

ASSESSA
INNOVATION FOR A GREENER WORLD



QUATTRO

SOLUTIONS
FOR
CURLY
HAIR.



**PRESERVES
THE CURLS
AND ALIGNS
THE STRANDS
FOR MORE
THAN
8 HOURS
+
IMPROVES
COMBABILITY**



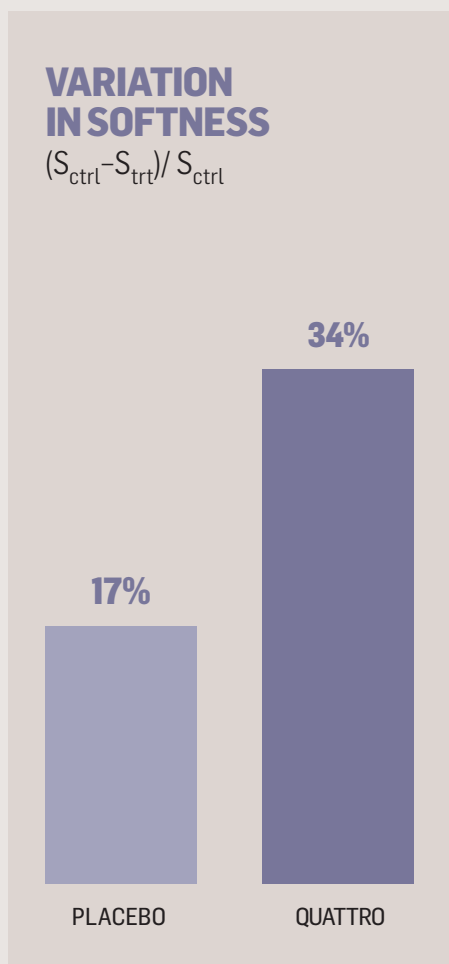
QUATTRO is an active ingredient obtained from the combination of fractions of chia seeds, liquid waxes, monoesters of medium-chain fatty acids and other essential lipids. Chia (*Salvia Hispanica*) contains film-forming polysaccharides, triglycerides rich in polyunsaturated fatty acids, and essential lipids that provide lubrication and conditioning, combined with proteins which help in the formation of an ad-

hesive film to the cuticle, improving stress-strain properties of the strands. Designed for curly and coily hair (types 3 and 4 hair), **QUATTRO** provides a gentle treatment of this particular type of hair, adding softness and smoothness to the fiber, with light conditioning and frizz control. **QUATTRO** regenerates the structure of the hair, protects the fibers from dryness and preserves its natural oiliness.

QUATTRO TESTS

OBJECTIVE TEST SOFTNESS

The purpose of this test was to assess changes in the properties of compression of hair fibers after cosmetic treatments via the Ring Compressibility Method. The results can be seen in the graphs below.



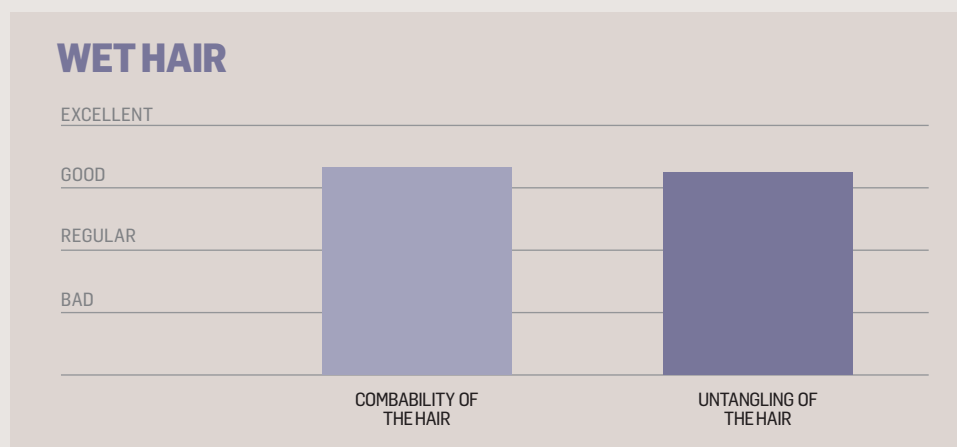
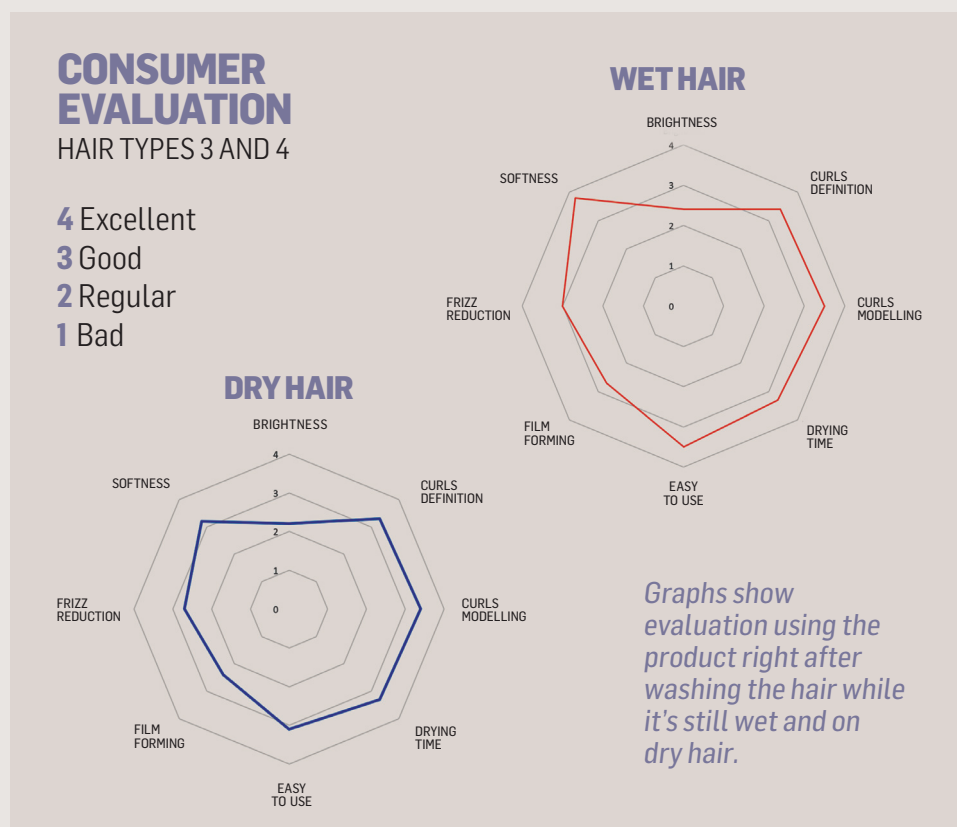
Calculation of Variation in Softness (%) of the study groups in comparison to the CTRL group, where: $S_{CTRL} = S$ values for the CTRL group; $S_{TRT} = S$ values for the treatment group(s)

The formula with QUATTRO improved in 34% the softness of the hair and it's 20% better compared with the placebo.

CONSUMER EVALUATION

Volunteers with types 3 and 4 hair tested a leave-on combing cream formulated with 3% QUATTRO, following precise

instructions. The product was applied at home after washing. The same formula was applied in the dry hair 24 hours after the first treatment. The scores of the consumer evaluation can be seen in the graphs below.



In the test, QUATTRO could retain the curls for more than 8 hours (average score) after washing the hair. The featured properties highlighted by volunteers were

softness of the hair as also proved in the clinical study. Also, the hair was easy to comb and the curls styling and definition which received an outstanding grade.

QUATTRO

SALON TESTS

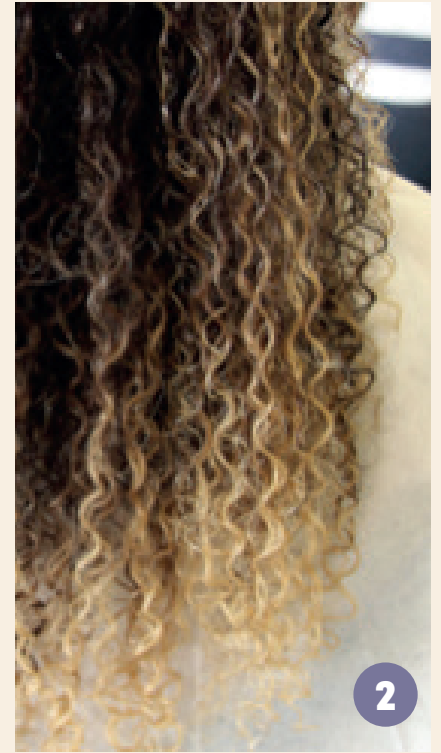
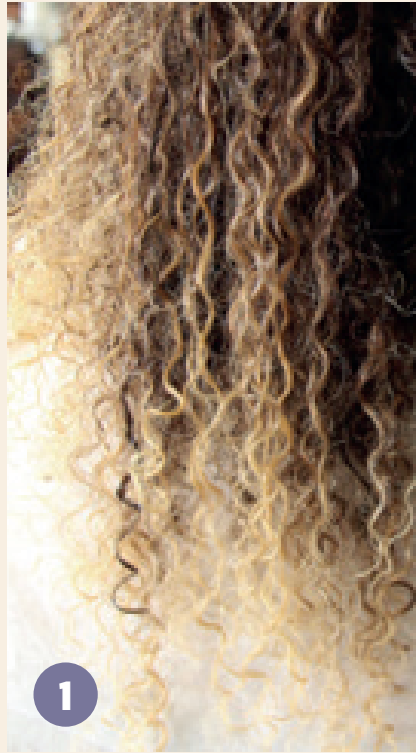
A trained professional in a salon applied a combing cream after washing the volunteer's hair. A placebo cream was applied in the volunteer's half-head and the cream using 5% of QUATTRO in the other half (photos 1 and 2). The summary of professional and subjective evaluations is below.

Styling and Definition of Curls

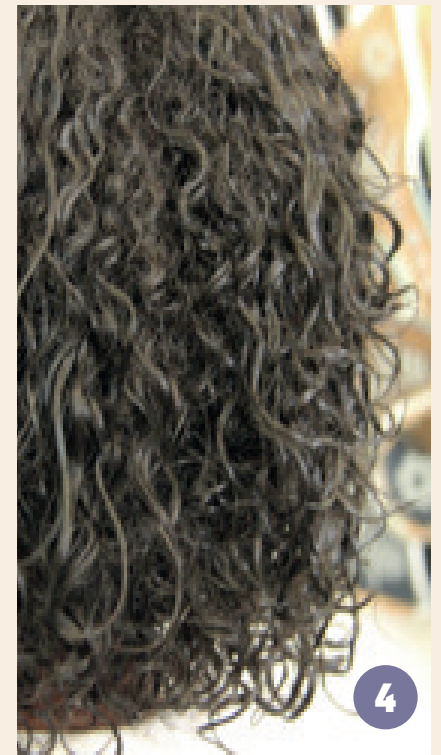
The formation of the curls and frizz reduction are quick. The hairstylist applied the combing cream with QUATTRO using only the hands, without any previous treatment or using any appliance for styling the curls. QUATTRO showed excellent results – even for such challenging hair. For type 4 (coily) hair the best results were achieved by adding FIBER PLUGIN BMS to QUATTRO. This combination provides a boost effect in softness, curl styling and retention.

Transitional hair

Due to its unique structure and specific needs, in dry, porous or chemically damaged type 4 hair it may be necessary to add other active ingredients to give extra moisturization, reconstruction or emollience. Damaged type 4 hair in a transitional point (changing from straightened to curly) had better results with a cream using QUATTRO + FIBER PLUGIN BMS + ORMAGEL XPU*. The results (quite impressive for this challenging hair) are seen in photos 3 and 4.



Volunteer Half-head treated with placebo (1) and treated with QUATTRO (2)



Volunteer Half-head treated with placebo (3) and QUATTRO + FIBER PLUGIN BMS + ORMAGEL XPU (4)

USAGE LEVEL

Suggested usage levels: 3% to 5%.

* ORMAGEL XPU is an active ingredient from Assessa that moisturizes the hair, adding "weight" to the hair. FIBER PLUGIN BMS is another ingredient from ASSESSA that restores the lipid balance of dry, brittle and/or damaged hair.

QUATTRO

QUATTRO

SPECIALLY
DESIGNED FOR
CURLY AND
COILY HAIR



MOISTURIZES
THE HAIR

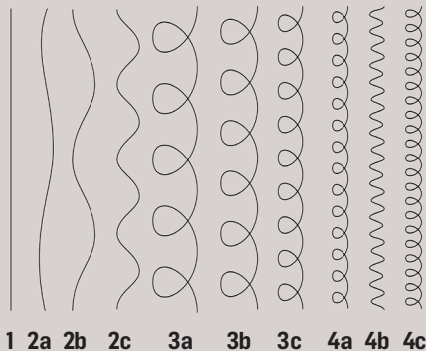
INCI NAME

Salvia Hispanica (Chia)
Seed Extract, Sodium
Behenoyl Lactylate,
Simmondsia Chinensis
(Jojoba) Seed Oil,
Squalane,
phenoxyethanol and
ethylhexylglycerin

HOW IT WORKS

HAIR TYPES

Hair is mainly composed of protein, lipids and a small amount of water, and has different structures, layers, and parts combined in a sophisticated arrangement. Identifying the hair type is fundamental to understand the individual's needs and to take better care of his/her hair. The market has widely adopted the Andre Walker system which classifies hair types in four categories: type 1 (straight hair), type 2 (wavy hair), type 3 (curly hair) and type 4 (coily hair). The sub-classifications – from **a** to **c** – are based upon the diameter of the curl (see picture).



When the hair is curly, capillary friction and pressure between the strands are reduced, significantly impairing the lubrication of the hair. As a result, highly coily/curly hair tends to be brittle and dry. Treating and styling hair depends on the hair type and its exposable. Due to their unique structure, curly and coily hair need specific attention and active ingredients.



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