



## EVENING PRIMROSE (OENOTHERA BIENNIS)

Evening primrose is a common wildflower found in North America, Europe, and parts of Asia. The yellow flowers only open in the evening, hence their common name.

Evening primrose has been used medicinally in Europe since the seventeenth century. Over the last 20 years, this oil has once again become popular for its medicinal properties, and is now a common dietary supplement.

Evening Primrose Oil contains a high concentration of an Omega-6 fatty acid called GLA (9%) and it is this fatty acid that is largely responsible for the remarkable healing properties of the plant. Also known as polyunsaturated fatty acids (PUFAs), they help stimulate skin and hair growth.

Evening primrose oil offers ease of spreading, great penetration and significant moisture retention combined with its high nourishing properties.

It may be applied directly to the skin and hair. It may also be easily incorporated as an active ingredient or an ideal carrier in skin and hair care products. It is suited for dry skin, sensitive skin and general skin care products.

Recommended dosage is between 3 and 10 %.

Evening Primrose oil is fairly fragile and should be kept refrigerated to help prolong shelf life.

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