

ORMADRY CLC.Cf

HYDRATING AND PROTECTING AGENT FOR SKIN AND HAIR

ASSESSA

INNOVATION FOR A GREENER WORLD



ORMADRY CLC.Cf
REALIGNS THE CUTICLES AND PROTECTS THE FIBRILS OF HAIR

INCI NAME

Kappaphycus Alvarezii Extract, Eucheuma Spinosum Extract, Fucus Vesiculosus Extract, Cellulose



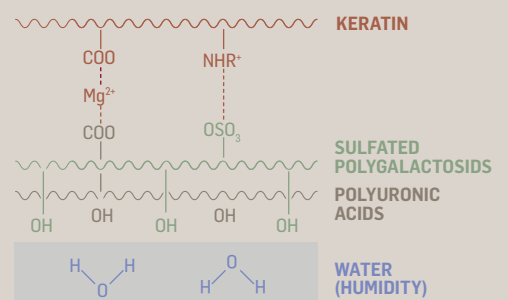
ORMADRY CLC.Cf MOISTURIZES AND PROTECTS SKIN & HAIR

ORMADRY CLC.Cf is obtained from red and brown seaweeds of the Rhodophyceae and Phaeophyceae classes, respectively. The algae are selected, extracted and dried, resulting in a pure, powdery, stable ingredient with high cosmetic activity and compatible with complex formulations such as bleaching powders, hair colors and straighteners, without compromising their characteristics and properties.

ORMADRY CLC.Cf forms a substantive and moisturizing film that protects the hair against the effects of aggressive products preserving its original structure. It also protects the skin and scalp against discomfort and redness.

MECHANISMS OF ACTION ON PROTEINS

ORMADRY CLC forms a network of polysaccharides around the shaft, binding to keratin through ionic bonds mediated by divalent ions such as calcium or magnesium, or through acid-base salt bonds, being efficient over a wide pH range.



1. Ionic bonds between positively charged sites on proteins and the anionic sites of sulfated polysaccharides and polyuronic acids.
2. Salt formed between two carboxyl groups (one of the protein and the other of the polyuronic acids) and divalent salts, such as calcium and magnesium ions (present in algae).
3. Hydroxyl groups of the biopolymer attract water to the capillary surface by hydrogen bonding, forming a layer of water "attached" to the keratin.

ORMADRY CLC.Cf

HYDRATING AND PROTECTING AGENT FOR SKIN AND HAIR

USAGE LEVELS

ORMADRY CLC.C.f is effective as a moisturizing and protective agent for the the formulation of hair dyes of light to very light tones, hair bleachers, straighteners and post-depilatory products with excellent results:

PERMANENT DYE

1 to 5%

BLEACHING POWDER

1 to 2%

STRAIGHTENER (GUANIDINE)

0.5 to 2%

POST-DEPILATORY

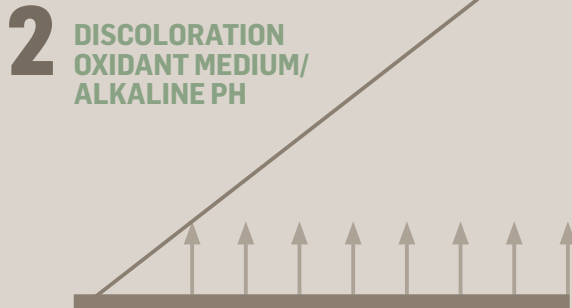
2.5 to 5%.

MECHANISM OF ACTION ON HAIR SHAFT

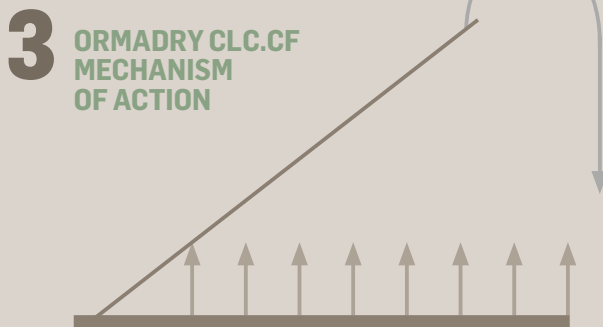
ALIGNMENT AND PROTECTION



Positioned cuticles.



Opened cuticles. Bleaching action.
Proteins removal / Loss of mass.

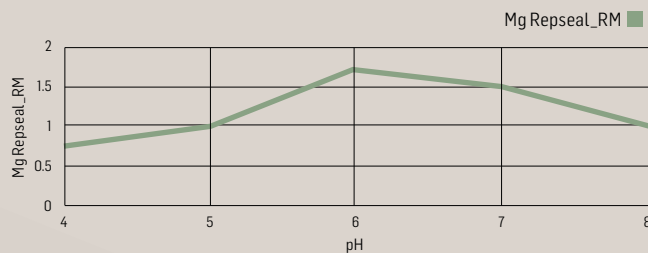


Increases capillary mass. Protects
the fibrils. Realigns the cuticles.
Seals the moisture inside the shaft.



Positioned cuticles. Hydration. Shine.

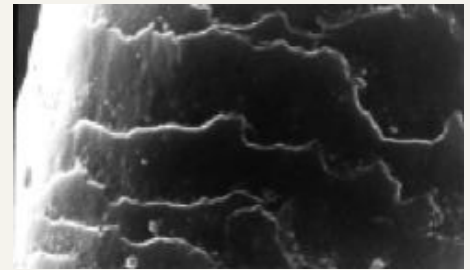
HAIR SUBSTANTIVITY SUBSTANTIVITY TO KERATIN



CUTICLE REALIGNMENT

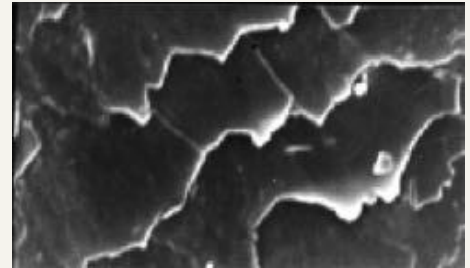
Observation of cuticle alignment in hair through Scanning Electron Microscopy (SEM).

HAIR BEFORE TREATMENT



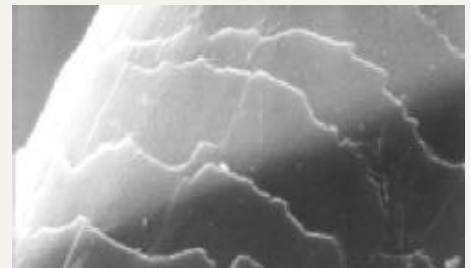
Cuticles intact and positioned close to the hair.

HAIR TREATED IN ALKALINE MEDIUM WITHOUT ORMADRY CLC.CF



Damaged and opened cuticles.

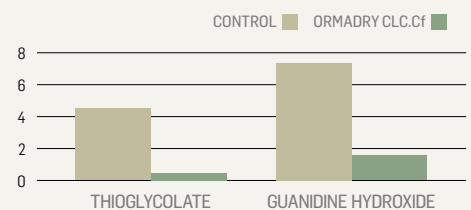
HAIR TREATED IN ALKALINE MEDIUM WITH ORMADRY CLC.CF



Cuticles intact, protected and
positioned close to the hair.

PROTECTION OF SCALP

REDUCTION OF IRRITATION IN SCALP CAUSED BY STRAIGHTENERS



VISITE US AT
www.assessa.com.br

ASSESSA
INNOVATION FOR A GREENER WORLD