

FLORLIK ROSE

SHINE AND SOFTNESS FOR HAIRCARE

ASSESSA

INNOVATION FOR A GREENER WORLD



FLORLIK ROSE

MOISTURIZES AND ADDS SHINE AND SOFTNESS TO THE HAIR

FLORLIK ROSE is an active ingredient produced from fresh rose petals through an innovative green process developed by ASSESSA, based on the use of biocatalysts that transform the complex structure of the fresh petals and allow the extraction, under mild conditions, of all the bioactive molecules present in the flower. FLORLIK ROSE is rich in anthocyanins, polyphenols, unique sugars, polyhydroxy acids, flower acids,

and minerals. Its unique composition helps to maintain the natural pH balance of the hair. FLORLIK ROSE adds astringency that helps to close the cuticles and reduces the porosity of hair fibers.

ULTRA SHINY & SOFT HAIR

FLORLIK ROSE helps to treat hair from the scalp to the tip, moisturizes and adds shine and softness, leaving it healthy and beautiful.



ROSE, A SYMBOL OF BEAUTY

Roses are a symbol of beauty, seduction, gentleness, and generosity. The roses belong to the Rosaceous family, with over 100 species and thousands of varieties, hybrids, and types. Cultivated roses are available in various forms, fragrances, colors, and sizes.



**FRESH ROSE PETALS
FOR A ULTRA SHINY HAIR**

FLORLIK ROSE

SHINE AND SOFTNESS FOR HAIRCARE

USAGE LEVELS

PRODUCT	(%)
Shampoo	0.5 to 1.0
Conditioner	0.5 to 1.0
Leave-on	0.5 to 1.0
Hair mask	0.5 to 1.0
Serum (Scalp)	1.0 to 2.0

INCI NAME

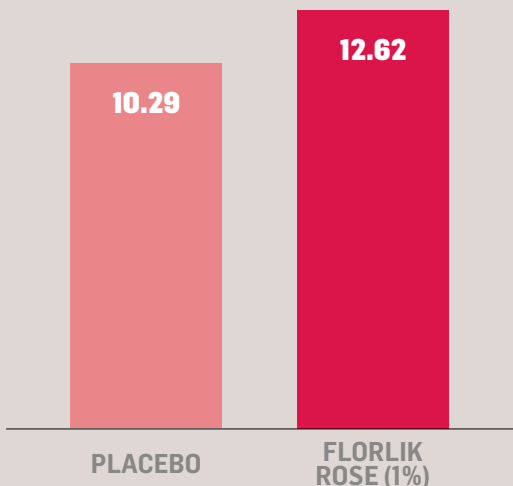
Rosa Hybrid Flower Extract, Sodium Benzoate, and Potassium Sorbate.

CLINICAL TESTS

SHINE

Assessment of hair shine efficacy shows that a treatment using Florlik Rose in shampoo (1%), conditioner (1%), and leave-on (2%) improves hair shine by **23%** compared to placebo treatment.

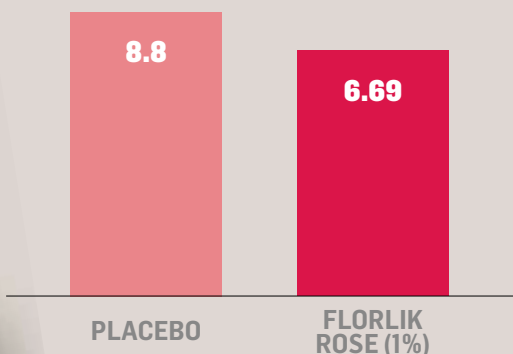
SHINE VARIATION (GLOSSMETER)



SOFTNESS

The test was performed using the Ring Method, where the force required to pull a tress of hair through rings of different diameters is measured and used to calculate the compressibility of the hair. The less force/compressibility needed to pull the hair tress through the rings, the softer the hair tress. Tests show a **24%** improvement in hair softness in a treatment using Florlik Rose in shampoo (1%), conditioner (1%), and leave-on (2%) compared to placebo treatment.

COMPRESS ENERGY VARIATION



ORIGIN: FULL TRACEABILITY OF THE ROSES

The roses used to manufacture Florlik Rose are cultivated in the mountains in the northwest region of Rio de Janeiro, where mild temperatures and rich soil allow the production of superior-quality roses. In this region, the descendants of Swiss and German emigrants, who settled there at the end of the 19th century, have been planting their rose gardens for decades. The product has 100% traceability from the gardens to manufacture: Assessa monitors the process of growing and handling the flowers to guarantee their origin and quality.



Rose gardens in northwest Rio de Janeiro



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