

# HAIR SHINE

NATURAL AND BOTANICAL INGREDIENTS FOR A SHINIER HAIR



## HAIR SHINE

Shine is one of the most required claims in a hair-care product. Assessa has a diversified portfolio of natural and botanical ingredients that can result in shinier hair, among other benefits to your final product. Besides, they all have different marketing approaches to best fit your project. All of the products are Cosmos certified.

# ASSESSA

INNOVATION FOR A GREENER WORLD



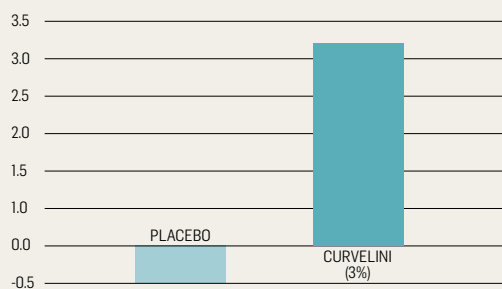
## GOLDEN FLAX UPCYCLING

Assessa has developed green processes to extract valuable molecules from industrial waste generated in the processing of golden flax to create premium actives: CURVELINI and LISSELINI.

### CURVELINI

CURVELINI is based on extracting precious active ingredients from the seeds of golden flax. It improves curls' definition, holds the curls for 24 hours, and increases HAIR SHINE by 36% on a shampoo/conditioner/leave-on formula at 3% after one application. CURVELINI is a natural product, 100% biodegradable.

#### GLOSS VARIATION



Virgin straight caucasian hair tresses were measured for initial gloss using a Micro TRI-Gloss glossmeter (BYK-Gardner). Hair tresses were treated with shampoo, conditioner, and leave-on conditioning formulas. CURVELINI was applied at 3% in all formulas. After the treatment, the tresses were dried and measured. The changes in gloss were calculated as the difference between the initial and final measures for each sample.

#### INCI NAME

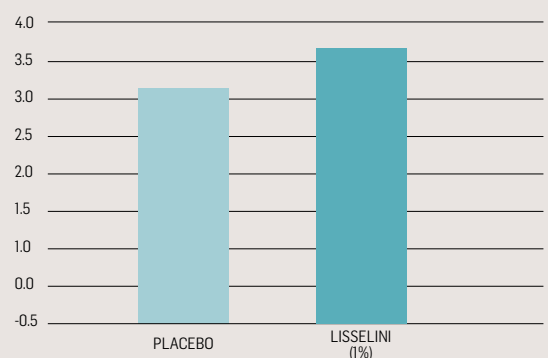
Linum Usitatissimum Seed Extract, Glyceryl Oleate Citrate, Caprylic/Capric Triglyceride, Sodium Benzoate and Potassium Sorbate.



### LISSELINI

The Semi-Interpenetrating Polymeric Network (SIPN), a unique technology developed by ASSESSA, enables the biopolymers of LISSELINI to form a structured system. This system forms a protective network that involves each hair fiber contributing to its alignment with the other fibers. Tests showed that it increases hair gloss by 16%. Other benefits include reducing hair frizz by 40%, increasing combability by 41%, and protecting hair against thermal degradation by 44%.

#### GLOSS VARIATION



Hair tresses were treated with a shampoo, conditioner and leave-on using in all formulas 1% of LISSELINI. The results showed that LISSELINI promotes a 16% increase in hair gloss after a single application when compared to the placebo.

#### INCI NAME

Linum Usitatissimum (Linseed) Seed Extract, Algin, Glyceryl Oleate Citrate, Caprylic/Capric Triglyceride, Sodium Benzoate and Potassium Sorbate.

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## TROPICAL SEaweeds

Our algae are fully traceable, and the collection activity contributes to improving the quality of life of the community involved. The seaweed used in our products comes from fishing communities in north-eastern Brazil, free from industrial pollution. Women are 80% of the individuals in the activity and the profits represent an essential complement to the family's income.

Watch the video at <https://www.youtube.com/watch?v=6Z-dW-ftpxo> to know more about ASSESSA work with seaweeds.

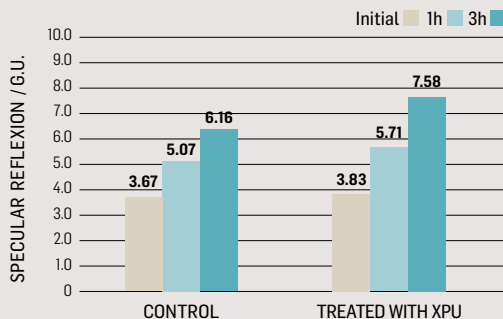
## ORMAGEL XPU

ORMAGEL XPU is a high-performance active ingredient for the treatment of hair using a proprietary technology (MPCS) that modifies the plant cell structure and allows for the extraction of highly active fractions. The careful combination of molecules extracted from different algae results in an ingredient with enhanced cosmetic activity. ORMAGEL XPU is substantive to hair due to the affinity between sulfated polysaccharides present in the algae with keratin amino radicals, forming a protective, moisturizing mesh over the hair fibers. Tests showed an increase in hair shine by 22% using only 0.8% in shampoo + conditioner formulas.

### Other benefits include:

- Hair protection from damage caused by UV-induced oxidation, reducing 38% of cystine degradation compared to placebo with 2% in a shampoo/conditioner formula
- Increased hydration by 18% in chemically damaged hair with 1% on formulas.
- Water retention by 33% with 1% on formulas.

### MEASUREMENT OF GLOSS



The substantive mesh of polysaccharides of ORMAGEL XPU aligns the cuticles of the hair, recovering its gloss and healthy/natural look.

### INCI NAME

Hypnea Musciformis Extract, Gelidiella Acerosa Extract, Sargassum Filipendula Extract, Sorbitol, Sodium Benzoate and Potassium Sorbate.

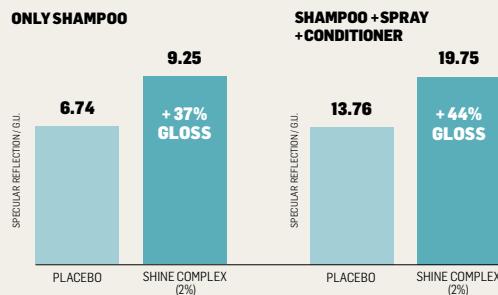
## FRULIX SHINE COMPLEX

FRULIX SHINE COMPLEX is obtained through an exclusive solvent-free biotechnology process that mimics the natural ripening of PINEAPPLE, BANANA, and COCOA.

### APPLICATIONS

Banana, cocoa, and pineapple are nutritious fruits, rich in mucilages, fruit acids, tannins, and essential mineral salts. FRULIX COMPLEXO BRILHO (SHINE COMPLEX) possesses astringent and nourishing properties and is recommended for use in hair-care products to give hair a fantastic increase in shine.

### INCREASE IN SHINE



Tresses of double-bleached Caucasian hair were submitted to treatments to evaluate the gloss variation using Glossmeter (BYK Gardner®). In the treatment using only shampoo with FRULIX COMPLEXO BRILHO (FRULIX SHINE COMPLEX) 2%, there was a 37% increase in gloss compared to the tresses treated with placebo shampoo. In the treatment using shampoo + conditioner + spray with Frulix Complexo Brilho (Frulix Shine Complex) 2%, there was a 44% increase in gloss compared to the tresses treated with placebo shampoo + conditioner + spray.

### INCI NAME

Musa Sapientum Fruit Extract, Theobroma Cacao (Cocoa) Extract, Ananas Sativus (Pineapple) Fruit Extract, Sodium Benzoate and Potassium Sorbate.



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