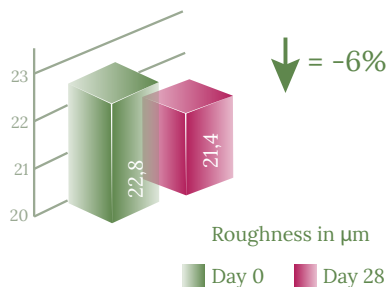
Overall assessment of dark circles :  
Significant decrease in dark circle scores after 28 days of application: from grade 3 (moderate dark circles) to grade 2 (light circles)



Detailed assessment of dark circles :  
Significant decrease of the scores of the 3 indicators after 28 days of application:

1. Intensity of stains : -29%
2. Size of stains : -22%
3. Number of stains : -20%

# Smoothing effect



Decrease of skin roughness  
among 75% of volunteers

*Smoother skin*

# Anti-wrinkle effect

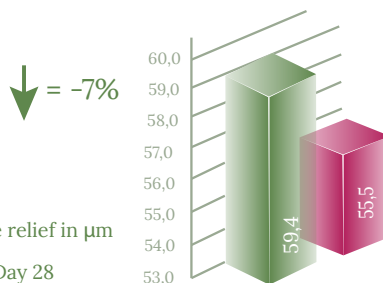
Reduction in the depth  
of wrinkles among 80% of volunteers

*Less wrinkled skin*



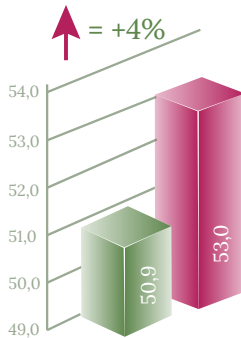
Average wrinkle relief in µm

Day 0 Day 28



## Anti-stain effect

Area with pigmentation patches



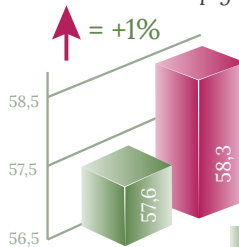
Increase in the clarity  
among 100% of volunteers

clarity (L\*)

Jour 0 Jour 28

## Lightening effect

Area with normal pigmentation



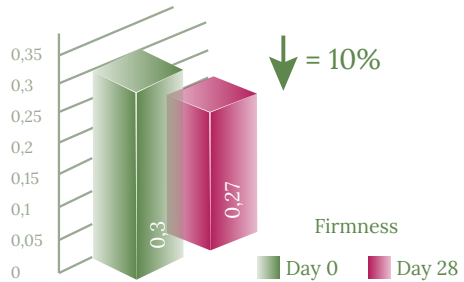
clarity (L\*)

Jour 0 Jour 28

Increase in skin clarity  
among 71% of volunteers

# Firmness of the skin

Significant improvement of skin firmness observed among 71% of volunteers



All tests were carried out under dermatological control. At the end of the four weeks of application, the tests demonstrated that the product was well tolerated on the skin by 100% of the women tested. No undesirable effects were observed.

The satisfaction survey among the volunteers revealed that 97% were satisfied and expressed their intention to continue using the product and to purchase it after this experience.



These encouraging and promising results have motivated the various stakeholders of this Tunisian cosmetic sector to implement a strategy to further strengthen the compliance with quality requirements. The parameters that have a direct impact on the active components of the prickly pear seed oil and, hence, on the effectiveness of this product include the level of maturity of the fruits, the conditions in which prickly pear seeds are dried, the extraction techniques, the purification and filtration of the oil as well as the storage and conservation of the final cosmetic product.

In order to position Tunisia as leading country in the production of prickly pear seed oil and in order to ensure a standardized optimal quality of this very popular cosmetic product, the National Institute of Standardization and Industrial Property (INNORPI) has published the Tunisian standard for prickly pear seeds oil under the code NT: 118.152 (2021). Tunisia has become the first and only country in the world to have standardized the characteristics of this precious oil.



This whole approach aims at supporting the sector's companies to improve their market access and to provide them with competitive advantages in order to strengthen the brand image of the Tunisian prickly pear seed oil on target markets.

Today this Tunisian product is exported to over twenty countries in five continents.



*A new  
source of beauty*



For more information, please contact  
**the National Association for the Development  
of Cactus - ANADEC TUNISIE**, which gathers  
the Tunisian producers :

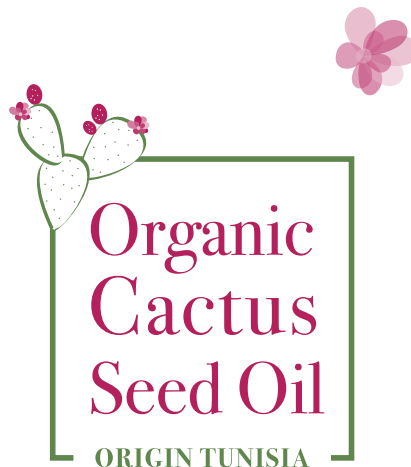
[www.anadectunisie.com](http://www.anadectunisie.com)

This brochure was developed by the Project for Market Access of Typical AgroFood Products (PAMPAT) financed by the State Secretariat for Economic Affairs of the Swiss Confederation (SECO) and implemented by the United Nations Organization for Industrial Development in collaboration with the Tunisian Ministry of Agriculture, Hydraulic Resources and Maritime Fishing and the Tunisian Center for the Promotion of Exports (CEPEX)



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of Tunisian cosmetics*

