

COMPLEXO  
BRILHO  
SHINE COMPLEX

FRULIX

LIQUID FRUITS • EXCLUSIVE TECHNOLOGY



FRULIX  
COMPLEXO  
BRILHO  
(SHINE COMPLEX)

Obtained through an exclusive biotechnological process that mimics the natural ripening of **PINEAPPLE**, **BANANA** and **COCOA**. Using the fruits native enzymes, Assessa transforms the pulps into a crystalline liquid with all active components in concentrations equivalent to those found in natural fruit.

# ASSESSA

INNOVATION FOR A GREENER WORLD



## THE FRUITS



### PINEAPPLE

Original from tropical and subtropical America (south-central region of Brazil, northeastern Argentina and Paraguay), pineapples were already cultivated by indigenous people in extensive regions of the New World before their discovery by Europeans. Colombo discovered the pineapple in Guadalupe, Antilles, promoting its spread throughout the world. Rich in bromelain (a proteolytic enzyme) it has appreciable levels of vitamin C, in addition to thiamine, folic acid, vitamin B6 and mineral salts such as potassium, magnesium, calcium and manganese. The pineapple has an astringent property that contributes to give more shine to the hair.

### COCOA

Cocoa originates from the hydrographic basin of the Amazon River and has been spreaded to the tropical regions of Central and North America. In Brazil, it was cultivated primarily in the Amazon region. Along the Amazon River, it extended to the State of Pará and reached Bahia, where it was better adapted to the soil and the marine environment. The cocoa pulp is rich in mucilages, antioxidant tannins, fruit acids and mineral salts. Its antioxidant properties protect against the aging of the strands, responsible for weak, brittle and dull hair. Cocoa possess vitamins A, B1, B2, potassium, phosphorus and magnesium, which act mainly on the health of the scalp making the hair stronger and brighter.



### BANANA

Banana cultivation started in Southeast Asia. Archaeological evidence suggests that this activity dates back to at least 5000 BC or even 8000 BC in New Guinea. In the 15th and 16th centuries Portuguese colonizers began systematic planting in the Atlantic islands, Brazil and the West African coast. The banana has astringent properties and is a fruit rich in fiber, vitamin C and B vitamins, in addition to minerals such as magnesium, copper, manganese, calcium, iron. It has high potassium content that strengthens the hair, helps to minimize breakage, restores natural elasticity and repairs damaged hair, leaving it shiny.



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## APPLICATIONS

Banana, cocoa and pineapple are nutritive fruits, rich in mucilages, fruit acids, tannins and essential mineral salts. FRULIX COMPLEXO BRILHO (SHINE COMPLEX) possesses astringent, moisturizing, nutritive and remineralizing properties and is recommended for use in hair-care products in formulas for dull and hair damaged by chemical (straightening, relaxing, dying) and physical (drying, curling) treatments, providing protection, nutrition and moisturizing to weakened hair.

## USAGE LEVELS

FRULIX COMPLEXO BRILHO (SHINE COMPLEX) is compatible with the majority of ingredients used in cosmetic formulations for the treatment of hair and may be incorporated cold, directly into the aqueous phase of formulas, in accordance with the suggestions of usage levels found in the table below. It is stable at temperatures up to 90 °C, in pH conditions from 4.00 to 11.00.

PRODUCT	(%)
Shampoo	0.2 to 2.0
Conditioner	0.2 to 2.0
Nutritive mask	0.3 to 2.0
Mask for shiny hair	0.3 to 2.0
Leave-on	0.3 to 2.0

FRULIX SHINE  
COMPLEX  
IS PRODUCED  
WITHOUT  
THE ADDITION  
OF SOLVENTS.

### INCI NAME

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

## INCREASE IN GLOSS

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 (Shine Complex) 2% there was a 37% increase in Gloss, compared to the tresses treated with Placebo Shampoo.

### GLOSS INCREASE ONLY SHAMPOO



In the treatment using Shampoo + Conditioner + Spray with FRULIX COMPLEXO BRILHO 2% there was a 44% increase in Gloss, compared to the tresses treated with Placebo Shampoo + Conditioner + Spray.

### GLOSS INCREASE SHAMPOO + CONDITIONER + SPRAY



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