

## Better products for a better world

### PRESS RELEASE

## Maruline<sup>®</sup>, the first African active botanical ingredient from fair trade and sustainable sources

**Maruline<sup>®</sup>**, a new active botanical ingredient from Africa, is 100% natural marula oil with enhanced antioxidant properties obtained through a patented process. But **Maruline<sup>®</sup>** is much more than super marula oil: it is the first botanical active ingredient that explicitly provides both social and economic benefits to the poor rural women who are the traditional custodians of the marula resource. Marula oil is produced from the seed kernels of the marula tree (*Sclerocarya birrea* subsp. *caffra*). It has a long history of traditional use encompassing food and cosmetic uses. Now years of innovative research by producers and institutions in Namibia has been combined with the “green chemistry” lipid science of Aldivia S.A. to bring world markets **Maruline<sup>®</sup>**, the first in a new range of African actives developed under a groundbreaking partnership between PhytoTrade Africa, the Southern African Natural Products Trade Association and Aldivia S.A. of France.

What makes **Maruline<sup>®</sup>** so special? It is the world's first active botanical ingredient developed through scientific collaboration between traditional resource users and a specialised international R&D company. Its production is based exclusively on principles of fair trade and environmental sustainability. The patent is co-owned by African primary producers represented by PhytoTrade Africa. This co-ownership with Aldivia S.A. represents a unique partnership that sets new standards for the benefit-sharing provisions contained in Article 8(j) of the Convention on Biological Diversity.

“It's a win-win situation” says Cyril Lombard, Market Development Manager of PhytoTrade Africa. “When consumers buy products containing **Maruline<sup>®</sup>**, not only are they buying a quality product with properties they want, but because of PhytoTrade Africa's strategy of targeting benefits to primary producers, they can also be sure that they are making a meaningful contribution to the local livelihoods. By creating viable markets for marula in this way, local value is added, traditional culture is preserved, food security is enhanced, and we can be pretty sure that



the marula trees will be conserved for generations to come”.

**Maruline<sup>®</sup>** is derived from marula fruit seed harvested by members of the Eudafano Women's Cooperative in North Central Namibia. Since 1996, a Namibian NGO, CRIAA SA-DC, with support from Namibian government institutions and other organisations, have been working with the Eudafano women to develop marula oil for use in the cosmetics sector. Eudafano and CRIAA SA-DC are both members of PhytoTrade Africa, which has helped them to develop genuine partnerships with international clients such as Aldivia S.A.

This fair trade market has created a new income opportunity for local farmers, and especially for rural women such as Aino Iiyambo, an active member of the Mangundu village association of EWC. She is not surprised that marula products are attracting attention in International markets, as her community has been using them in variety of ways for generations. Marula trees are revered in local culture, and Namibian women have long prized marula oil for its remarkable qualities. Through PhytoTrade Africa's partnership with Aldivia S.A., Aino Iiyambo and her friends have been able to enter the global cosmetics market with an enhanced product, **Maruline<sup>®</sup>** that now makes those qualities available to all.

Pierre Charlier, CEO of Aldivia S.A., says: “the story of **Maruline<sup>®</sup>** is a great example of how smart partnerships based on indigenous resources, modern science and collaborative commercial strategies can help to alleviate poverty while also increasing public interest and participation in sustainable use of Africa's biodiversity. The relationship between PhytoTrade Africa and Aldivia S.A., linking rural producers, industry and consumers, is a fundamental principle of the founders and shareholders of our company. **Maruline<sup>®</sup>** represents a vision of how to develop new ingredients that touch peoples' lives, offering traditional resource custodians in Africa a genuine partnership to develop better products for a better world”.



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