

# PLUS QUIDITAT NWA

ALOE VETORIZED WITH MARINE ALGAE

# ASSESSA

INNOVATION FOR A GREENER WORLD



NATURAL  
ORIGIN  
98.93%

## ALOE AND MARINE ALGAE

The extracts of Aloe Barbadensis are among the vegetable bioactives most used in cosmetics, being rich in sugars, organic salts and amino acids. Their cicatrizing, anti-inflammatory and moisturizing properties are directly related to the presence of glucmannans, galactans and pectins. The sulphated polysaccharides of marine algae, components of biomatrices, also possess soothing and moisturizing properties, and are furthermore substantive to skin and hair proteins.

## CONCEPT

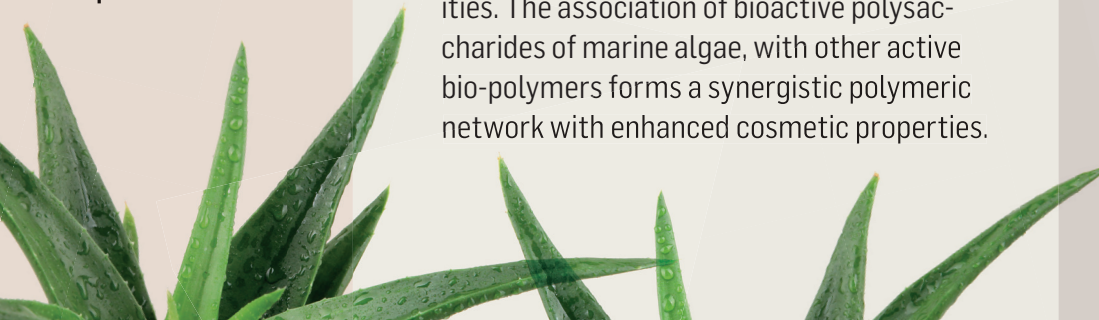
### INTERPENETRATING POLYMERIC MESHES

The behavior of mixtures of different polymers in solution has been studied for some years. When two polymers with compatible chemical structures are mixed, it is possible to form a complex polymeric system, where the different chains interlink in such a way as to form an entirely new material, with different properties from those of the materials from which it originated. These polymeric meshes are known as Interpenetrating Polymeric Meshes.

The application of the concept of the formation of interpenetrating meshes in the preparation of natural polymer-based cosmetic active ingredients, in turn, may result in ingredients with innovative biological activities. The association of bioactive polysaccharides of marine algae, with other active bio-polymers forms a synergistic polymeric network with enhanced cosmetic properties.

## QUIDITAT NWA A SYNERGIC ASSOCIATION

**QUIDITAT NWA is a product based in the formation of a synergic association, in special conditions, of marine algae biopolymers of the Rhodophyceae class with polysaccharides of Aloe Barbadensis. This association of active ingredients forms an interpenetrating mesh which combines the cicatrizing, moisturizing, anti-inflammatory and protective properties of these two active ingredients with the substantivity of the marine algae biopolymers. The formation of this mesh results in a synergic association of benefits, with the creation of a powerful moisturizer with all the properties of each of the two active ingredients, where the sulphate groups of marine polysaccharides act as biological anchors, holding the mesh to the proteins of skin and hair.**



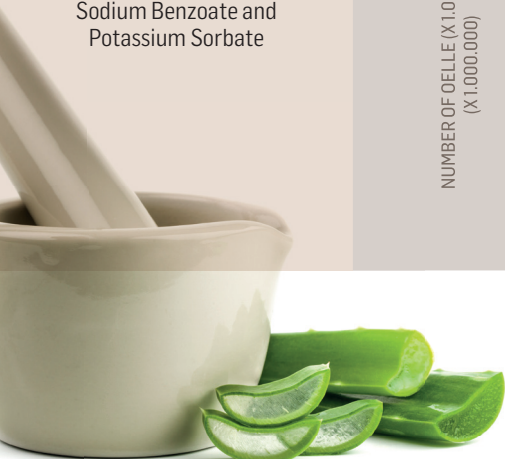
# PLUS QUIDITAT NWA

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**QUIDITAT NWA IS A BIOACTIVE MESH OF MARINE ALGAE AND ALOE BARBADENSIS ACTIVE INGREDIENTS**

#### INCI NAME

Kappaphycus Alvarezii Extract, Eucheuma Spinosum Extract, Aloe Barbadensis Leaf Juice, Sodium Benzoate and Potassium Sorbate



## MOISTURIZING ACTION

The increase in density of biopolymers per unit of area produces an increase in water retention capacity at the treated surface. The reactivity of the sulphate groupings with the proteins of the skin and hair results, thus, in an ingredient with powerful moisturizing action. A test for retention of water in hair, carried out by gravimetric analysis, illustrates the capacity of water retention in hair of QUIDITAT NWA, when compared to treatment with extract of Aloe Barbadensis.

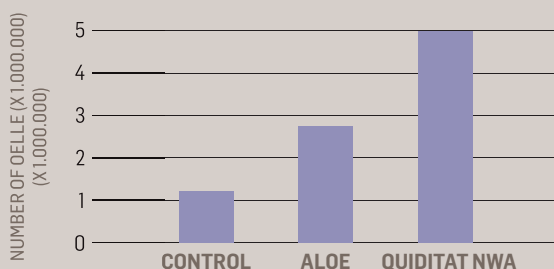
### MOISTURE RETENTION IN HAIR



## BIOLOGICAL ACTIVITY

The synergic action resulting from the association of polysaccharides of Aloe barbadensis and of the marine algae may be observed when we compare the activating action of polysaccharides of Aloe barbadensis on cultures of human fibroblasts with the activity of QUIDITAT NWA. Quidit NWA is twice as active as pure Aloe, which justifies the application of the concept of activated Aloe to the product.

### FIBROBLAST PROLITERATION



## USAGE INDICATIONS

QUIDITAT NWA may be used in cosmetic products for the treatment of skin and hair in products with strong hydrating and treatment appeal. QUIDITAT NWA should be dissolved hot (at temperatures between 40°C and 80°C) at the aqueous phase of formulation, being compatible with the majority of ingredients used in cosmetic formulas. It may, however, present problems (flocculation/precipitation) in the presence of quarternary ammonium salts and di- or trivalent cations.

PRODUCT	(%)
Moisturising cream & lotion	1.0 to 5.0
Facial mask	3.0 to 5.0
Shampoo	0.5 to 3.0
Conditioner	0.5 to 3.0
Hair mask	2.0 to 4.0
Liquid soap	0.5 to 2.0
After-shave lotion	1.0 to 3.0

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