



VELDEN

Velden (Pty) Ltd
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Product Sheet.

AxRose™ Marula Compound

Velden AxRose™ Marula Oil is a standardized, purified Sclerocarya birrea oil engineered for exceptional oxidative stability in modern formulations. Marula's inherent monounsaturated profile and native antioxidants already confer unusually long induction times under accelerated tests; AxRose™ further fortifies this with our rosemary (rosmarinic-rich) antioxidant system and a clean, broad-spectrum antimicrobial package. The result is a low-peroxide, low-volatiles emollient phase that resists autoxidation, photooxidation, and metal-catalyzed pathways. It maintains emollience, color, and odour across stress conditions and complex INCI stacks. Expect tighter QC specs over shelf life and more consistent consumer sensorials from first pump to last.

Why this matters:

- Higher chemical stability: Marula oil already shows long oxidative induction periods under accelerated testing; AxRose™ extends this window, keeping peroxide values and oxidation markers low, so formulas hold their colour, odour, and emollience longer on shelf and in use.
- Fewer off notes & texture drift: Suppressing primary/secondary oxidation to preserve the signature "clean" sensorial and pump/flow, reducing returns and negative reviews tied to rancidity.
- Stronger microbiological profile in realistic use: Integrating antioxidant and antimicrobial strategy with attention to water activity helps maintain safety and integrity across the product's life, reducing preservation-related reformulations.

Marula Origin Story

An ancient secret, reborn through modern science.

From the vast savannas of Southern Africa, where the sun ripens the golden fruit of the Marula tree, comes one of the most precious oils on earth. For centuries, local communities have gathered beneath its branches and celebrated the tree as a symbol of fertility, protection, and endurance. The fruit's wild, honeyed scent and rich kernel hide a beauty secret once reserved for African queens: Marula oil is the African elixir of youth, grace, and luminosity.

In the heart of this ancient ritual, Velden has reimagined Marula for the modern age. Our AxRose™ Marula Oil Compound is a purified, standardized, and stabilized evolution of this sacred ingredient. It is meticulously refined to preserve its high concentrations of omega-9 and antioxidants while eliminating instability that once limited its performance. The result is an oil so pure, so consistent, that it glows as it touches the skin, absorbing instantly to restore radiance, strengthen the barrier, and protect against environmental aging. Each drop carries the legacy of African wisdom and community craftsmanship. Harvested ethically by hand and cold-extracted close to source, our Marula oil honors the land and the women who have tended these trees for generations. Through innovation and respect, Velden transforms this natural wonder into a modern symbol of sustainable luxury, where every bottle connects the ancient African sun to the future of skincare science.

Because beauty, like the Marula tree itself, is most powerful when it stands the test of time.

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