

SEAPLEX

PREVENTS DAMAGES CAUSED BY BLEACHING

ASSESSA

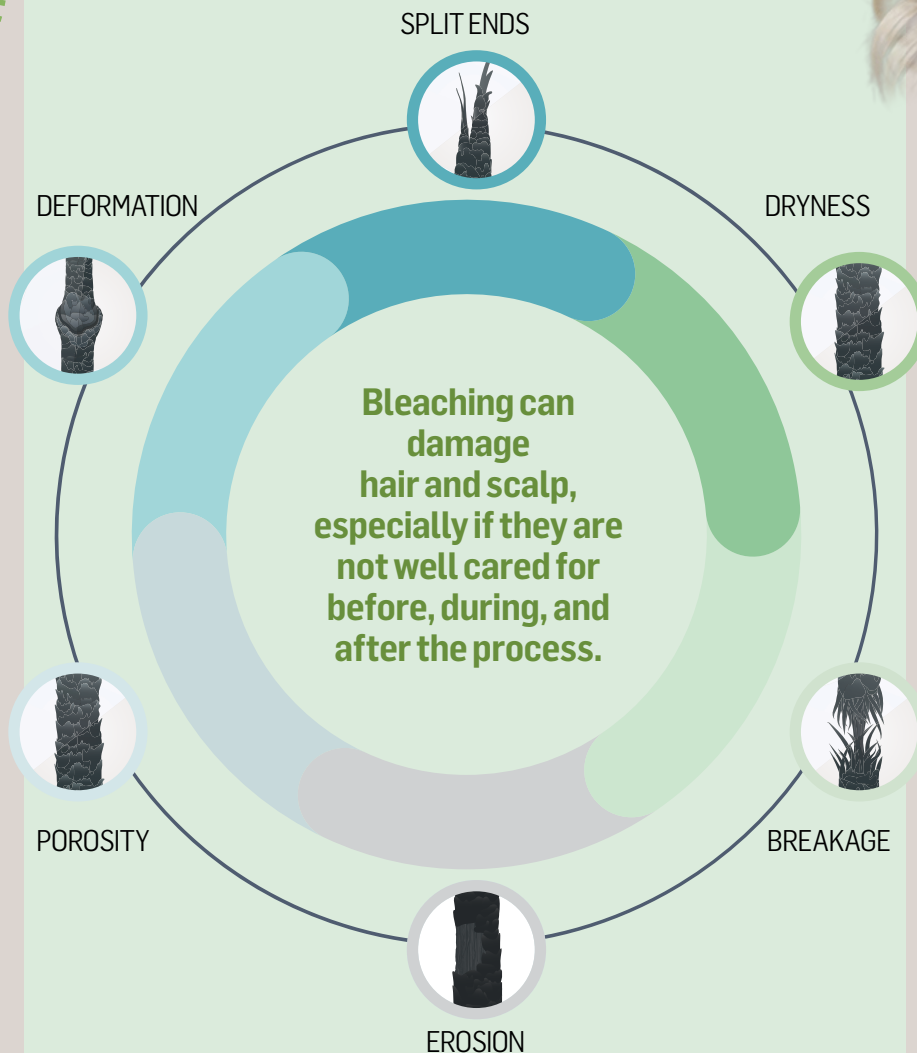
INNOVATION FOR A GREENER WORLD

SEAPLEX is an innovative, natural, and biodegradable product that combines the power of seaweed with amino acids and peptides to **prevent problems caused by bleaching**: dryness, frizz, breakage, porosity, damage and erosion. It is suitable for all types of hair and it can be mixed into the bleaching powder or on treatment formulations.



NATURAL
ORIGIN
97.55%

PROBLEMS CAUSED BY BLEACHING



1 SPLIT ENDS
Bleaching can strip the hair of its natural oils, making it brittle and causing split ends.

2 DEFORMATION
Bleaching disrupts hair's structure, weakening its elasticity and making it prone to deformation.

3 POROSITY
Bleaching hair can damage the cuticles and hair strands' structure, making it rougher.

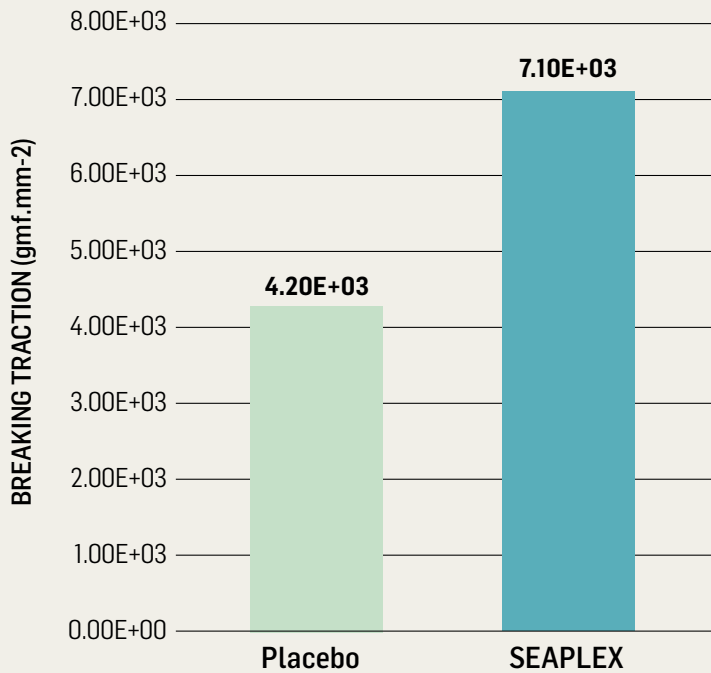
4 DRYNESS
Bleaching can damage the natural protection of hair, which becomes porous and more susceptible to frizz.

5 BREAKAGE
The bleaching process makes hair more fragile, leading to breakage.

6 EROSION
Bleaching hair weakens and damages its structure, altering hair strands' dimensions.

TESTS

1 ANTI-BREAKAGE ACTION

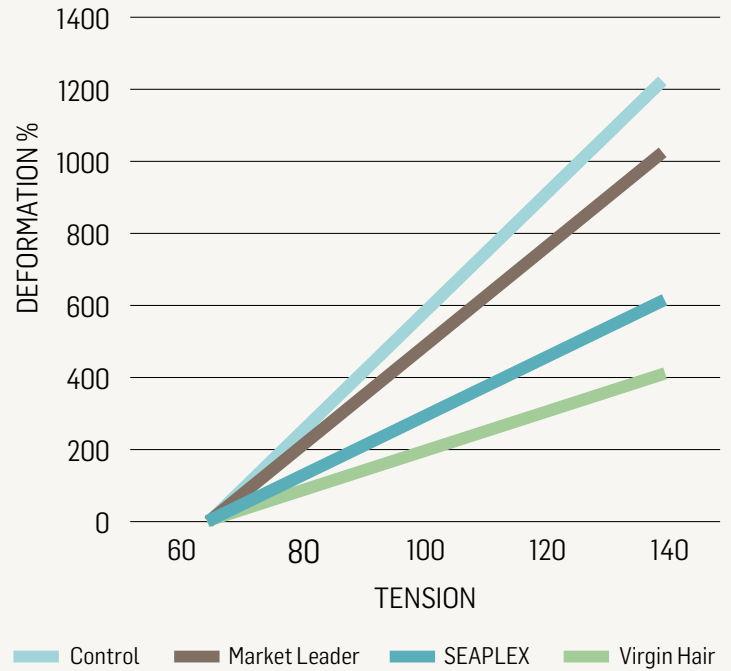


Breaking traction is the force required to break the strands of a lock of hair. Treated hair showed **67% more strand resistance** when compared to placebo treatment, after one application. In the test, shampoo and conditioner with SEAPLEX at 1% and leave-on with SEAPLEX at 2% were used.

2 ANTI DEFORMATION ACTION



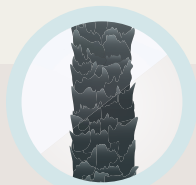
[1 SEAPLEX : 2.7 BLEACHING POWDER]



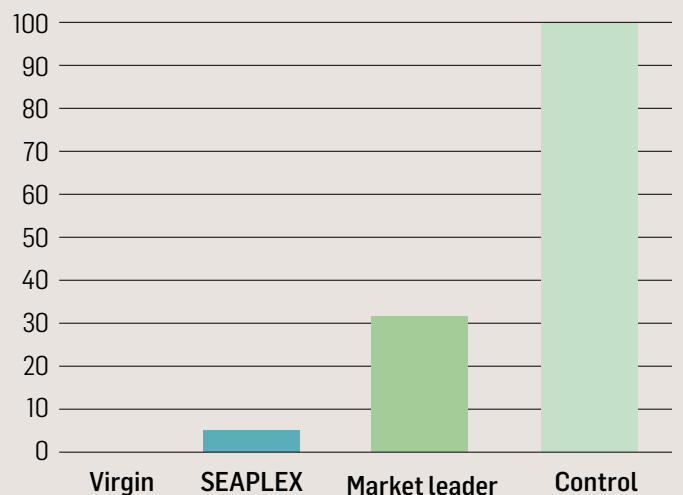
The resilience and elasticity of the hair fiber treated with SEAPLEX after bleaching are similar to that of virgin hair. Hair treated with a market-leading product shows reduced resilience and flexibility. Hair treated with SEAPLEX has **48% less deformation** than hair treated with the market leader at the same applied tension.

3 ANTI-POROSITY ACTION

[1 SEAPLEX : 2.7 BLEACHING POWDER]



The amount of energy needed to evaporate water from hair treated with SEAPLEX is slightly higher than virgin hair, showing that the porosity is similar and the hair was less damaged. The market product needed more energy for total evaporation. **Hair treated with SEAPLEX is healthier.**

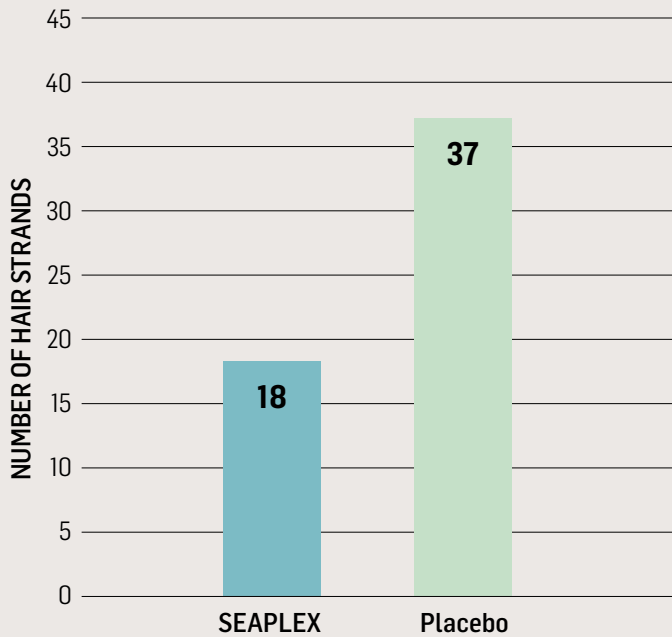


TESTS

4 PREVENTION OF SPLIT ENDS

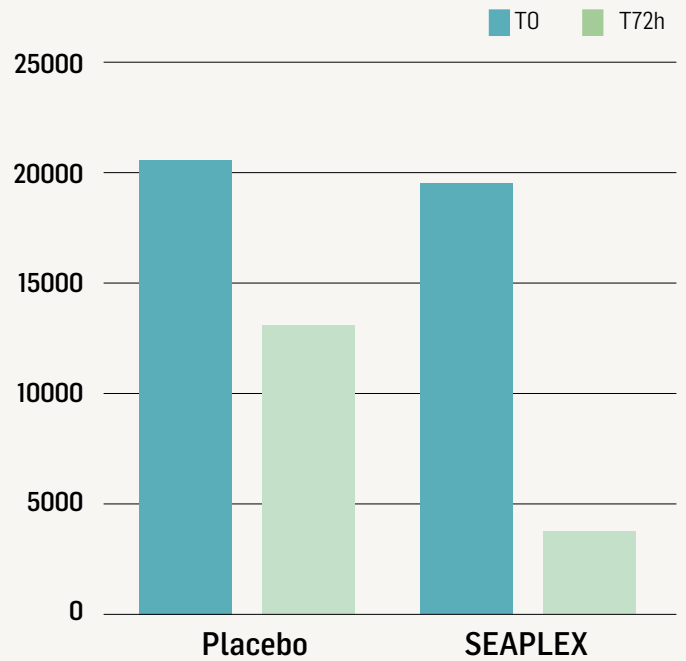


[SHAMPOO & CONDITIONER = SEAPLEX 1%
LEAVE-ON = SEAPLEX 2%]



During bleaching chemicals damage the proteins, weakening the hair. After bleaching, the hair becomes porous and dry, leading to split ends, breakage and becomes vulnerable to physical stress. Hair treated with SEAPLEX **reduced the formation of split ends by 51%** after a single application.

5 ANTI-FRIZZ ACTION



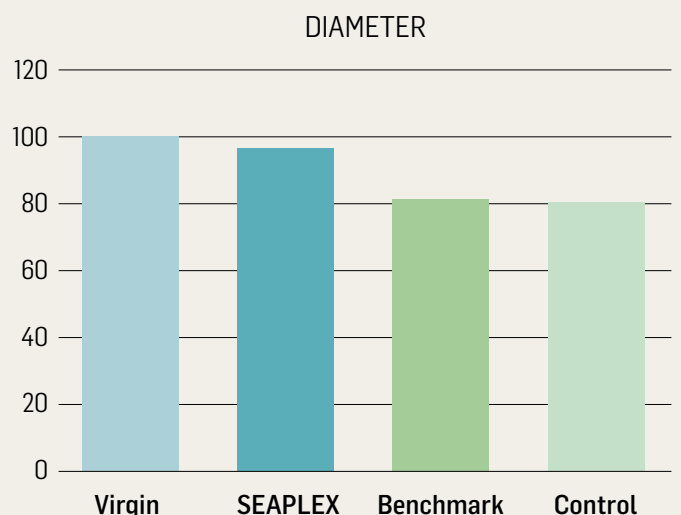
In the frizz reduction test (shampoo and conditioner with 1% SEAPLEX and leave-on with 2% SEAPLEX), the treatment showed a significant **reduction of 72% in frizz for up to 72 hours**, when compared to placebo (shampoo, conditioner and leave-on).

6 ANTI-EROSION ACTION



SEAPLEX AND HAIR STRAND DIAMETER

Bleaching breaks down the natural bonds holding the hair fiber together, leaving hair thin and fragile. Hair bleached with SEAPLEX added to the bleaching powder had a 21.27% larger diameter than hair bleached without it. SEAPLEX prevents the erosion caused by bleaching chemicals.



SEAPLEX

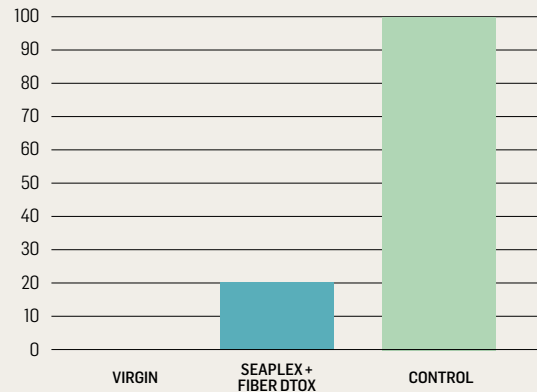
PREVENTS DAMAGES CAUSED BY BLEACHING



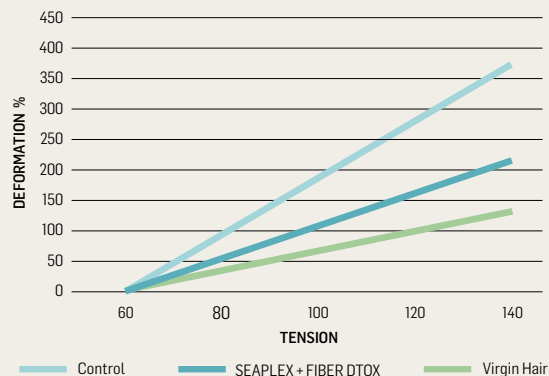
SEAPLEX + FIBER DTOX

A prewash with FIBER DTOX can be used for even lighter shades of blonde. The locks were washed with FIBER DTOX 5% shampoo, before bleaching with SEAPLEX in bleaching powder. DSC and DMA tests were performed to measure hair damage and deformation versus applied stress. FIBER DTOX + SEAPLEX combination produced better results than the control.

HAIR DAMAGE



ANTI DAMAGE



NATURAL
ORIGIN
97.55%

USAGE LEVELS

PRODUCT	(%)
Shampoo	1.0
Conditioner	1.0
Leave on	2.0
Bleaching powder	1:2.7

(Seaplex : Powder)

INCI NAME

Aqua, Hydrolyzed Rice Protein, Hydrolyzed Soy Protein, Sodium Carrageenan, Algin, Glycine, Sodium Benzoate, Potassium Sorbate



SEAWEED & AMINO ACIDS

SEAWEED is rich in bioactive molecules, minerals and essential nutrients for hair health.

- Deeply moisturize
- Protects from sun damage
- Protect from pollution.

AMINO ACIDS and peptides are building blocks of protein.

- Penetrate the fibers
- Replenish amino acids
- Repair damage
- Strengthen the hair.

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