

FLORLIK HIBISCUS

NATURAL ACIDIFIER • LAMELLAR TECHNOLOGY

ASSESSA

INNOVATION FOR A GREENER WORLD



WHY HAIR ACIDIFICATION IS IMPORTANT?

Hair acidification is a treatment that aims to balance the hair's pH, especially after chemical processes that raise pH, leaving the hair opaque, rough, and fragile.

HIBISCUS SABDARIFFA

Hibiscus sabdariffa, also known as roselle, is a hibiscus native to tropical Africa. It is widely cultivated in tropical and subtropical regions around the world, including parts of Asia, the Caribbean, and Central America.



CHEMICAL & HAIR HEALTH

Chemical procedures such as dyeing, bleaching, or straightening damage the hair, leaving the cuticle open. In these cases, acidifiers are recommended to restore shine and a healthy appearance of the hair.

UNDERSTANDING YOUR HAIR AND pH

ACID

1
2
3
4
5
6
7
8
9
10
11
12



ALKALINE

IDEAL
4.5 to 5.5 is the optimal pH.
Sealed cuticle and healthy, shiny hair with frizz-free and color retention.

UNBALANCED
7 is a pH considered high.
Cuticle opens and the hair is at risk of breakage, dryness, frizz and opacity.

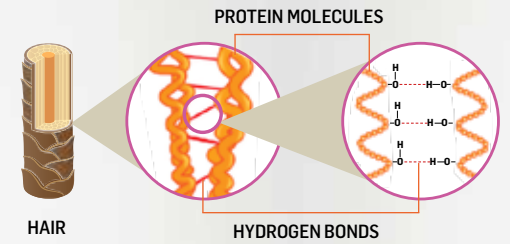
FLORLIK HIBISCUS

NATURAL ACIDIFIER • LAMELLAR TECHNOLOGY



FLORLIK HIBISCUS MECHANISM OF ACTION

The hair cuticle comprises lamellar layers that, when misaligned, make the hair appear dull and rough. When organic acids permeate the strand, acidifying the hair's pH, the cuticles contract and align, creating a flatter, more regular surface. This alignment of the lamellar layers reduces friction between the strands and improves the hair's ability to reflect light, which results in a lamellar shine.



Hibiscus petals are rich in low molecular weight organic acids, which permeate the fiber and interact with inter-cuticular proteins, forming new hydrogen bonds that promote cohesion between the lamellae.

FLORLIK HIBISCUS

NATURAL ACIDIFIER
ANTI-POROSITY
LAMELLAR SHINE
CUTICLES ALIGNER

USAGE LEVELS

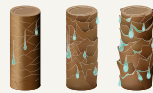
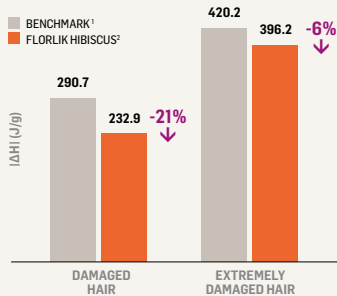
PRODUCT	(%)
Shampoo	1 to 2
Conditioner	1 to 3
Leave-on	1 to 3
Spray	1 to 2

INCI NAME

Hibiscus sabdariffa Flower Extract, 1,2-Hexanediol and Caprylyl Glycol

TEST 1

POROSITY (DSC)



The variation in energy (ΔH) is directly correlated with the water content in the hair fiber, being an indicator of its porosity: the higher the ΔH , the more porous the hair.

TREATMENT

1. BENCHMARK SHAMPOO + BENCHMARK CONDITIONER + BENCHMARK SPRAY
2. FLORLIK HIBISCUS 1% SHAMPOO + FLORLIK HIBISCUS 1% CONDICIONADOR + FLORLIK HIBISCUS 2% SPRAY.

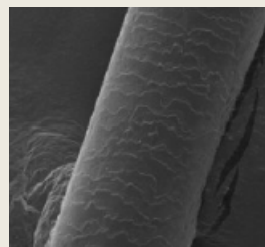
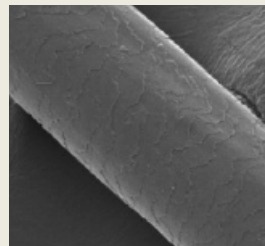
PROTOCOL

- Caucasian hair locks type 1C, with bleach damage for increased porosity
- Damaged Hair: Bleached once
- Extremely damaged hair: Bleached twice

TEST 2

SEM IMAGES (300x ZOOM)

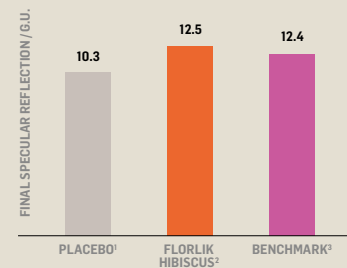
Hair cuticles treated with Florlik Hibiscus showed similar alignment to those treated with Benchmark product.



TEST 3

GLOSS (GLOSSMETER)

Florlik Hibiscus increases hair shine by **23%** when compared to placebo treatment.



TEST CARRIED OUT WITH NATURAL STRANDS OF CAUCASIAN HAIR.

TREATMENT

1. PLACEBO SHAMPOO + PLACEBO CONDITIONER + PLACEBO SPRAY
2. FLORLIK HIBISCUS 1% SHAMPOO + FLORLIK HIBISCUS 1% CONDITIONER + FLORLIK HIBISCUS 2% SPRAY
3. BENCHMARK SHAMPOO + BENCHMARK CONDITIONER + BENCHMARK SPRAY

VISITE US AT
www.assessa.com.br

ASSESSA
INNOVATION FOR A GREENER WORLD