

# HAIRCARE

REPAIR, TREATMENT, PREVENTION AND STYLING

# ASSESSA

INNOVATION FOR A GREENER WORLD



## HAIRCARE LINE

No two hairs are identical, just as no two people are exactly alike. The diversity of hair types and the end of unified aesthetic standards have led to the demand for specific products that meet this huge

segmentation and are effective in meeting the expectations and needs of each hair type and lifestyle. ASSESSA has ingredients for repair, treatment, prevention, and styling in its portfolio.



### REPAIR



#### FILCORTEX VEG

RESTRUCTURES  
THE HAIR FIBER

Rebuilds the hair cortex acting in the replacement of amino acids of KAP-HGT proteins.

- Repairs brittle and damaged hair.
- Increases hair diameter by 23%.
- Increases tensile strength by 54% on double-bleached hair.
- Four times more effective in preventing the formation of split ends in hair than a placebo formula.
- Is a thermal protector.



#### PLUGINGS

PREVENTION OF  
SPLIT ENDS

A biomimetic association of lipids that simulates the composition of the oil produced by the sebaceous glands. It is a balance of 100% natural extracts, monoesters, triglycerides, and squalane.

- Restores the lipid balance of dry, fragile, and/or damaged hair.
- Softens hair and increases shine.
- 2.4 times better at preventing split ends than a placebo.



#### ACQUASALINA

REPLENISH MINERALS  
IN DAMAGED HAIR

A hypertonic saline solution inspired by the mother liquor composition discarded during salt production. It contains the fundamental elements of concentrated seawater.

- Restores electrolyte balance of the scalp, activating its metabolism.
- Rich in potassium, magnesium, and zinc.
- Acts as a powerful remineralizator for hair.

## TREATMENT



### ORMAGEL XPU

PROTECTS HAIR FROM PHOTOCHEMICAL DAMAGE

The extraction of active fractions from seaweed results in an ingredient with intense cosmetic activity.

- Protects hair from damage caused by UV induced oxidation reducing 38% of cystine degradation
- Increases shine by 22% and moisture by 18% in chemically damaged hair.



### ALGAVITE

PROTECTION AND BALANCE FOR THE SCALP

Bioactive with immunomodulatory activity that stimulates scalp balance and its vital functions, confirmed by in vitro and clinical trials. It's rich in biopolymers, polyphenols, and oligoelements extracted from algae.

- Reduces scalp oil by 15.4% after 30 days.
- Reduces erythema by 9.4% after 30 days.
- Improves hydration by 7.1% after 30 days



### QUIDITAT SRC

RESTORES MINERAL BALANCE OF THE HAIR

It is a wholly green coconut water-based bioactive ingredient, vectorized with sulfated polysaccharides, obtained from marine algae. It is a powerful moisturizing and remineralizing agent that strengthens and treats damaged hair.

- The production chain of coconut water is 100% controlled.
- Communities are trained to collect seaweed sustainably.



### FLORLIK ROSE

INCREASES HAIR GLOSS, ANTIOXIDANT

An active ingredient produced from fresh rose petals with an innovative process that transforms them into a liquid containing all the bioactive components of the flower. It helps to treat hair from the scalp to the tip, leaving it healthy and beautiful.

- Improves hair gloss by 23%
- Improves hair softness by 24% .



### QUIDITAT NWA +

CUTICLE ALIGNMENT AND HYDRATION

Network of marine algae and Aloe barbadensis.

- Powerful moisturizer.
- Aligns cuticles.
- Communities are trained to collect seaweed sustainably.

### ACTIMULSIGA20

NATURAL CO-EMULSIFIER

Natural bioactive derived from Acacia Senegal.

- Reduces synthetic emulsifiers in the formula.
- Aligns cuticles.
- Softens and adds shine.



### NUTLIX COCO

HYDRATES HAIR FIBERS

It's a perfectly balanced combination between a selected fraction of eco-friendly coconut water and extra virgin organic coconut oil creating a unique product that may powerfully moisturize skin and hair.

- Retains 19 % more water in the hair fiber than Virgin Coconut Oil.
- We ensure full traceability of the water and coconut oil production chains.



TEXTURES

## CARBOGREEN PLATFORM

**CARBOGREEN** is a texturizer that presents extraordinary sensory in the hair. It has fast drying, film formation, and excellent spreadability.

### CARBOGREEN EO

More combability, detangling and softness before and after rinse. 100% of the volunteers preferred the half-head treated with the mask using Carbogreen EO compared to PEG 90M. Carbogreen EO gives more shine to the formulation and has a superior creaminess than PEG 90M.

### CARBOGREEN QB

Decreases the hair drying time by 13.5%, protecting the strands from thermal damage. It allows the reduction of silicones in the formula, and its sensory in hair is far superior to fatty alcohols.







**ORMADRY CLC**  
PROTECTS & PREVENTS  
AGAINST IRRITATION

Obtained from a selection of seaweed, extracted and dried, resulting in a pure, stable ingredient with high cosmetic activity for the formulation of powder or paste products. Compatible with:

- Bleaching powders.
- Straighteners.
- Hair coloring: it forms a moisturizing film that protects the scalp against discomfort and redness and loss of hair gloss.

**PREVENTION**



**COLORHOLD**  
PREVENTS HAIR  
COLOR FROM FADING

The exclusive **Double Blocking System**, works on two different levels of the hair fiber to maintain the color into the hair matrix: it traps the colorants inside the cortex and repositions the cuticles, sealing the colorants within the fiber.

- Designed for permanent dye or postdye products
- In tests with similar products, it showed the best results in color retention after 9 washing cycles.



**FIBER DTOX**  
CAPTURE AND REMOVE  
TOXINS & HEAVY METALS

It combines natural molecules from four plants with capacity to capture and remove heavy metals and pollutants.

- Captures and removes toxins and heavy metals.
- In pre-bleach treatment, hair showed a 15% increase in strength and a 9% improvement in elasticity.
- Makes bleached blonde hair lighter.
- Prevents adsorption and reduces adsorbed copper in the hair.



**SEAPLEX**  
PREVENTS THE DAMAGE  
CAUSED BY BLEACHING

It combines the power of seaweed with amino acids and peptides. It is suitable for all hair types.

- Anti-damage action: 48% less deformation than a leading product on the market at the same applied tension.
- Anti-porosity action: hair becoming healthier.
- Anti-breakage action: an increase of 67% in strand resistance compared to the placebo treatment.
- Prevention of split ends: reduced the formation of split ends by 51% compared to the control.
- Anti-frizz action: reduction of 72% in frizz for up to 72 hours when compared to the control.

**STYLING**



**LISSELINE**  
ANTI-FRIZZ AND  
THERMAL PROTECTOR

Combination of soluble fibers from flaxseed with bioadhesive properties, proteins and biopolymers.

- Reduces frizz by 40% and increases gloss by 16%.
- Increases by 44% the resistance of keratin to thermal degradation.
- Increases of 55% in the alignment index.
- Improves combability by 41%.



**CURVELINI**  
KEEPS CURLS  
FOR 24 HOURS

Plant milk obtained from the seeds of the golden flax. Rich in polysaccharides, it helps to shape natural loose and soft curls.

- Increases hair gloss after one application.
- High concentrations of fatty acids.
- Conditioning and emollient properties.
- Nutrient and repairing properties.



**QUATTRO**  
KEEPS CURLS FOR HAIR  
TYPES 3 AND 4

Combination of chia seeds, liquid waxes, monoesters of fatty acids, and other essential lipids. Provides lubrication and conditioning for hair strands.

- Maintains the curls' styling and definition
- Regenerates, softens, and moisturizes.
- Preserves oiliness
- Improves combability and controls frizz.



# HAIRCARE PRODUCTS & BENEFITS

	ACQUASALINA	ALGAVITE	ACTIMUSI GA20	COLORHOLD	CURVELINI	FIBER DTOX	FILCORTEX VEG	FLORLIK ROSE	LISSELINI	NUTLIX COCO	ORMADRY CLC	ORMAGEL XPU	CARBOGREEN	PLUGIN GS	QUATTRO	QUIDITAT NWA +	QUIDITAT SRC	SEAPLEX	
Anti damage action																			●
Anti-breakage action																			●
Anti porosity action																			●
Sensorial Agent													●						
Alignment of hair cuticles			●	●					●			●					●		
Anti frizz					●				●						●				●
Increase in hair mass							●												
Gloss			●		●			●	●		●	●			●	●			
Detoxification						●													
Smooth effect									●										
Hydration					●					●	●	●			●	●	●		
Scalp hydration		●																	
Curl maintenance					●										●				
Softness			●	●	●					●					●				
Nourishment						●													
Combability			●											●	●	●			
Prevention of color fading				●								●							
Prevention of split ends							●												●
Protection (chemical agents)											●	●							
Protection (photochem oxidation)												●							
Thermal protection							●		●										
Scalp erythema		●																	
Scalp oil control		●																	
Reinforcement of hair strands						●												●	
Removal of heavy metals						●													
Remineralization	●																	●	
Repair	●				●	●	●	●	●	●				●	●				
Hair mass replacement							●												
Replacement of cortex proteins							●												
Lipid restoration														●					
Styling					●				●					●	●				
Texturing (formula)													●						

