

SUSTAINABLE BEAUTY

ASSESSA

INNOVATION FOR A GREENER WORLD



INNOVATIVE & SUSTAINABLE SINCE 1976

- The first company to use tropical **seaweeds** in **cosmetic** ingredients.
- The first company to create **cosmetic ingredients** from **sustainably** sourced Brazilian **seaweeds**.
- The first company in Brazil to adopt the principles of **green chemistry** to produce its ingredients.
- The first Brazilian company to **export cosmetic ingredients** obtained from **tropical seaweeds**.

Respecting the **environment** is part of the company's values and taking actions that result in **environmental protection** is also part of the **corporate culture**.

COMMITTED WITH THE UN SUSTAINABLE DEVELOPMENT GOALS

ASSESSA is a member of the Rio de Janeiro industry committee that discusses actions to achieve the United Nations Sustainable Development Goals.



SUSTAINABLE SEaweEDS



SUSTAINABLE SOURCING WITH TRACEABILITY

Seaweeds used in our products are sourced by 3 different communities: Baleia Beach, Apiques and Baia Formosa.

- All areas are fishing communities in remote areas of the Brazilian coast.
- Areas are free from industrial pollution
- 80% of the individuals involved in the activity are women.
- The profit generated by the activity represents an important complement to the family income.

ONGOING PROJECTS

- **Species of interest:** Assessa and the local partner Xeumar are developing projects for the cultivation of algae of interest in the first area granted for

seaweed mariculture in the open sea by the Brazilian Government.

- **Sustainable collection:** Assessa and Xeumar provide training on sustainable algae collection.
- **Solar dryers:** Assessa builds and supplies solar dryers to communities so that their production is no longer dependent on weather conditions, maintaining its capacity to generate income even in the rainy season.
- **Traceability:** Assessa is developing a project that will ensure complete traceability of the process, from collection, processing and drying to delivery of the algae, ensuring complete custody of the final product chain.

WHY SEaweEDS?

- Seaweeds do not compete with crops for food production
- Seaweeds do not consume water or fertilizers
- Seaweeds production do not require pesticides
- Seaweeds have huge biomass production capacity
- Seaweeds are underused and undervalued
- Seaweeds are a source of unique molecules with biological activity.

HAIR & SKINCARE | BIOACTIVES FROM SEaweEDS

PRODUCT	BENEFITS	SKINCARE	HAIRCARE	COSMOS	NATURAL ORIGIN
HYPKIN	Skin regenerating clinical & genetically proven	x		x	99.4%
QUIDITAT NWP	Soothes the skin. Evens the skin tone.	x			99.0%
QUIDITAT NWA	Hydration, soothing action.	x	x		99.0%
ORMAGEL XPU	Shine and hydration		x	x	99.29%
QUIDGEL BRM	Repair and revitalization	x			99.0%
ORMAGEL SH	Hydration and irritation reduction	x		x	99.29%
QUIDITAT SRC	Production of fibroblasts and type I collagen. Hydration for skin and hair.	x	x	x	99.33%

The Natural Origin index may vary depending on the preservative and seaweed used.

UPCYCLING: CREATING VALUABLE INGREDIENTS FROM BIOMASS RESIDUES



FLAXSEED & CHIA

Assessa has developed green processes to extract the valuable molecules from industrial waste generated in the processing of golden flax and chia seeds to create LISSELINI, CURVELINI,

and QUATTRO products. The use of the upcycling strategy not only added value to agro-industrial waste but also contributed to the reduction of waste disposal in the environment.

WHEATGRASS

In the production of wheatgrass juice, only the organically grown shoots from the first crop can be used. The juice from the second crop is very bitter and the material was discarded. Assessa found in the second harvest valuable and highly potent molecules of SPROUTEX and improved the use of the plant, optimizing land use.



HAIR & SKINCARE | BIOACTIVES FROM UPCYCLING SEEDS AND WHEATGRASS

PRODUCT	BENEFITS	SKINCARE	HAIRCARE	COSMOS	NATURAL ORIGIN
CURVELINI	Maintenance of curls for 24 hours		x	x	99.3%
QUATTRO	Type 4 curly hair modeling		x		99.0%
LISSELINI	Thermal protection and anti-frizz		x	x	99.3%
SPROUTEX	Inhibition of collagen degradation and antioxidant action	x		99.0%	

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SUSTAINABLE SOURCING OF A WILD ORCHID

Cyrtopodium cardiochilum is a unique species of tropical orchid native to Brazil, and its overexploitation could threaten the species in the wild. Assessa scientists have studied this fantastic plant for decades, but the product was only launched after the complete domestication of the plant and the expansion of its cultivation, ensuring the sustainability of the

raw material supply. Even today, in order to avoid stress on the plants, the availability of the product is still limited to a few partners equally committed to sustainability and respect for nature.

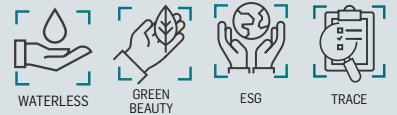
Watch the video on <https://www.youtube.com/watch?v=73zsDu3xXy0>



SUSTAINABLE BEAUTY

CARBOGREEN & LIQUID FRUITS

GREEN TECHNOLOGIES FOR GREENER COMPANIES



CARBOGREEN

CARBOGREEN is a texturizer with coemulsifying properties that presents unique sensory in skin and hair, with fast drying, film formation and excellent spreadability. CARBOGREEN is 100% biodegradable.

- It is made of 100% botanical sources.
- Does NOT need neutralizers.
- Meets CHINA and REACH standards.
- It is simple to use and does NOT require high-shear stirrers.
- Does NOT form lumps in the solution.
- Is NOT a source of hidden pollution.
- Cosmos certified
- Vegan

LIQUID FRUIT (FRULIX)

Liquid Fruits (FRULIX) **does not use water or solvents** in its production. ASSESSA technology **accelerates the natural ripening process** using natural enzymes from the fruit itself.



FRULIX is obtained through an exclusive biotechnological process that mimics the natural ripening of the fruits.



GOALS AND COMMITMENTS

Full traceability of our raw materials until 2025

Carbon Neutral until 2030

Increase the use of energy from renewable sources

Reduction of water consumption for product manufacturing and general use.

HAIR & SKINCARE | BIOACTIVES FOR WATERLESS FORMULAS

PRODUCT	BENEFITS	SKINCARE	HAIRCARE	COSMOS	NATURAL ORIGIN
CARBOGREEN EA	Carbogreen is a texturizer with coemulsifying properties that presents unique sensory in the skin and hair, with fast drying, film formation and excellent spreadability.	x		x	100%
CARBOGREEN EI		x		x	100%
CARBOGREEN EO		x		x	100%
CARBOGREEN QB		x	x	x	100%
LIQUID FRUITS FRULIX(*)	Skin: Firmness, Moisturizing, Nutrition, Protection, Revitalization, Smoothness Hair: Frizz control, Conditioning, Moisturizing, Nutrition, Protection, Shine, Smoothness, Remineralization	x	x	x	98.8%

(*) Pineapple, açai, acerola, mulberry, banana, cocoa, caju, cupuaçu, raspberry, graviola, kiwi, orange, lemon, mango, watermelon, pitanga, blueberry, strawberry, grape. Other fruits are available on request. **The Natural Origin index may vary depending on the preservative and seaweed used.**

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