



ASSESSA 45^{YEARS}

INNOVATION FOR A GREENER WORLD

NATURE AND MULTIFUNCTIONALITY

A range of possibilities
for the Pet World

ASSESSA
pets.



GLOBAL MARKET

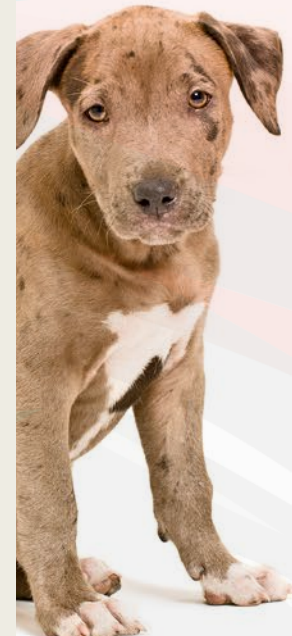
ASSESSA pets.

FORECAST (CAGR)



- Pet Care Market size was valued at over USD 232.3 billion in 2020 and is projected to expand at 6.1% CAGR from 2021 to 2027.
- U.S. dominated the North America pet care market and accounted for around USD 99.7 billion in the year 2020.

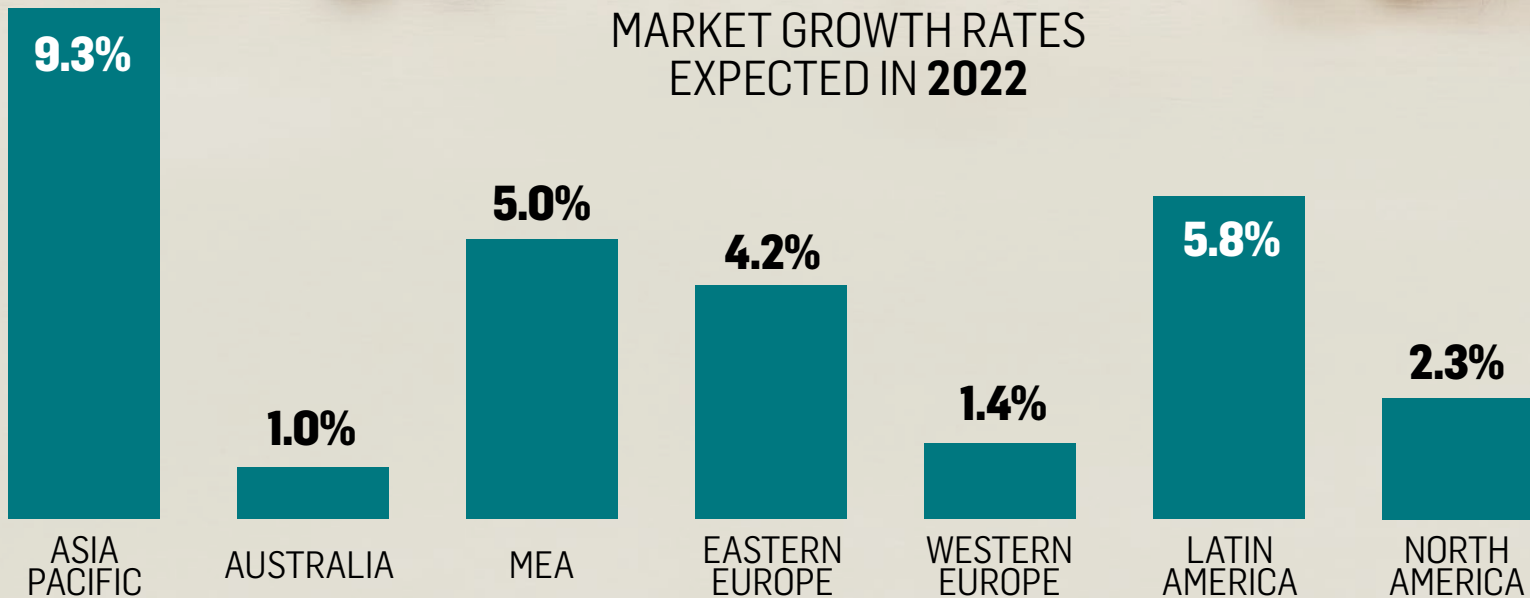
Source: Global Market Insights (2021)



PET MARKET GROWTH (BY REGION)



MARKET GROWTH RATES
EXPECTED IN **2022**



SOURCE: Global Market Insights (2021)

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PRINCIPLES

- Respect for the animal's essence
- Care and affection without humanization
- Products that do not generate risks to the animal's health

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DOGS

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pets.



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pets.

Dogs are different from each other.
(Like their humans!)



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Have different lifestyles...



CATS

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pets.





ASSESSA

pets.

Cats are also different from each other!



ASSESSA

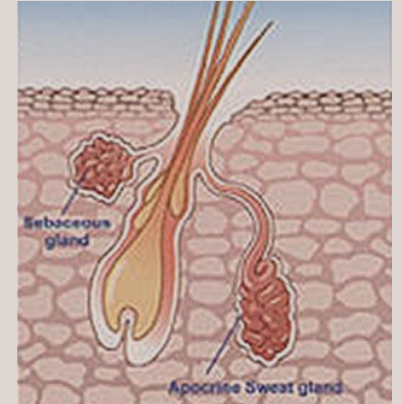
pets.



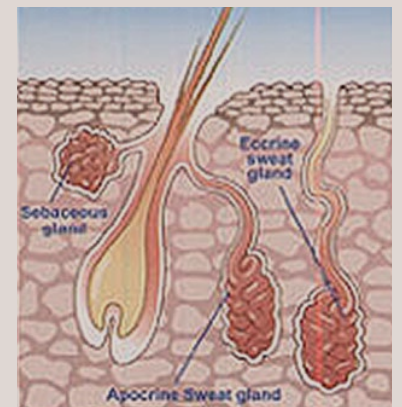
THE SKIN OF DOGS AND CATS

- The animal skin with fur is thinner, ranging from 0.015 to 0.04 mm. Cats < dogs.
- In humans, the thickness varies from 0.04 to 1.5 mm according to the area on the body.
- The relationship between the thickness of the epidermis and the density of the fur is reversed.
- The epidermis of hairy mammals is much thinner than that of humans.
- The skin on the back, neck, and head is thicker than the skin on the abdomen.

HUMAN SKIN

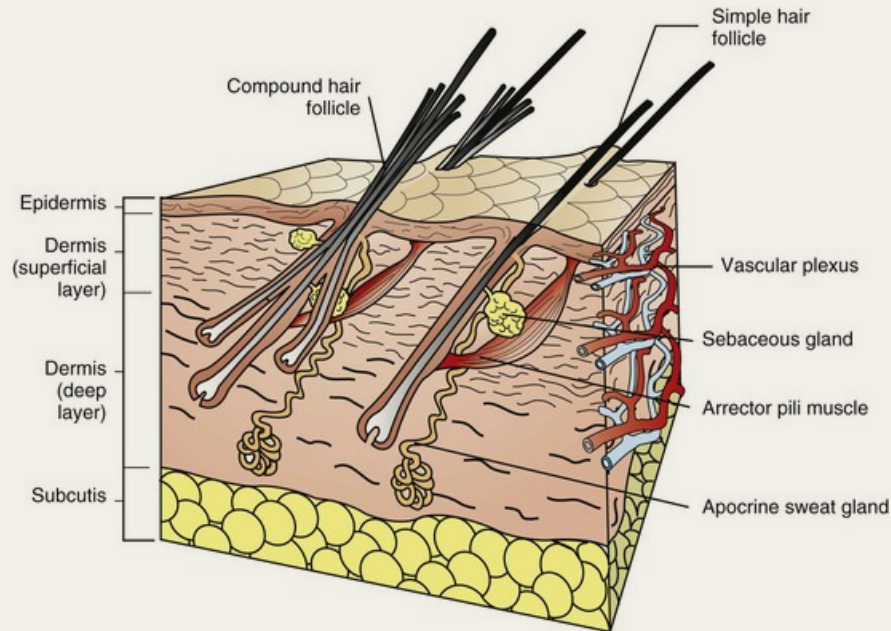


DOGS SKIN



ASSESSA pets.

ANIMAL HAIR



- As in humans, animal hair has cuticle, cortex and medulla.
- Dogs and cats have compound hair follicles, formed by primary and secondary follicles.
- Primary hairs emerge in separate pores, unlike secondary hairs, which emerge in common pores.

- On average, there are 5 to 20 secondary hairs for each primary hair in dogs and cats.

- Some compound hair follicles have two to five primary hairs with a large central hair.

- The medulla of the secondary hairs is narrower than that of the primary ones and its cuticle is more prominent.



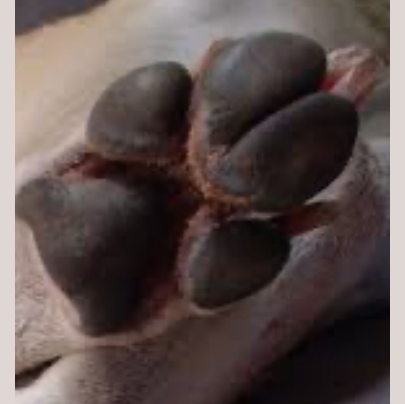
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GLANDS

- Absence of pilosebaceous units in the cushions and in the nose.
- The apocrine sweat glands are distributed throughout the skin with hair.
- Presence of eccrine sweat glands in the cushions.
- Presence of blood vessels and prominent nerves and absence of cutaneous attachments in the nasal plane.



CUSHIONS



NOSE

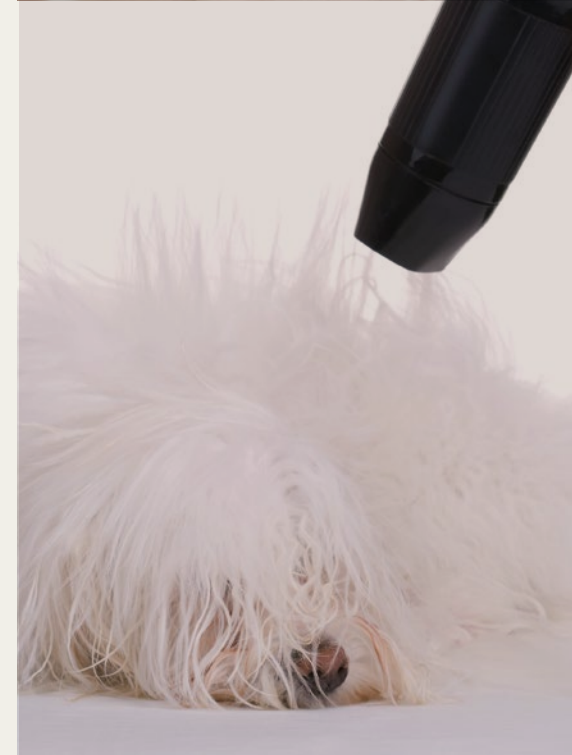
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OUR PROPOSAL CLEANING, CARE AND TREATMENT OF THE FUR

- More (or less) deep cleaning
- Detangling
- Hygiene
- Faster drying
- Tear-stain remover
- Fur shine
- Non-toxic, lick-proof products



BIOACTIVE INGREDIENTS

ASSESSA
pets.



GA20
ACTIMULSI



A natural multifunctional
bioactive derived
from the scars of Acacia
Senegal exudate.



ACTIMULSI GA20

DETANGLE AND SOFTNESS

- Anti-inflammatory action, allowing formulation of products for sensitive skin
- Co-emulsifier, improves the sensory of the formulas, providing a dry touch in contact with skin.

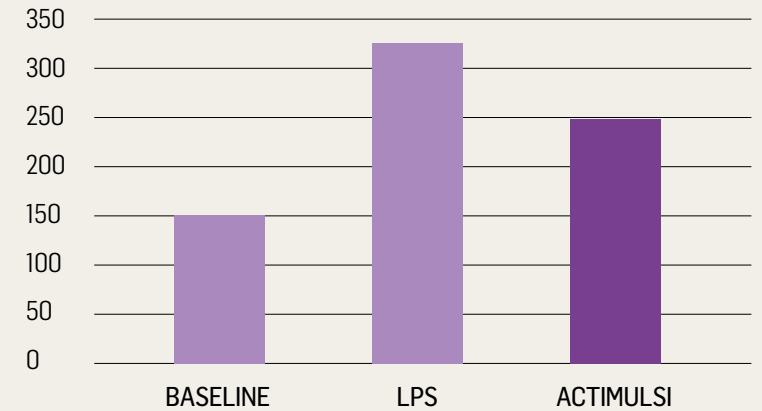
USAGE

- Shampoo
- Conditioner
- Detangler
- After bath leave-on spray

ANTI-INFLAMMATORY

ANTI-INFLAMMATORY ACTIVITY

TNF- α (PG/ML)



- ACTIMULSI GA20 reduces the production of inflammatory markers (TNF- α) by 24.7% in sensitized cells.
- TNF is a group of molecules capable of causing the death of tumor cells and which have a wide range of proinflammatory actions.
- TNF were produced by macrophages incubated for 1h in the presence of the active substance and stimulated with LPS (100 ng / ml) for 24h.





LISSELINI



FUR ALIGNMENT, ANTI-FRIZZ, THERMAL PROTECTION, GLOSS

- LISSELINI is an ingredient based on the combination of soluble fibers with bioadhesive properties, proteins rich in arginine and biopolymers rich in polyhydroxylated acids.
- An exclusive technology developed by ASSESSA allows LISSELINI biopolymers to form a protective network that surrounds each fur strand, contributing to the alignment of the fibers.

LISSELINI

ALIGNMENT

TREATMENT
3% LISSELINI + MASSAGE



After 60 seconds of massage with the formula containing 3% LISSELINI there was a 55% increase in the alignment index. The hair treated with LISSELINI showed an index 1.6 times higher than the control group.

NATURAL DERIVED INDEX
97.9%



ANTI-FRIZZ

FRIZZ REDUCTION
LISSELINI APPLICATION

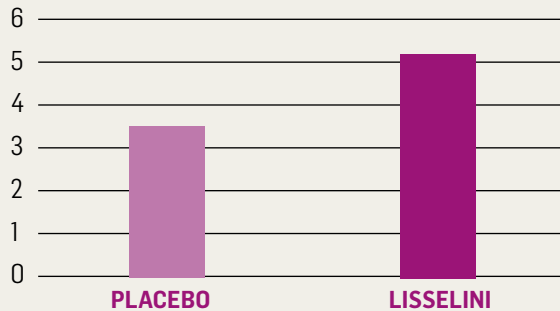


LISSELINI

THERMAL PROTECTION

KERATIN DEGRADATION

ENERGY REQUIRED ΔH (J/g)



LISSELINI increases the degradation temperature of keratin from 229 °C to 238 °C in a single application.

LISSELINI increases the resistance of keratin to thermal degradation by 44%.

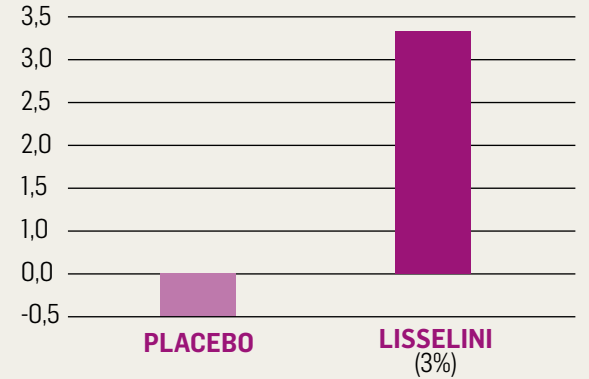
USAGE

- Shampoo for fur alignment
- Conditioner for thermal protection
- Anti-frizz mask
- Leave-on products for increase of coat gloss



GLOSS

GLOSS VARIATION



LISSELINI promotes a 36% increase in hair shine after a single application. Hair locks treated with shampoo, conditioner and leave on using 3% LISSELINI. Gloss was evaluated with Glossmeter Micro TRI-Gloss (BYK-Gardner).

FIBER PLUGIN^{BMS}



RESTORE SOFTNESS
AND THE NATURAL
BRIGHTNESS OF THE
COAT, WITHOUT THE
USE OF SILICON

Biomimetic association of lipids that simulates the composition of the oil produced by the sebaceous glands. Careful balance of 100% natural extracts, monoesters, triglycerides and squalane that **restores lipid balance to dry and damaged coats.**



FIBER PLUGIN BMS



USAGE

- Massage Oil
- After bath leave-on cream
- Moisturizing and softening detangler

COAT LUBRICATION

- Sebum is the lipid mixture composed of triglycerides, waxes, squalene and free fatty acids, and is very important to waterproof and lubricate the coat.
- The lubrication is more intense and efficient in the areas near the skin, where the sebum surfaces.
- As the fur grows and moves away from the skin, the spread of sebum becomes dependent on the friction between the strands.
- When it's curly, the friction between the strands is reduced, impairing the lubrication of the coat.
- FIBER PLUGIN simulates the composition of the oil produced by the sebaceous glands



NUTLIX COCONUT

HYDRATION AND SOFTENING FOR SKIN AND FUR

NUTLIX
COCONUT
is a perfectly
balanced
combination
between a
selected fraction
of coconut water
and extra virgin
organic coconut
oil, creating a
unique product
that moisturizes
the skin and fur.



NUTLIX COCONUT

TOTAL COCONUT

DOUBLE MOISTURIZING

- Lipid rebalancing with virgin coconut oil
- Replacement of mineral salts with pure coconut water

BENEFITS

FUR

- Hydration
- Softness
- Repair

SKIN

- Replacement of minerals
- Skin barrier protection



NUTLIX COCONUT

THERMAL PROTECTION

Animal hair is a highly organized structure and any damage has an adverse effect on its water balance. The condition of the coat affects its ability to retain the proper amount of water. Virgin coconut oil has been used in cosmetic formulas for humans to replace lipids and retain water within hair fibers.

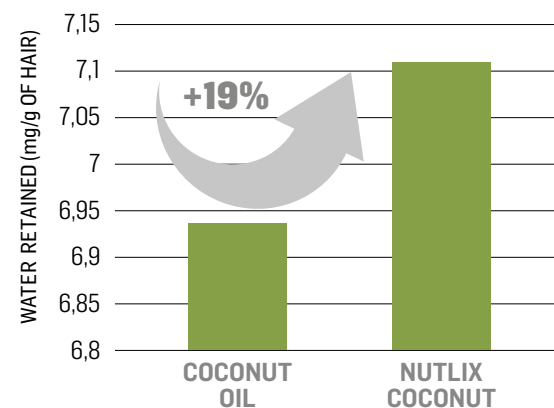
USAGE

- Shampoo
- Conditioner
- Moisturizing serum



NUTLIX COCONUT x COCONUT OIL

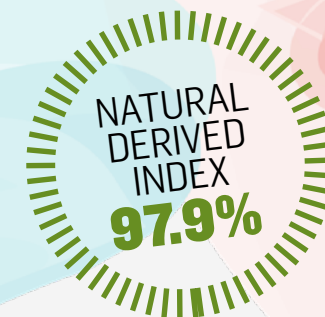
MOISTURIZING



NUTLIX COCONUT retains 19% more water in the fiber when compared to virgin coconut oil.

LIQUID
FRUITS

FRULIX



FRULIX is a natural product that provides nutrition, protection, softness, shine and conditioning for skin and fur.

LIQUID
FRUITS

FRULIX



WHY FRULIX IS DIFFERENT?

- Regular extracts make use of solvents and the final results are often diluted.
- ASSESSA exclusive technology accelerates the natural process. All properties of the fruits, as found in nature, are preserved.

LIQUID
FRUITS

FRULIX

THE TECHNOLOGY IS DIFFERENT



- FRULIX is obtained through an exclusive biotechnological process that mimics the natural ripening of fruit.



- Fruits' native enzymes change the texture during its ripening and transform its pulp into a crystalline liquid.



LIQUID
FRUITS

FRULIX



FUR AND SKIN

BENEFITS

- Moisturizing
- Conditioning
- Protection
- Nutrition
- Smoothness
- Shine

PRODUCTS

- Shampoo
- Conditioners
- Coat masks
- Serum
- Liquid and bar soaps

ORMAGEL XPU

MOISTURIZATION, SOFTNESS AND BRIGHTNESS FOR THE COAT



ORMAGEL XPU is an active ingredient developed through the extraction of red and brown algae under special conditions, using a proprietary technology (MPCS) that modifies the cellular structure of the plant and allows the extraction of highly active fractions. The careful combination of molecules extracted from different algae results in an ingredient with greater cosmetic activity.



ORMAGEL XPU



FUR

BENEFÍCIOS

- Moisturizing
- Water retention
- Protection
- Cuticle alignment
- Softness
- Shine

PRODUTOS

- Shampoo
- Conditioner
- Coat mask
- Serum
- Liquid and bar soaps

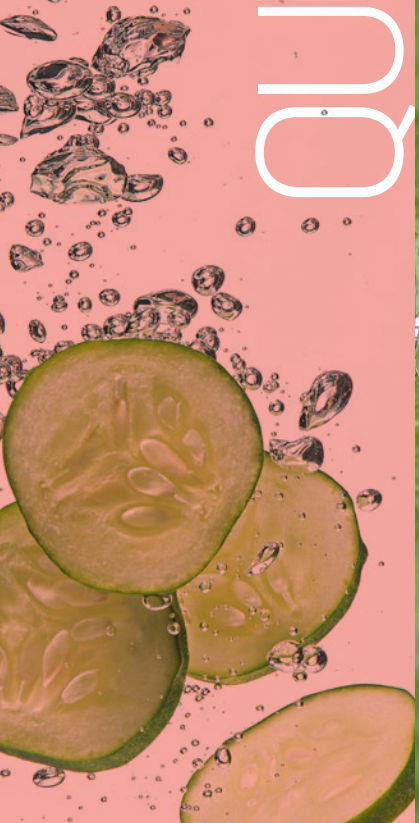


NWP
QUIDITAT



HYDRATION & PROTECTION FOR SENSITIVE SKIN

The marine ingredients of ASSESSA interact with the proteins of the epidermis forming a moisturizing and protective layer, activating biological responses. Exclusive technology extracts and enhances the activity of all valuable cucumber components.



QUIDITAT NWP



QUIDITAT NWP combines the biological properties of seaweed with the biomolecules of cucumber to form a powerful moisturizer with soothing and anti-inflammatory action that relieves the symptoms of irritation on sensitive skin.

BENEFITS

- Moisturizing
- Smoothness
- Protection
- Soothing action

PRODUCTS

- Tear cleaners
- Paws cleaners
- Serum
- Liquid soaps



www.assessa.com.br