

# CURVELINI

STYLES AND KEEPS THE CURLS FOR 24 HOURS

NATURAL  
ORIGIN  
99.33%

## FLAX IN HISTORY

Flax (*Linum usitatissimum*) production goes back to ancient history. Flax remnants were found in Stone Age dwellings in Switzerland. Ancient Egyptians made fine linens from flax fiber. Archaeological discoveries show that the Egyptians wrapped their mummies in pure linen fabrics, which proves the resilience of this fiber to the action of time. Flax seed is rich in unique soluble fibers, its oil is rich in omega-unsaturated fatty acids and proteins.



# ASSESSA

INNOVATION FOR A GREENER WORLD



## NEW TECHNOLOGY HAIR HEALTH, SHINE AND SOFTNESS

The resilience of the fibers of the golden flax and the unique composition of its seeds inspired ASSESSA to develop a new technology (DME-Dynamic Microemulsification Extraction) to extract the soluble fibers, together with the proteins and the oils.

The bioadhesive polysaccharides extracted from flaxseeds present in CURVELINI form and keep beautiful, natural-looking curls, while its proteins, rich in Glutamic Acid, Aspartic Acid and Arginine condition and treat damaged hair. The flaxseed oil fraction of CURVELINI is a source of the essential fatty acid (EFA) named alpha-linolenic acid, or ALA. Such EFAs are important to hair health, adding softness and shine to hair curls. CURVELINI has excellent curl-holding properties without leaving the hair crunchy or stiff.

CURVELINI adds a beautiful gloss and a natural bouncy look to the curls - even if the hair is damaged and brittle.



## CURVELINI: AN UPCYCLING PRODUCT

CURVELINI is an ingredient created by ASSESSA based on the extraction of precious active ingredients from industrial waste generated in the processing of golden flax. CURVELINI improves curls definition, holds the curls for 24 hours and increases hair gloss after one application. It is a natural product, 100% biodegradable.



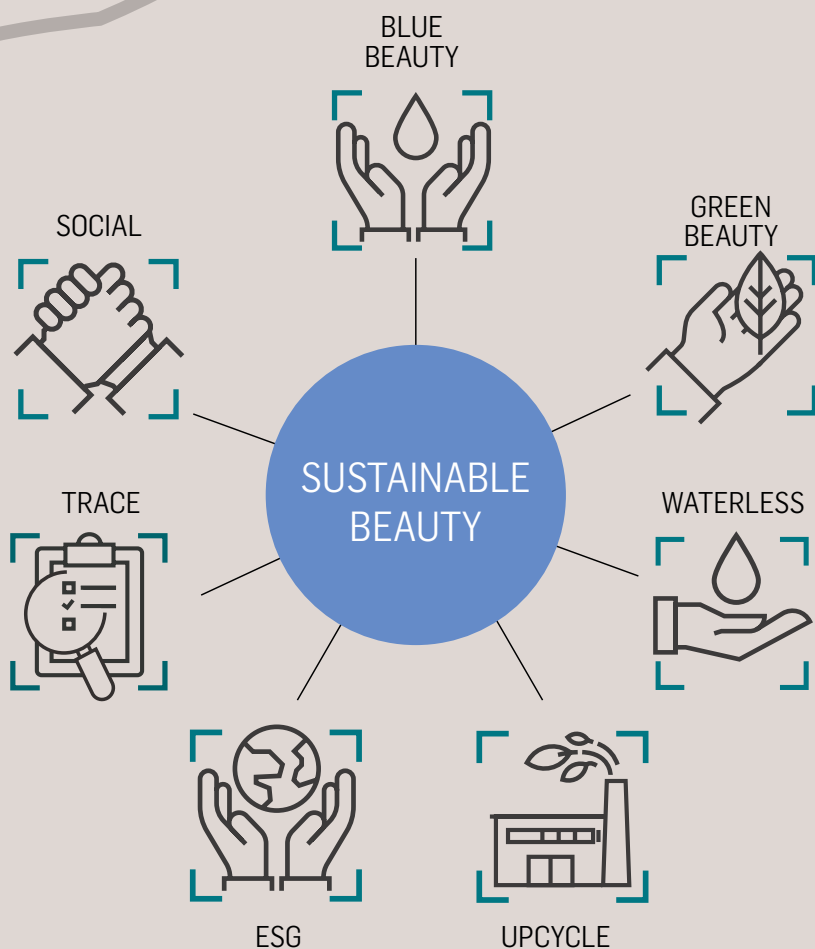
TREATMENT OF HAIR  
WITH CURVELINI  
INCREASED THE  
HOLDING OF CURLS BY

# 125%

AFTER 24 HOURS,  
WHEN COMPARED TO  
THE PLACEBO.



# SUSTAINABLE BEAUTY

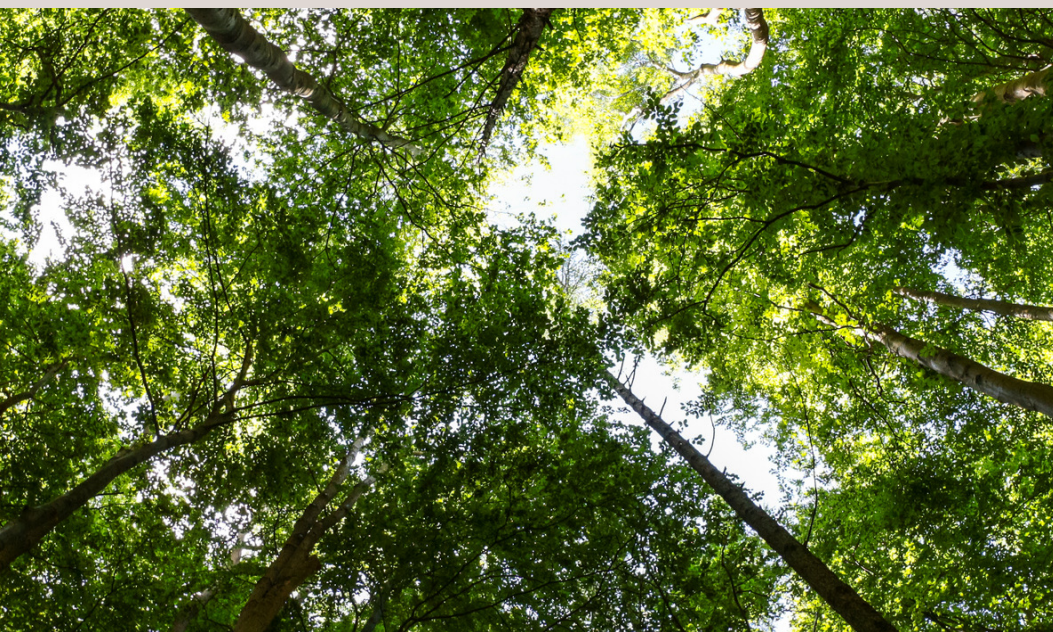


Respecting the **environment** is part of the company's values and taking actions that result in **environmental protection** is part of the **corporate culture**.



## UPCYCLE

Also known as creative reuse, is the process of transforming by-products, waste materials, useless or unwanted products into new materials or products perceived to be of greater quality, such as artistic value or environmental value.







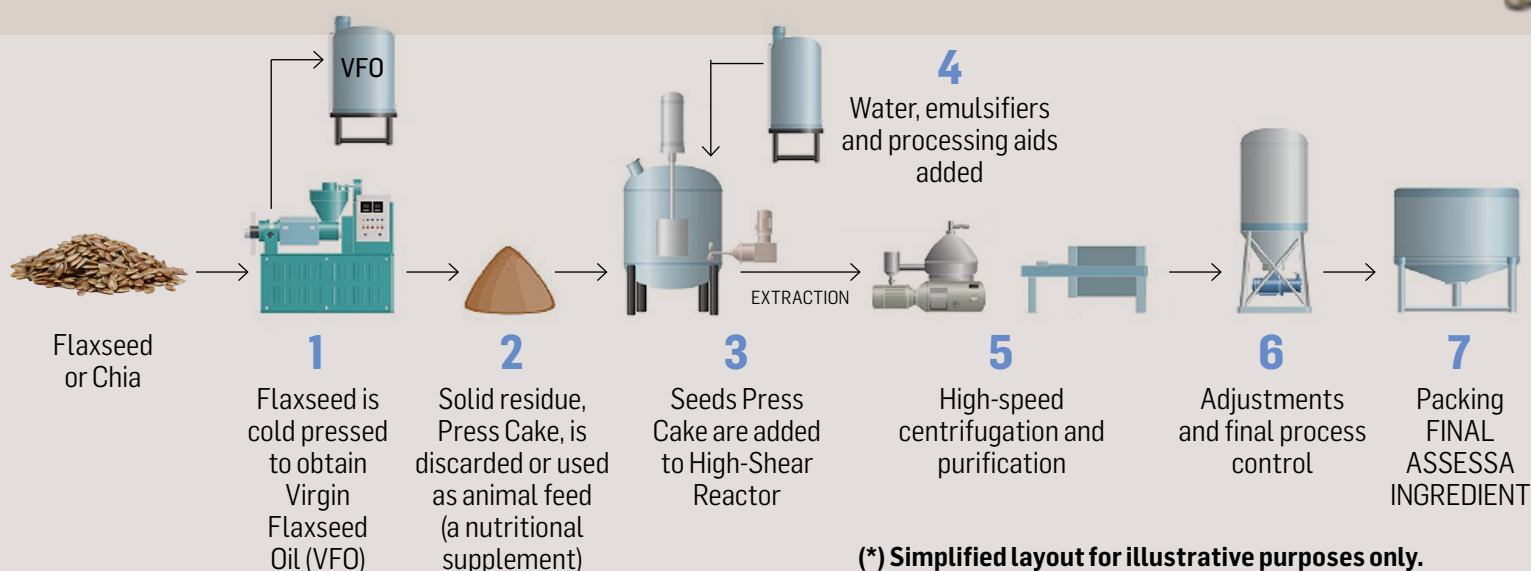
# FLAX & CHIA



Assessa has developed green processes to extract valuable molecules from industrial waste generated in the processing of golden flax and chia seeds to create LISSELINI, CURVELINI, and QUATTRO products.



## UPCYCLING PROCESS\*



## BIOACTIVES FROM UPCYCLING SEEDS



### CURVELINI

CURLS MAINTENANCE ACTIVE BASED ON UPCYCLED LINSEED

- Retention of the curls up to 24 hours (at 3%)
  - Shine increased by 36% (at 3%)
- Improve softness (sensorial test at 3%)
  - Designed for hair type 2



### LISSELINI

ANTI-FRIZZ ACTIVE BASED ON UPCYCLED LINSEED

- Anti-frizz - 40% better than placebo (at 3%)
  - Shine increased by 16% (at 1%)
    - Alignment of the strands - 55% better x control (at 3%)
- Thermal protection - increases the resistance of hair keratin to thermal degradation by 44% (at 3%)
  - Hair Combability - increases by 41% (at 2%)



### QUATTRO

CURLS MAINTENANCE ACTIVE BASED ON UPCYCLED CHIA

- Retention of the curls up to 24 hours (at 3%)
- Improve softness in 34% (sensorial test at 3%)
  - Designed for hair type 3 and 4

# CURVELINI

STYLES AND KEEPS THE CURLS FOR 24 HOURS

**CURVELINI HAS AN EXCELLENT CURL HOLDING PROPERTY AND DON'T LEAVE THE HAIR STIFF OR CRUNCHY.**

## INCI NAME

Linum Usitatissimum  
Seed Extract,  
Glyceryl Oleate  
Citrate, Caprylic Capric  
Triglyceride, Sodium  
Benzoate and  
Potassium Sorbate.

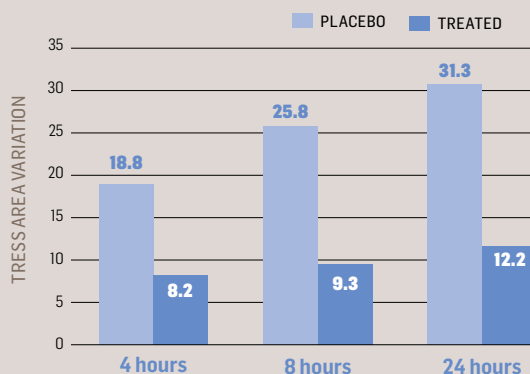
## PROOF

### RETENTION OF CURLS IMAGE ANALYSIS

Virgin curly hair tresses were treated with a shampoo, conditioner and leave-on conditioning formula. CURVELINI was applied at 3% in all formulas. Tresses were curled with a hot iron and kept at 85% RH and 22 °C for 24 hours. Tresses were photographed for digital analysis at times zero (initial), 4, 8 and 24 hours.



### CURLS RETENTION: TRESS AREA VARIATION



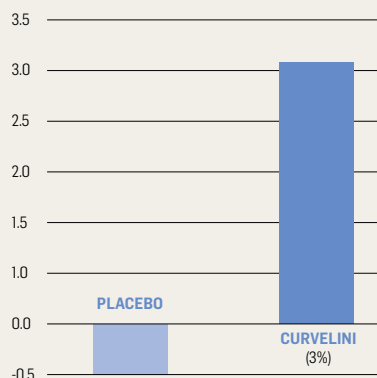
### EVALUATION OF SENSORIAL PARAMETERS: PANEL TEST

Virgin curly hair tresses were bleached and treated with a shampoo, conditioner and leave-on conditioning formula. CURVELINI was applied at 3% in all formulas. After the application of leave-on, tresses were allowed to dry in a standardized environment at 55% RH and 22 ± 2°C for 24 hours. After drying, tresses were evaluated by 2 trained professionals (panelists) for hair softness; definition and formation of curls. Based on the answers provided by the panelists, it can be concluded that treatment with the products with CURVELINI performed better (more efficiently) compared to placebo for both evaluators, for the parameters: softness, definition and formation of curls.

## HAIR GLOSS: GLOSSMETER

Virgin straight caucasian hair tresses were measured for initial gloss using a Micro TRI-Gloss glossmeter (BYK-Gardner). Hair tresses were treated with shampoo, conditioner and leave-on conditioning formulas. CURVELINI was applied at 3% in all formulas. After the treatment, tresses were dried with a blow dryer under standard conditions until completely dried and measured for final gloss. The changes in gloss were calculated as the difference between the initial and final measures for each sample. The result shows that CURVELINI increased hair shine by 36% after a single application, compared to the placebo.

### GLOSS VARIATION



## USAGE LEVEL

PRODUCT	(%)
Hair treatment serum	2.0 to 4.0
Modelling cream (curly hair)	1.0 to 3.0
Leave-on product	1.0 to 3.0
Moisturizer for curly hair	2.0 to 3.0
Hair mask	2.0 to 4.0
Shampoo	1.0 to 3.0
Conditioner	1.0 to 3.0

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