

CERTIFIED

ORMAGEL SH

HIGH PERFORMANCE MARINE BIOACTIVE INGREDIENT

ASSESSA

INNOVATION FOR A GREENER WORLD



**ORMAGEL SH
CERTIFIED HAS
MOISTURIZING
AND SKIN
FIRMNESS
PROPERTIES**

MARINE ALGAE

BENEFICIAL TO HUMAN
HEALTH AND BEAUTY
SINCE ANCIENT TIMES

Marine algae have been used for skin and hair care for thousands of years. Their inherent moisturizing, healing and strengthening properties have been recognized since ancient times as beneficial for human health and beauty. Every culture bordering the ocean has traditionally used marine algae for beauty care and, in fact, new discoveries of their qualities and benefits are still being made.

**ORMAGEL SH
CERTIFIED
A HIGH
PERFORMANCE
MARINE BIOACTIVE
INGREDIENT,
DEVELOPED
THROUGH THE
CAREFUL
COMBINATION
OF RED AND
BROWN ALGAE
IN A SPECIALLY
FORMULATED
PROPORTION
FOR MAXIMUM
EFFECT ON
THE SKIN.**



CERTIFIED

ORMAGEL SH

HIGH PERFORMANCE MARINE BIOACTIVE INGREDIENT

ORMAGEL SH CERTIFIED REDUCES SKIN IRRITATION AND THE TRANSEPIDERMAL WATER LOSS IN SENSITIZED SKIN

INCI NAME

ORMAGEL SH

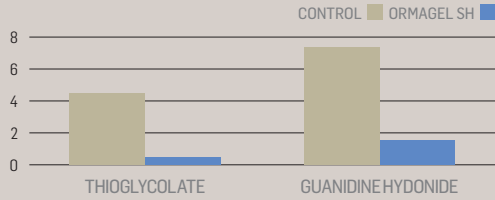
Hypnea Musciformis Extract, Gelidiella Acerosa Extract, Sargassum Filipendula Extract, Sorbitol, Sodium Benzoate and Potassium Sorbate.



PROOF

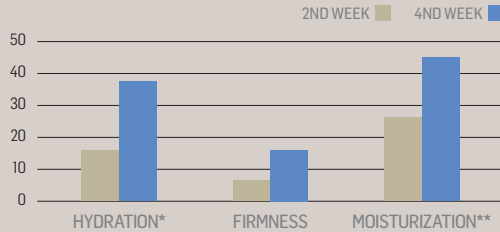
ORMAGEL SH CERTIFIED protects and relieves the skin of cutaneous irritations caused by the action of aggressive components in cosmetic formulas, such as shaving creams, liquid soaps, bubble baths, lighteners, thioglycolate based straighteners and many others.

REDUCTION OF IRRITATION F SCALP CAUSED BY HAIR STRAIGHTENERS



The ionic interactions between the sulphate groups of polygalactosides and the amino radicals of the skin confer on ORMAGEL SH CERTIFIED increased cutaneous substantivity and capacity for the formation of a protective film with high sensorial performance and smooth touch.

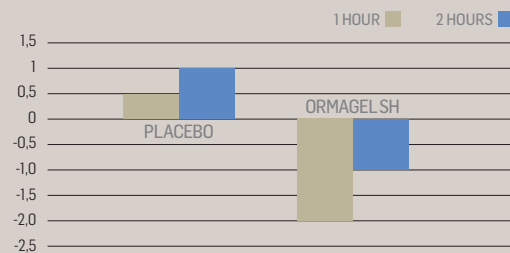
EFICACY TEST WITH ORMAGEL SH



*Corneometry **Clinical evaluation by dermatologist

One study of Transepidermal Water Loss (TEWL), using volunteers with ages between 20 and 50 years, who had selected areas of the forearm (sensitized by tape-stripping) washed, under controlled conditions, followed by TEWL analysis demonstrated that the addition of only 0.8% of ORMAGEL SH CERTIFIED significantly reduces the Transepidermal Water Loss in sensitized skin, confirming the protective action of the active ingredient.

TRANSEPIDERMAL WATER LOSS (TEWL)



USAGE LEVELS

PRODUCT	(%)
After-shave gel and lotion	2.0 to 5.0
After-sun cream, lotion and gel	3.0 to 5.0
Cream for sensitive skin	2.0 to 5.0
Massage cream	2.0 to 6.0
Moisturizing cream and lotion	1.0 to 5.0
Post-depilatory lotion	3.0 to 5.0
Repairing cream	3.0 to 5.0



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