

ACTIMULSI GA20

SILICONE-LIKE TOUCH • IMPROVES THE SENSORIAL OF EMULSIONS

NATURAL
ORIGIN
99.33%

ACTIMULSI GA 20
is a natural
multifunctional
bioactive
derived from
purified
fractions of
**ACACIA
SENEGAL**
exudate.

**ACTIMULSI
GA 20 IS A
NATURAL
SUBSTITUTE
FOR PEG-12
DIMETHICONE
SILICONE**

ASSESSA
INNOVATION FOR A GREENER WORLD



ACACIA SENEGAL

Acacia senegal is a leguminous tree native to sub-Saharan Africa. When subjected to some stress, the plant produces an exudate known as Acacia Gum. The gum is a complex mixture of polysaccharides with unique properties. It plays a multifaceted role in the plant's life cycle, contributing to its defense, resource management, communication, and physical support. It is highly soluble in water, forming a viscous solution with excellent adhesive properties, good film-forming capacity, and stabilization of emulsions and foams. It is non-toxic and easily biodegradable, which makes it a natural ingredient with low environmental impact, with great potential for cosmetic applications that value the naturalness of formulas without loss of functionality and performance.



ACTIMULSI GA20

BENEFITS AND APPLICATIONS

Lasting Lather

Stabilizes foam in shampoos, creating a rich, creamy texture.

Effortless Combing

Leaves hair beautifully groomed, softer, and easier to comb, even rivaling the detangling effects of synthetic PEG-12 Dimethicone.

Double the Foam

Enhances its richness, adding volume and visual appeal to shampoos.

Silicone-Like Sensation

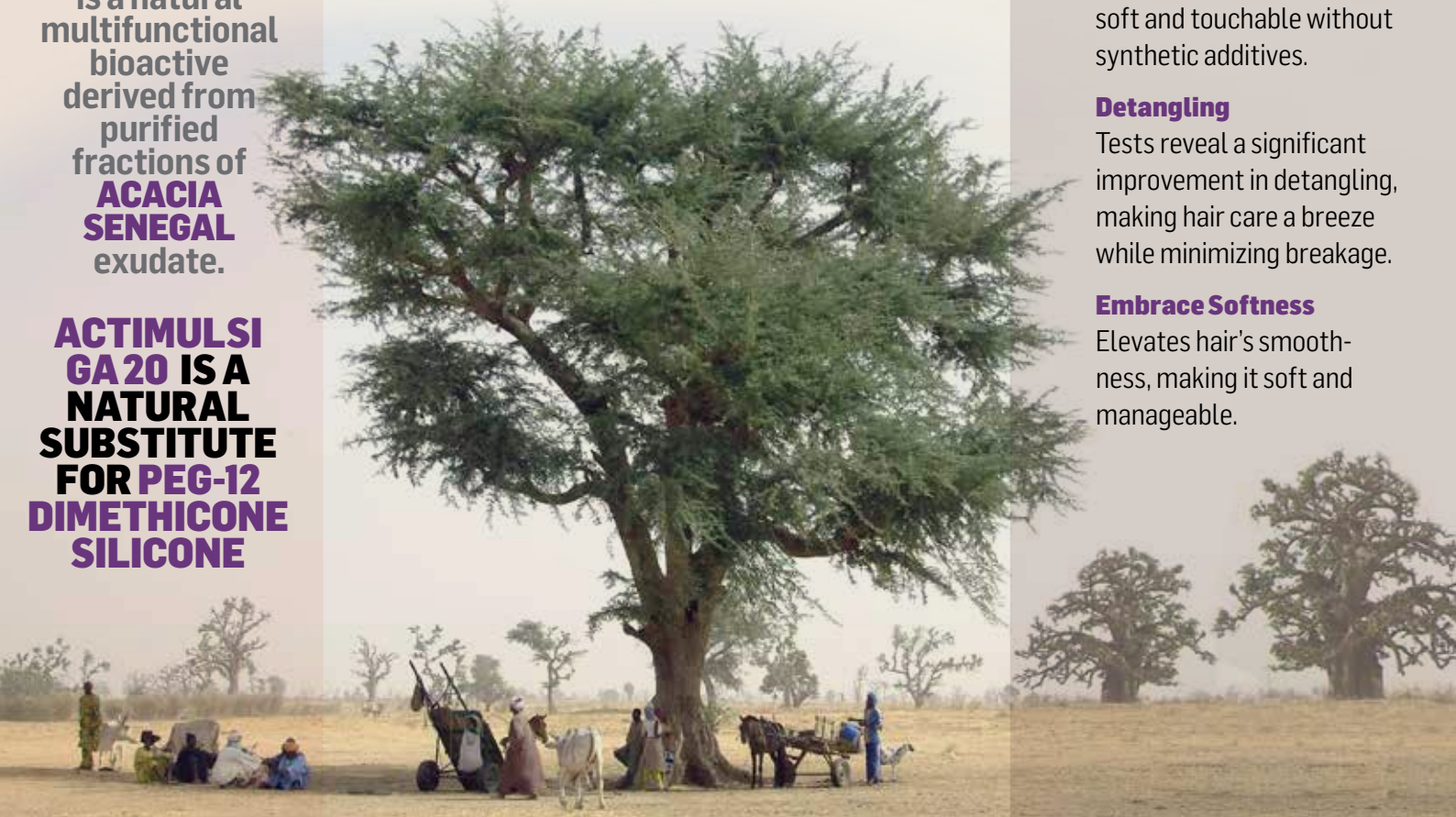
Delivers a delightful sensory experience, leaving hair soft and touchable without synthetic additives.

Detangling

Tests reveal a significant improvement in detangling, making hair care a breeze while minimizing breakage.

Embrace Softness

Elevates hair's smoothness, making it soft and manageable.



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IMPROVES FOAM IN SHAMPOOS

In a double-blind test in a beauty salon, evaluators concluded that the shampoo with Actimulsi GA20 produces 26% more foam than the placebo. Furthermore, the foam is 7% creamier, which provides more effective cleaning and a more pleasant sensation on the scalp.

INCI NAME

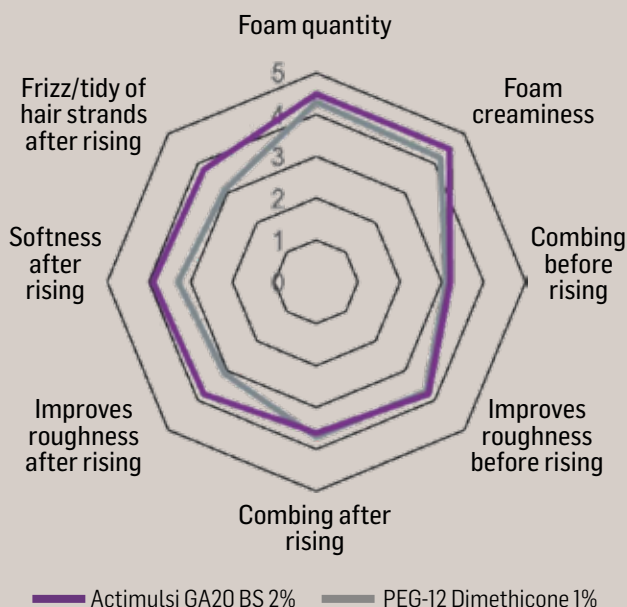
Acacia Senegal
Gum Extract,
Sodium Benzoate and
Potassium Sorbate.



TIDIER HAIR & FRIZZ-FREE

In a double-blind test in a beauty salon, volunteers with curly, frizzy, or damaged hair evaluated a shampoo with Actimulsi GA20 and a shampoo with PEG12-Dimethicone. The results showed that shampoo with Actimulsi GA20 is an excellent natural substitute to silicone for hair care. The polysaccharides present in Actimulsi GA20 form a film on the hair, which helps to detangle and make hair more tidy. Along the tests, the shampoo with Actimulsi GA20 was 23% higher rated than the shampoo with PEG12-Dimethicone.

ACTIMULSI GA20 (2%) x PEG-12 DIMETHICONE (1%)

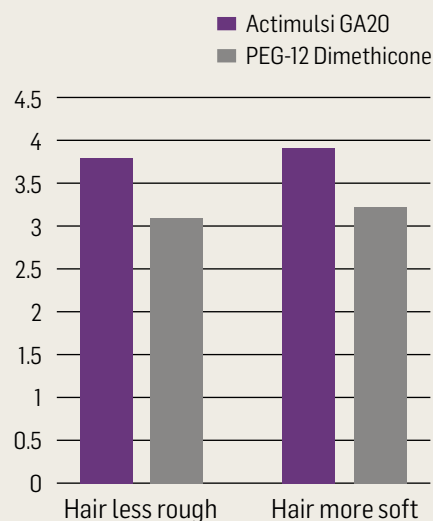


A NATURAL & SUSTAINABLE INGREDIENT

Actimulsi GA20 is an excellent option for healthier, more environmentally friendly haircare products.

SILKY HAIR AND SMOOTHER ENDS

The double-blind test showed that the 2% Actimulsi GA20 shampoo left hair 18% softer compared to PEG12-Dimethicone (1%). At the test, the shampoo with Actimulsi GA20 was also rated 23% better than PEG12-Dimethicone, leaving hair ends less rough.



USAGE LEVEL

PRODUCT	(%)
Shampoo	1.0 to 2.0
Conditioner	1.0 to 2.0
Moisturizing mask	2.0 to 3.0
Leave on	1.0 to 2.0