



INSTITUT DU MONOI

monoi

Regenerative ingredient for the body and soul

de Tahiti

Technical Information

Unique

ingredients



Tiare Tahiti

☛ *Gardenia Taitensis*

An endemic flower from Tahiti and Her Islands, Tiare Tahiti is much more than a mythical flower with a suave fragrance. It is a precious source of active compounds and one of the most important plants in the traditional Polynesian pharmacopoeia - the Ra'au Tahiti.

Maohi used it in preparations to treat migraine or earache, heal wounds or insect bites, and even cure certain types of eczemas*.

But above all, the Tiare flower is the heart and soul of Monoi. Its composition rich in terpenic alcohol and esters - which includes methyl salicylate - gives the beauty oil its purifying and soothing properties.

*Paul Pétard, Doctor in Pharmacy.

Useful plants in French Polynesia - Haere Po no Tahiti Edition



Tahitian Coconut

☛ *Cocos nucifera*

Monoi de Tahiti is exclusively prepared with Coconuts grown on the coral soil of French Polynesia.

The life fruit of the South Pacific Islands is also the base ingredient of many medicinal and personal care preparations.

A first pressing oil is obtained from its almonds after they have been carefully dried in the sun. It is then naturally refined to preserve its excellent organoleptic properties. The refined Tahitian Coprah oil benefits from a composition well balanced in short chain fatty acids and is highly praised for its remarkable silky and light feel.

Naturally soothing & reparative

A lipophilic extract of Tiare Tahiti, Monoi de Tahiti is used in the composition of soothing and purifying skin care formulas.

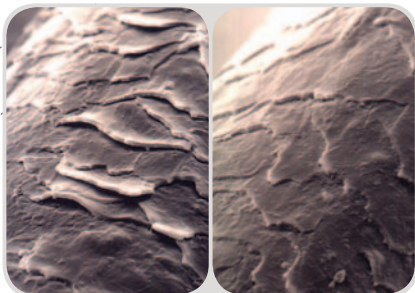
A vegetable oil, it enriches the oily phase of moisturizing and reparative emulsions.

* Soothing and purifying

GC/MC (gaz chromatography/mass spectrophotometry) analysis have confirmed the presence of soothing and purifying active elements extracted from Tiare Tahiti flowers in Monoi de Tahiti. Furthermore, the oil has proven emollient properties.

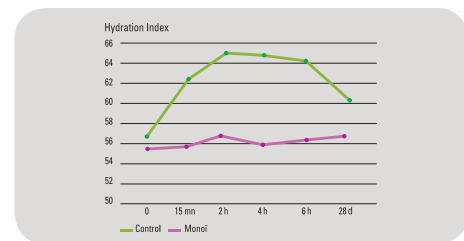
* Hair fiber repair

In-vivo tests have shown that Monoi de Tahiti improves the hair's general appearance. The keratinous scales are well realigned. The oil protects, regenerates and enhances the quality of the hair fiber.



* Progressive and long lasting moisturization

The moisturizing properties of Monoi oil have been tested in-vivo. The results can be compared with those of traditional moisturizers such as Shea Butter or Jojoba oil. Tests have also shown that Monoi oil contributes to improving the skin's micro-relief - the skin is smoother and softer.



* Safety

A wide variety of tests have been conducted to ascertain Monoi de Tahiti's safety:

- ☛ Skin and eye tolerance
- ☛ Sensitizing potential
- ☛ Hypersensitivity and hypoallergenic properties
- ☛ Photosensitizing potential

Results show that Monoi de Tahiti is extremely safe. It does not cause any skin reaction, and carries no risk of allergies for non-sensitized subjects.

Monoi nourishes the soul... of your products

Both the sacred product of a thousand year old tradition and a cult ingredient for a new generation of personal care products, Monoi is a never ending source of inspiration.

A natural cocktail of natural active elements, it suggests applications in all skin and hair care segments - always revealing a new dimension of its extraordinary potential for expression.

Original care

Smoothness, radiance and sensitive skin

The snow white petals of Tiare Tahiti flowers and the nourishing properties of coconut inspire delicate formulas dedicated to delicate skin longing for pampering hydration, silky smoothness and radiant complexion.

Day care *
Baby bath cream *
Lotions *
... *

Resourcing care

Spa & toiletries

The magic of blue lagoons and coral beaches infuses product concepts where pink sand, Pacific algae or tropical fruit pulps combine with Monoi de Tahiti to produce irresistible formulas.

* Magic mist
* Body scrubs
* Revitalizing and moisturizing care
* ...

Regenerative care

Reparative and active formulas

The unique tropical plants of volcanic islands are the source of the Maohi traditional pharmacopoeia, the Ra'au Tahiti.

Monoi de Tahiti is its cornerstone.

Reparative balms *
Massage oils *
Slimming and draining pulps *
... *

Sublimating care

Summer body, skin gold

A sacred oil and the cult product for sun addicts, Monoi de Tahiti sublimates formulas to indulge skin with a summer glow, sensual voluptuousness and exotic fragrance.

* Sun care oil
* Scintillating gel cream
* Gold micro-emulsions
* ...

The Monoi Institute supports the creation of new product concepts based on Monoi de Tahiti.

Their Inspiration Guides provide formulas that are genuine invitation to new sensorial experiences at the crossroads of the Polynesian tradition and the latest trends in personal care.



Monoï de Tahiti AO,

the Cult oil from the South Pacific

At the crossroads of an ancestral tradition and modern vegetable extraction techniques, Monoï de Tahiti is a prodigious care product for the skin and hair.

At once a ritual oil, a traditional unguent and a beauty secret, Monoï enchants each and every moment of Polynesian life.

The first cosmetic ingredient ever to have its authenticity and qualities confirmed by an Appellation of Origin (AO) certificate, Monoï de Tahiti offers a new level of guarantee for natural, ethical and active cosmetics.



The name “Monoï de Tahiti” designates the product made in French Polynesia and obtained by macerating fresh Tiare Tahiti flowers in refined Coprah oil.

Coconuts of the *Cocos nucifera* variety must be grown on coral soil and harvested at a mature stage. Tiare flowers (*Gardenia Taitensis*), handpicked as buds, must be used 24 hours of harvesting. According to local tradition, the maceration must last a minimum of 10 days and requires at least ten Tiare flowers per liter of refined oil.

Decree 92-340 - April 1st, 1992 modified by the text N°313/GM of February 20th, 2008.



Nomenclature

Inci name US:
Cocos Nucifera and *Gardenia tahitensis* (flower) extract

Inci name Europe:
Cocos Nucifera - *Gardenia tahitensis*



The Appellation of Origin (AO) certificate has been obtained as a result of the work done by the Monoï Institute to establish the unique qualities the product derives from its ingredients as well as its geographical and cultural origin.

In cosmetics, the use of the AO label requires the use of minimum concentrations of Monoï de Tahiti that vary according to the type of product.



INSTITUT DU MONOI

Founded in 1992 by the members of the “Groupement Interprofessionnel du Monoi de Tahiti”, the Monoi Institute brings together the finest specialists in the natural resources of Tahiti and Her Islands.

Its mission is to develop the knowledge of Monoi and inspire new beauty and well-being rituals drawn from the source of Ra’au Tahiti.

The technical committee of the Monoi Institute created in 2006 is made up of scientists and professionals from the personal care industry, applying its expertise to support the Institute’s missions:

- * Promoting Research and Development of Monoi de Tahiti.
- * Gathering analytical knowledge on the Tiare Tahiti flower and Tahitian Coconut.
- * Studying Monoi’s active and sensorial properties.
- * Designing inspiration and sample formulas based on Monoi de Tahiti.
- * Publishing technical information.
- * Managing Monoi de Tahiti’s conformity with international regulations.

Monoi Institute

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