

Phytantriol

The time-tested hair secret to repair,
enhance and protect, from root to tip



The product

The market

Claim substantiation

Formulation concepts

Build on latest trends

DSM PHYTANTRIOL

DSM, the pioneer

- Phytantriol was first synthesized by Roche in 1963 based on a vitamin heritage
- Since the late 70's found in beauty products for a variety of uses

DSM, leader with highest quality standards

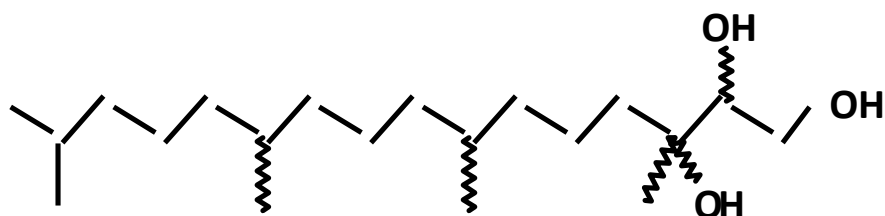
- High purity synthesized from isophytol
- Manufactured in Germany



**BEST PRODUCT *with*
BROAD CLAIM SUPPORT!**



DSM PHYTANTRIOL

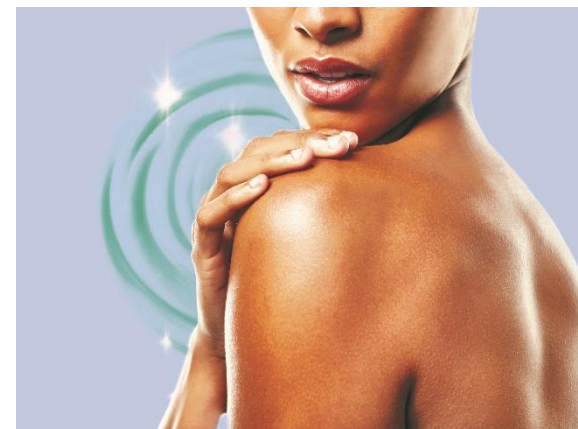


INCI Phytantriol
CAS 74563-64-7
EINECS 277-932-2
Empirical Formula $C_{20}H_{42}O_3$

EXCLUSIVE

- Colorless to light yellow, viscous liquid
- Excellent formulation compatibility and stability
- Recommended use levels between 0.1-1%
- China approved

Key benefits on hair
Moisturization - Strengthening - Heat/Spliss/Color Protection



The Market - Constantly Growing



REVLON/USA

NEW Lash Potion™

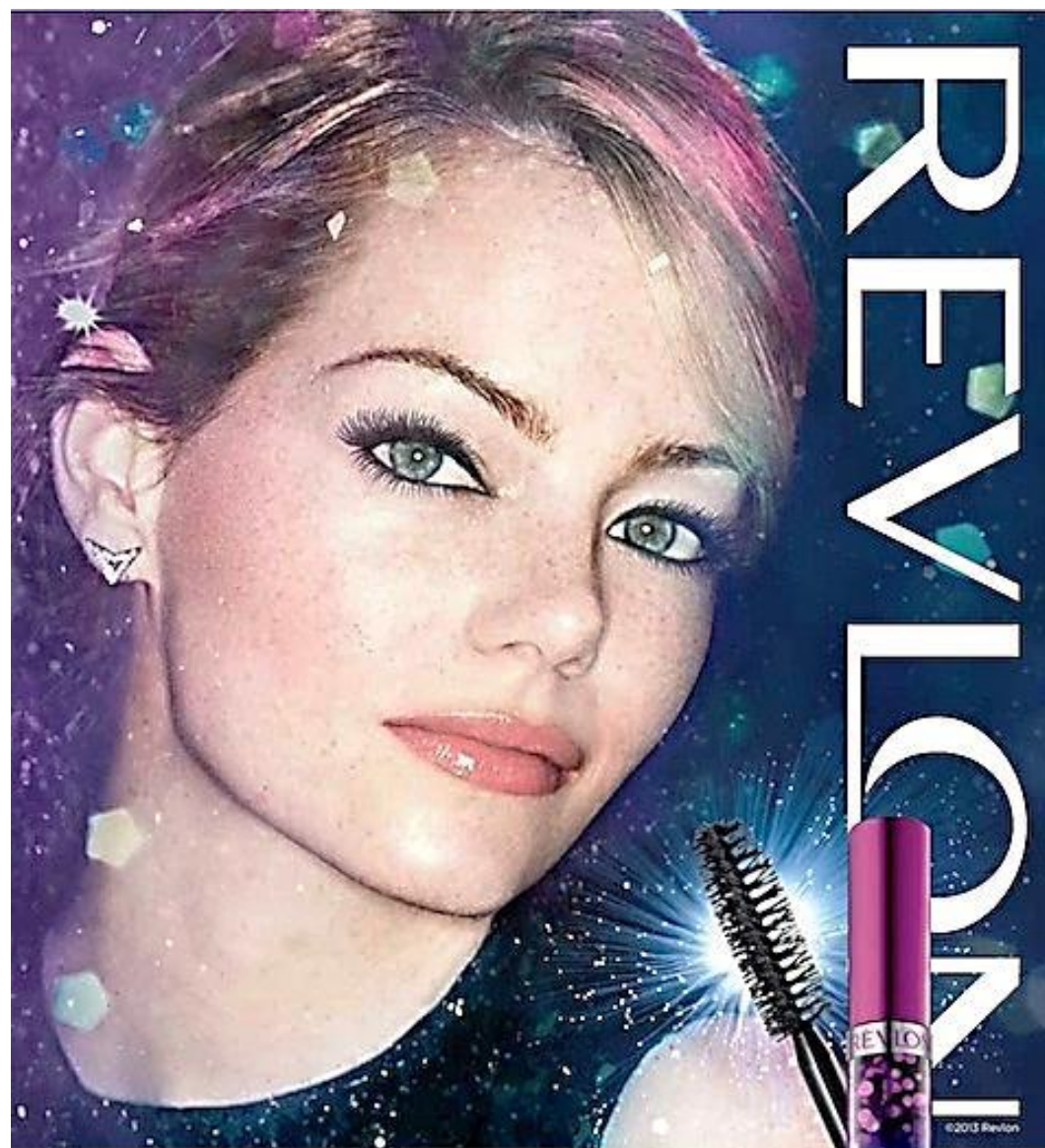
with Phytantriol

- Spellbinding Volume
- Supernatural Length

Magically transform lashes to lush, long and lustrous

By Charlene from New Jersey
About Me Trendy Style

This is my favorite mascara I have ever used. I have really short, thin and straight eyelashes, but after curling them and applying the waterproof formula of this mascara, my eyelashes transform into long, voluminous lashes that stay curled all day!



NEW REVLON LASH POTION™ MASCARA

SPELLBINDING VOLUME, SUPERNATURAL LENGTH.

Magically transform lashes to lush, long and lustrous. A potion with strengthening proteins drenches lashes for volume. Triple-groove wand combs through for clump-free length.

Emma Stone is wearing new Revlon Lash Potion™ Mascara in "Blackest Black".





ESTÉE LAUDER/Japan

NEW Advanced Time Zone

Look younger
in just 5 days.

New. Advanced Time Zone »



with Phytantriol

Look younger in just 5 days

by the revolutionary signaling complex.

Keisha Ramsay. Beauty Blogger

“Even though I have been using it for only two weeks, I have noticed some difference in the area around my eyes....the area is brighter and has a well nourished appearance. My fine lines have softened, which has instantly given me a boost of confidence as I am so paranoid about developing deeper lines.”



Deixe seus cabelos soltos por aí!

cuide-se bem

Shampoo Volume control shampoo
Volume controlado
Cabelo solto e brilhante
Sem sal - Anticiuma

Condicionador Volume controlado
Volume controlado
Cabelo solto e brilhante
Anticiuma

Boticario/Brazil

NEW Take Care Well

with Phytantriol

Main targeted benefits are ...

- Perfect curl humidifying milk
- Tips protection serum
- Thermal protection spray



Hello! I'm 26, living in Sao Paulo and I love to write about beauty and fashion. I believe that the right look can change your day. ☺

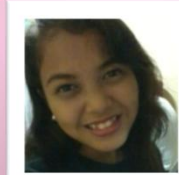
Claudinha, one out of nine famous super-blogger in Brazil taking the challenge to write about the new line from Boticario.



Amway/Philippines *NEW* Satinique line

with Phytantriol

'Fortifying treatment to repair and deep condition before styling; works deep within the hair, while strengthening and protecting each hair strand and prevents split ends.'



Everybody knows how Amway produce quality and effective products. And today, Amway is now giving us their new line, The New Satinique: products for a world of hair needs.

Jero Anne Mae Payang working for blogspot.com



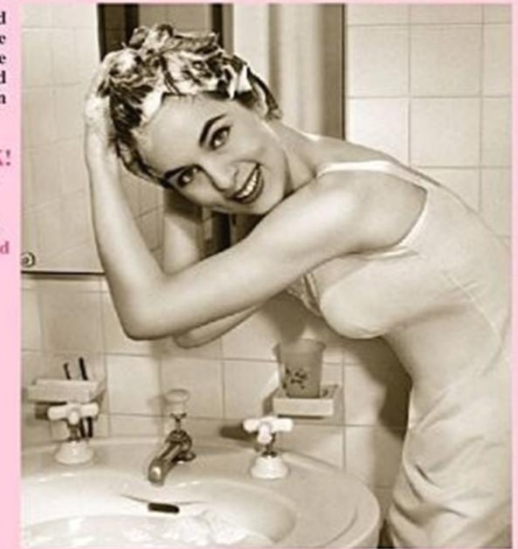
HAVING A BAD HAIR DAY?

Introducing... **GLAD HAIR DAY**

After seventy-three attempts (and the near collapse of our favourite chemist) Switz and Tracy have bottled up the finest shampoo and conditioner formulas - perhaps - on the planet.

NOW ON SHELF IN THE UK!
(and coming soon to everybody else)

Because at Soap & Glory, we believe a little fresh hair can do you the world of good™.



SOAP & GLORY/USA

NEW GLAD HAIR DAY

with Phytantriol

to smooth, repair and strengthen hair

jo jo from bristol said on 30/12/2012

loved it got some for christmas best thing for my hair ever cant buy more anywhere though

vrix from London said on 18/10/2012

Please bring this back it is perfect for my hair and I can't find it anywhere!

GET FABULOUS, FRIZZ-FREE HAIR



with Phytantriol



John Frieda/EU
Get Fabulous

- ❖ Helps hair bounce back from the stresses of blow-drying, styling and daily wear and tear
- ❖ Delivers a vital dose of balancing moisture to quench dehydrated hair as it helps mend surface damage



•hi, I'm Katie•

“Heat really doesn't do your hair any favors, especially when your hair is thin and overall pretty weak like mine. I did notice a difference with the softness in my hair and I really enjoyed using this product. It felt really luxurious in my hair and made my hair feel really light and weightless.”

Phytantriol Claim Substantiation



Phytantriol Claim Summary



Deposition

Boosts effects of Panthenol, Ethyl-Panthenol and keratin amino acids



Moisturization

Excellent water retention by Phytantriol alone and in synergy with Panthenol



Strengthening

Greatly strengthens damaged hair when delivered in shampoos and conditioners



Color Protection

Visible prevention of wash-out from various color shades



Split-end Protection

Excellent prevention of split ends after just one application



Heat Protection

Good protection against heat damage (shampoos and conditioners)

Phytantriol Application Concepts



Proposing a new concept based on a latest beauty trend

Beauty Trend

Departure to Tradition

- Lifestyle and beauty trend for 2014 and beyond
- Based on TrendUnion and linked to current mega/socio-cultural trends, such as “pragmatism” and “authenticity”

Renaissance of traditional values as answer to superficiality; Combine simplicity and rural roughness at highest quality



Departure to Tradition

Hair beauty attitude

- **Looks and shapes**
 - Easy but controlled styles
 - Healthy and strong hair
 - Pureness and simplicity and (very well-groomed) beards
- **Insights and benefits**
 - Care: Shiny, healthy, well-nourished hair
 - Styling: To be in control; very fashionable styles in a quiet way



Departure to Tradition

Proposed Concept for Phytantriol

Insight

- Woman want to look gorgeous but find that their problematic hair makes it hard to create the perfect look and to achieve a long-lasting protection.

Benefit

- Moisturized feel with hair looking thick and strengthened
- Healthy hair tips without split ends
- Perfect hair quality

RTB

- Traditional, cosmetic-familiar ingredient
- Following highest quality standards

Wording Talk about...

- Responsibility, quality, help to self-help, richness, polysensorial (feel, touch, smell)



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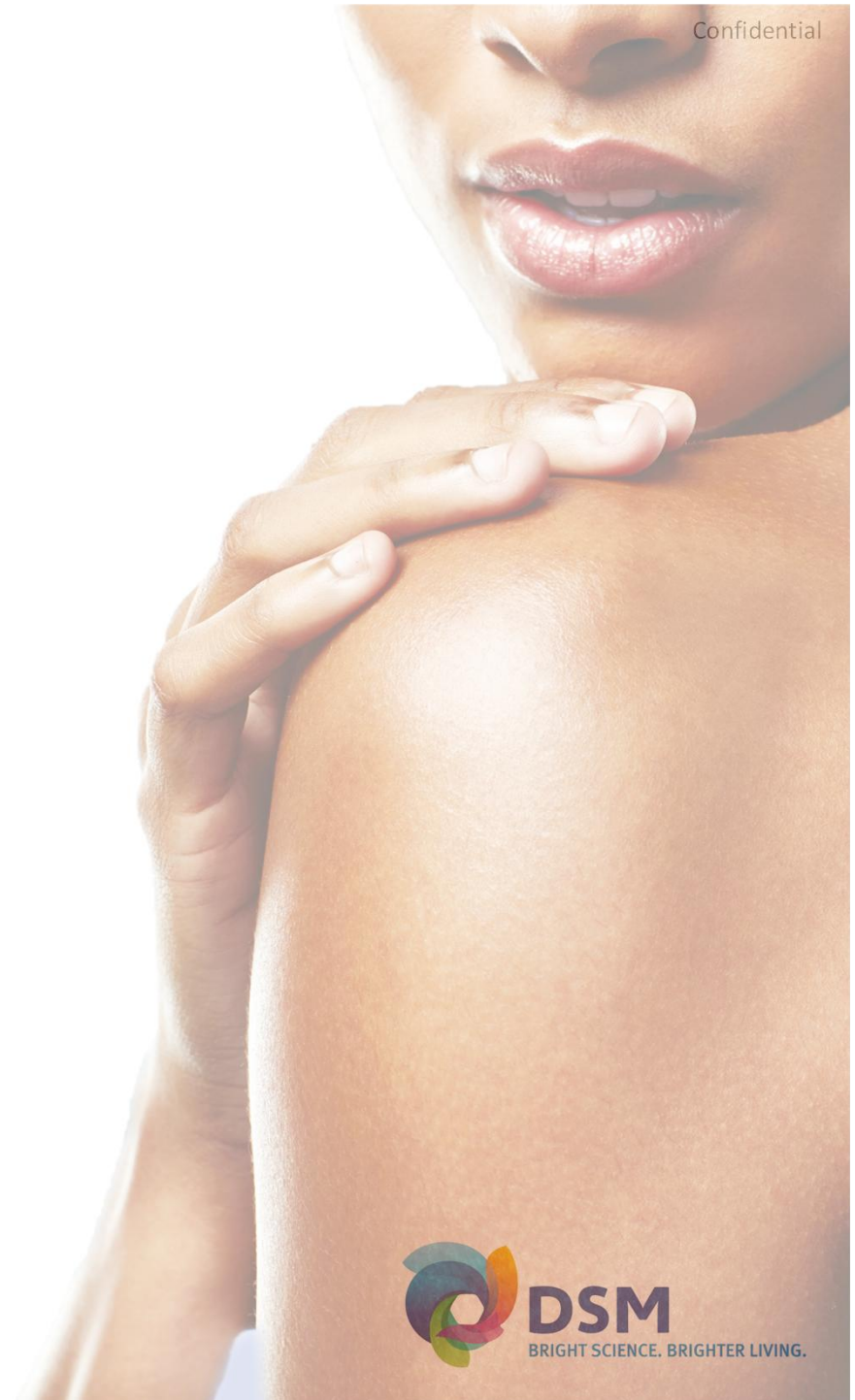
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BRIGHT SCIENCE. BRIGHTER LIVING.™

Deposition

- In shampoo
- On normal & damaged hair
- Single and repeated application
- Of (Ethyl-) Panthenol, Keratin amino acids



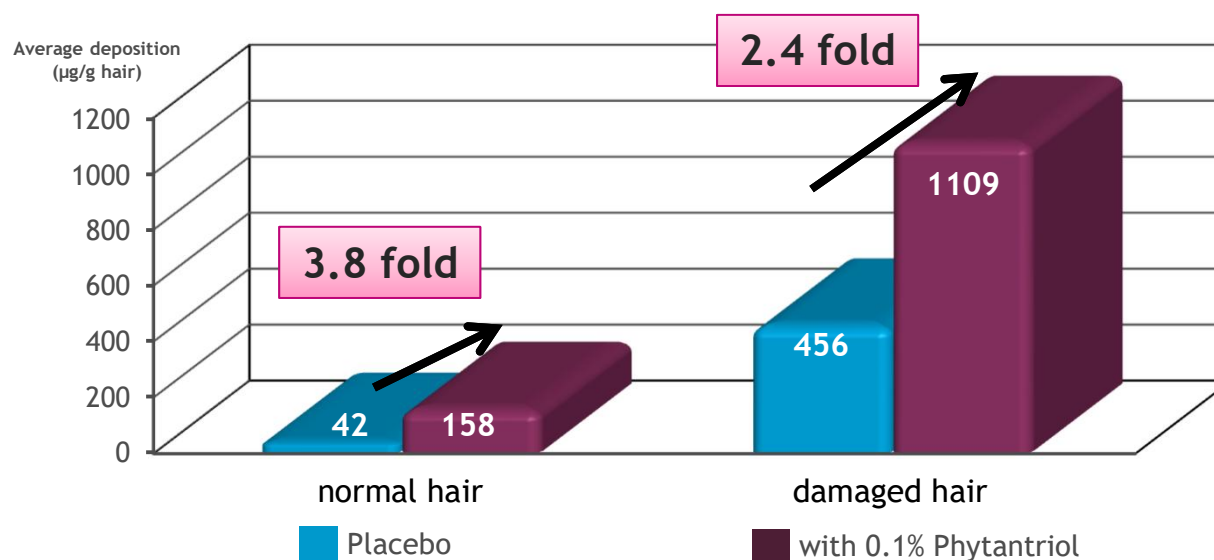


Phytantriol benefits

Deposition - Moisturizing - Strengthening - Protection

Deposition of Panthenol on hair

Hair swatches soaked for 10 minutes in a 50% shampoo solution with 0.5% Panthenol. Rinsed 3 times with water (50°C) and air dried.



Phytantriol strongly increases the deposition of Panthenol on both normal and damaged hair

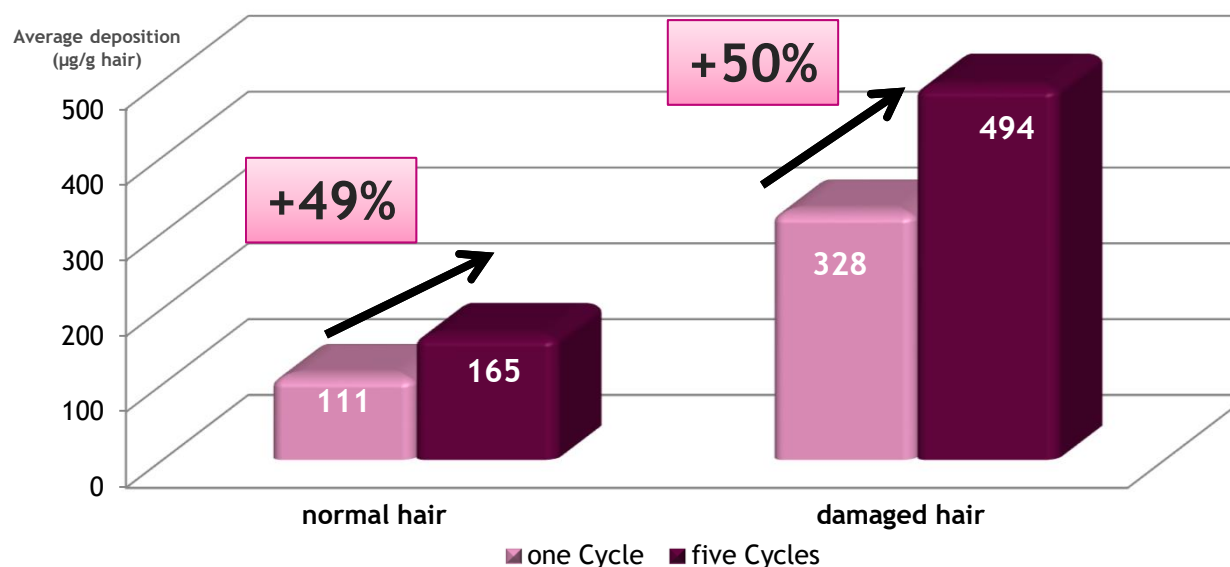


Phytantriol benefits

Deposition - Moisturizing - Strengthening - Protection

Deposition of Panthenol after cumulative application with Phytantriol

Hair swatches soaked in a 25% shampoo solution containing 0.5% DL-Panthenol, 0.1% Phytantriol for 2 minutes (one cycle) or 5 times 2 minutes (5 cycles). Rinsed twice with water (50°C) and air dried.



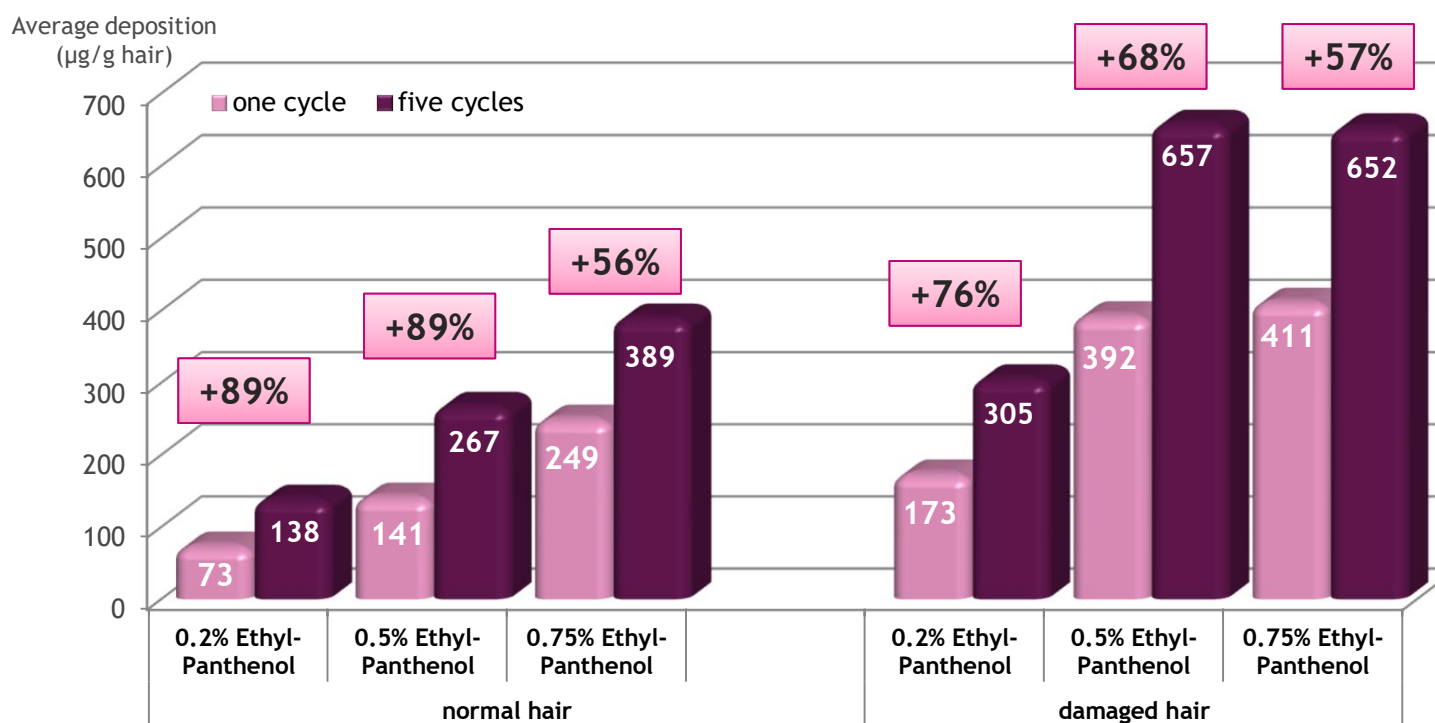
Cumulative application with Phytantriol strongly increases the deposition of Panthenol on both normal and damaged hair



Phytantriol benefits

Deposition - Moisturizing - Strengthening - Protection

Deposition of Ethyl-Panthenol after cumulative application with Phytantriol



Cumulative application with Phytantriol strongly increases the deposition of Ethyl-Panthenol on both normal and damaged hair

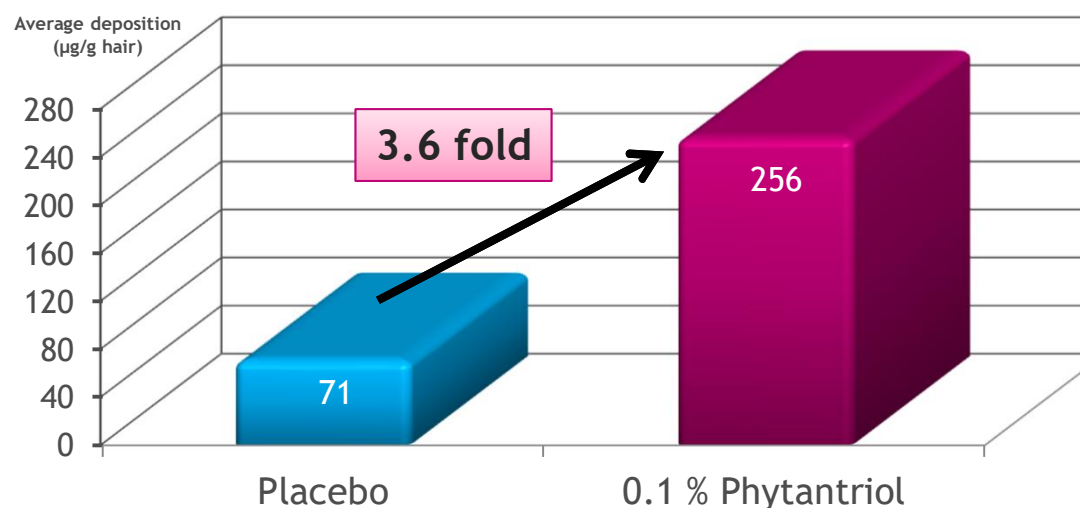


Phytantriol benefits

Deposition - Moisturizing - Strengthening - Protection

Effect of Phytantriol on hair deposition of amino acids from a shampoo

Virgin hair swatches soaked for 10 minutes in a 50% shampoo solution with 0.5% labeled keratin amino acids. Rinsed 3 times with warm water (50°C) and air dried. Hair was dissolved, analyzed with a scintillation counter and amounts calculated.

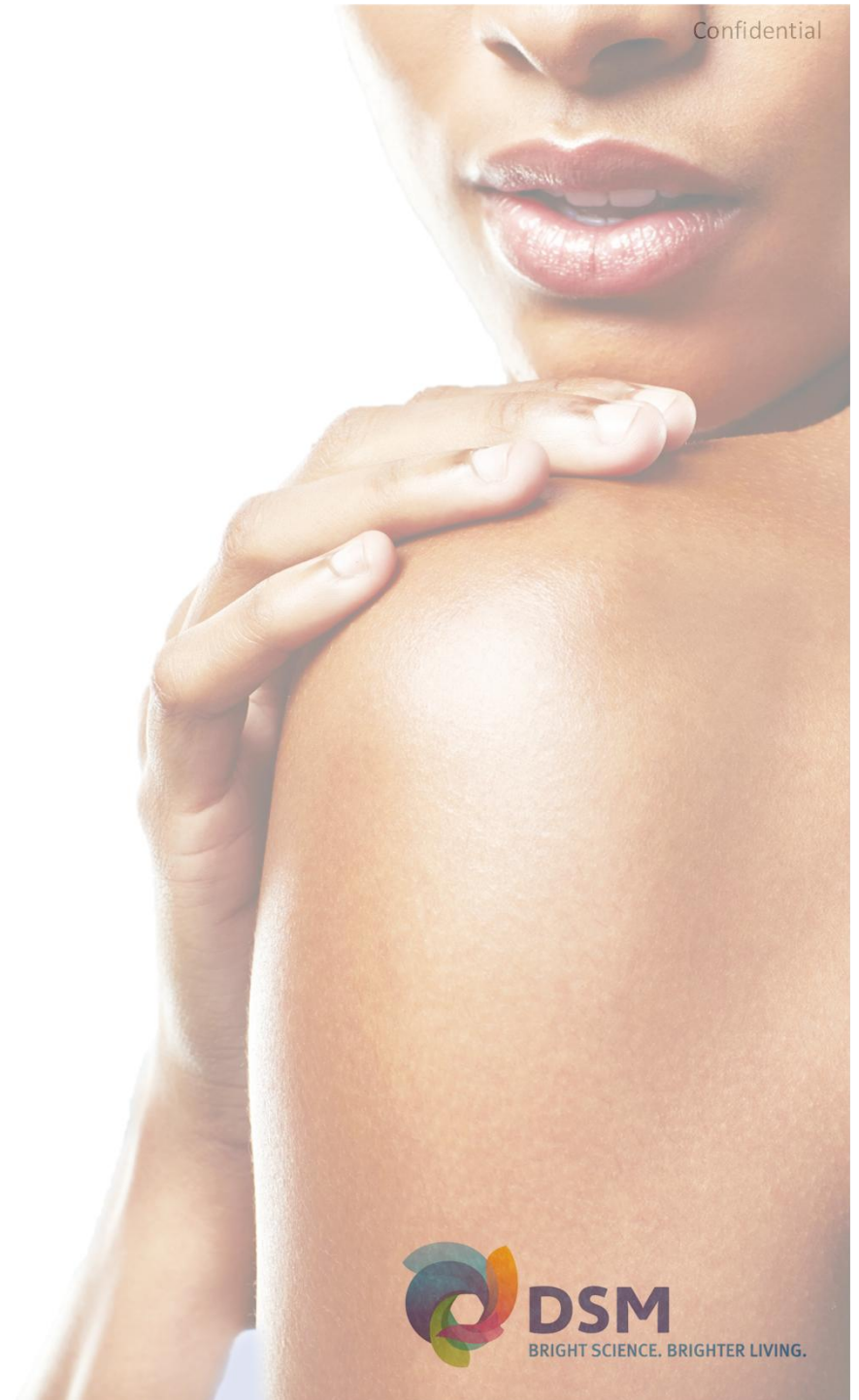


Phytantriol strongly increases the deposition and substantivity of keratin amino acids into the hair shaft.



Moisturization

- In shampoo
- On normal hair
- Single application
- Phytantriol and in synergy with Panthenol



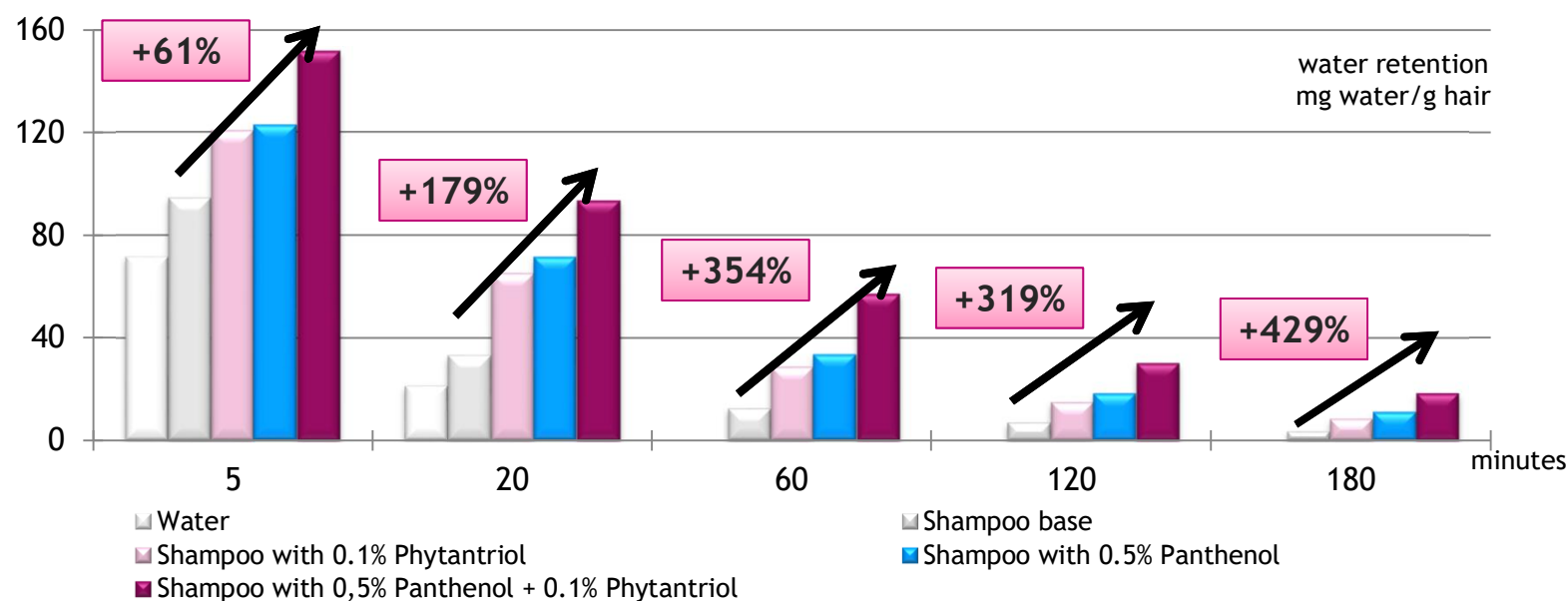


Phytantriol benefits

Deposition - **Moisturizing** - Strengthening - Protection

Effect of Phytantriol on retaining the water content in hair

Dilution of shampoo with water at 1:10. Hair soaked in solution, rinsed twice with water and blotted with tissue paper. Analysis of water loss gravimetrically.

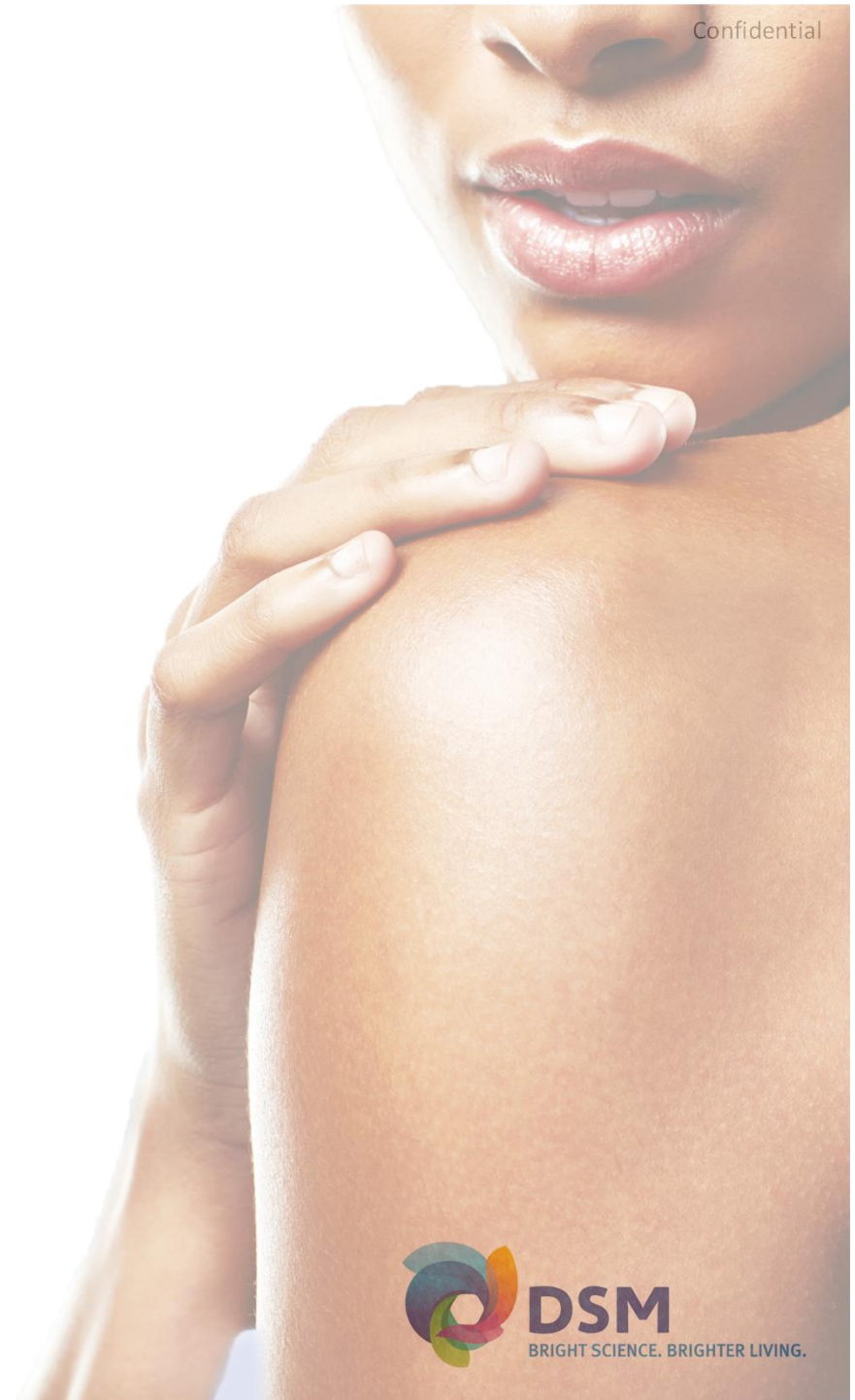


Synergy effect between 0.1% Phytantriol and 0.5% Panthenol significantly improves water content in hair



Strengthening

- In shampoo and conditioner
- On normal & damaged hair
- Single application
- Synergy with Panthenol





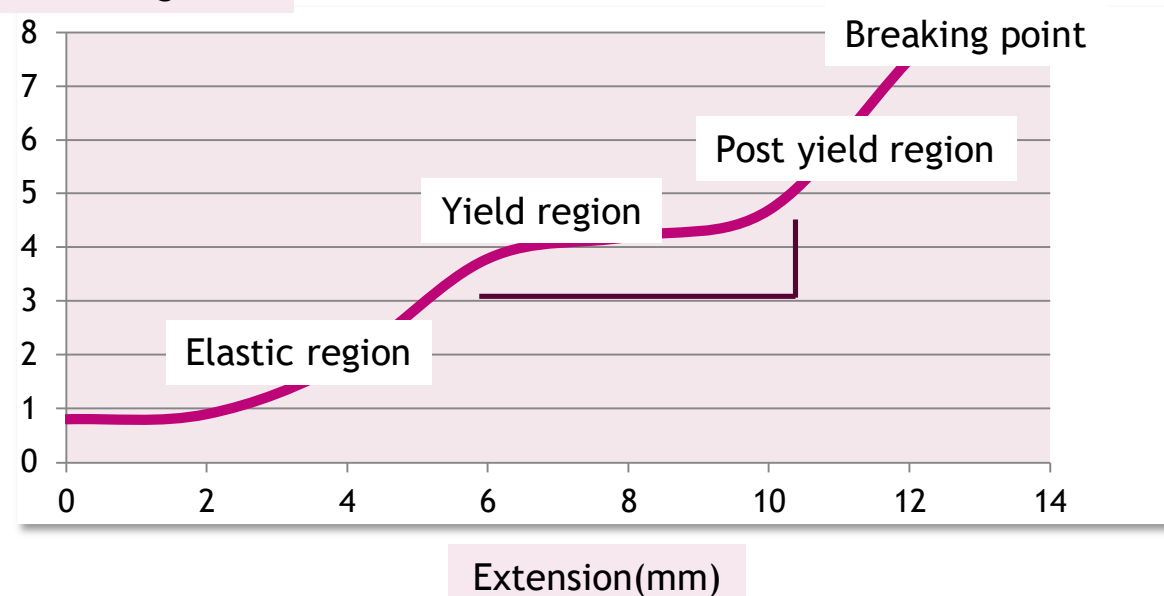
Phytantriol benefits

Deposition - Moisturizing - **Strengthening** - Protection

The three phases of hair extensions

Individual hair strands (20x) are extended with 20gm load setting and a crosshead speed of 100mm/min

Stretching force



- **1st phase: elastic region** as reversible extension
- **2nd phase: yield region** as irreversible transformation and finally lead to broken covalent bonds
- **3rd phase: breaking point** at complete fiber breakage



Yield slope was measured for hair damage



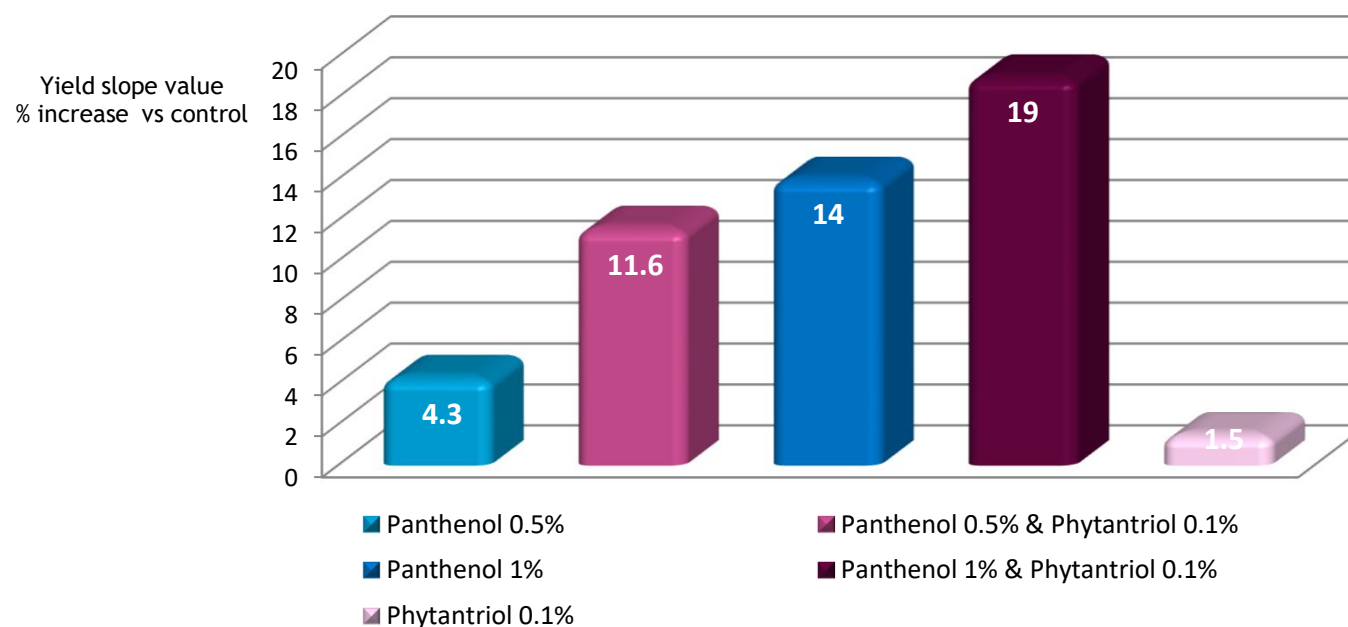
Confidential

Phytantriol benefits

Deposition - Moisturizing - **Strengthening** - Protection

Normal hair strengthening

Hair swatches soaked in a 25% shampoo solution for 2 minutes, rinsed twice with water (50°C) and air dried.



Phytantriol synergistically strengthens normal hair together with Panthenol

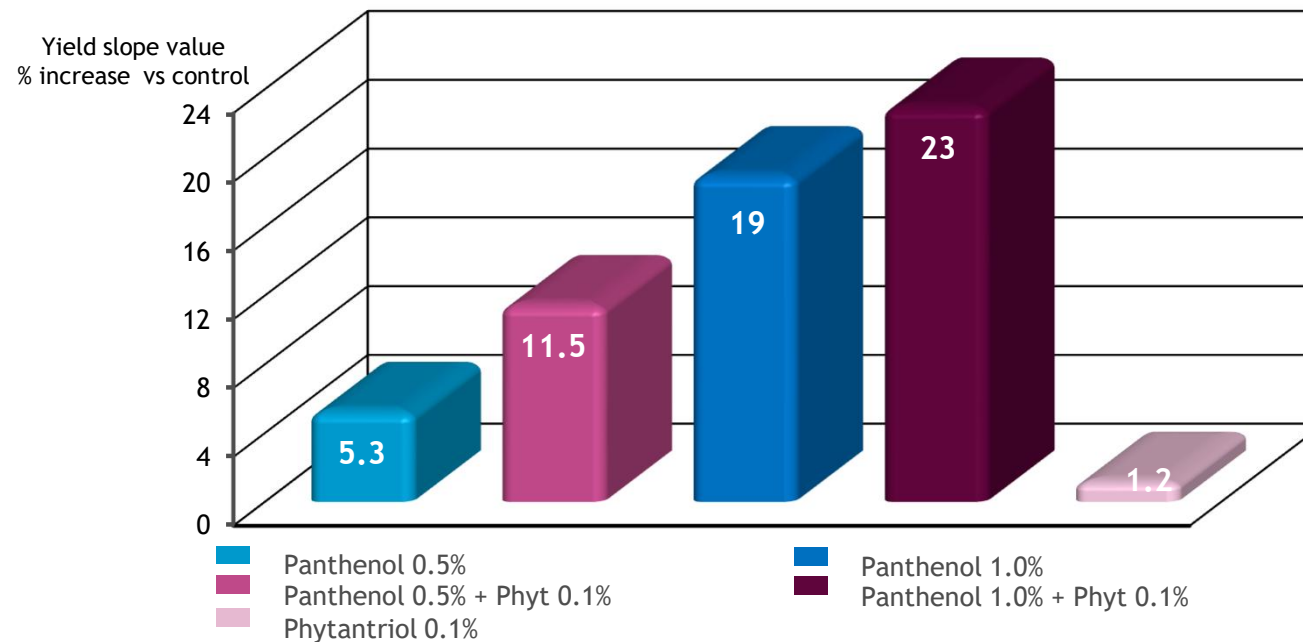


Phytantriol benefits

Deposition - Moisturizing - **Strengthening** - Protection

Damaged hair strengthening

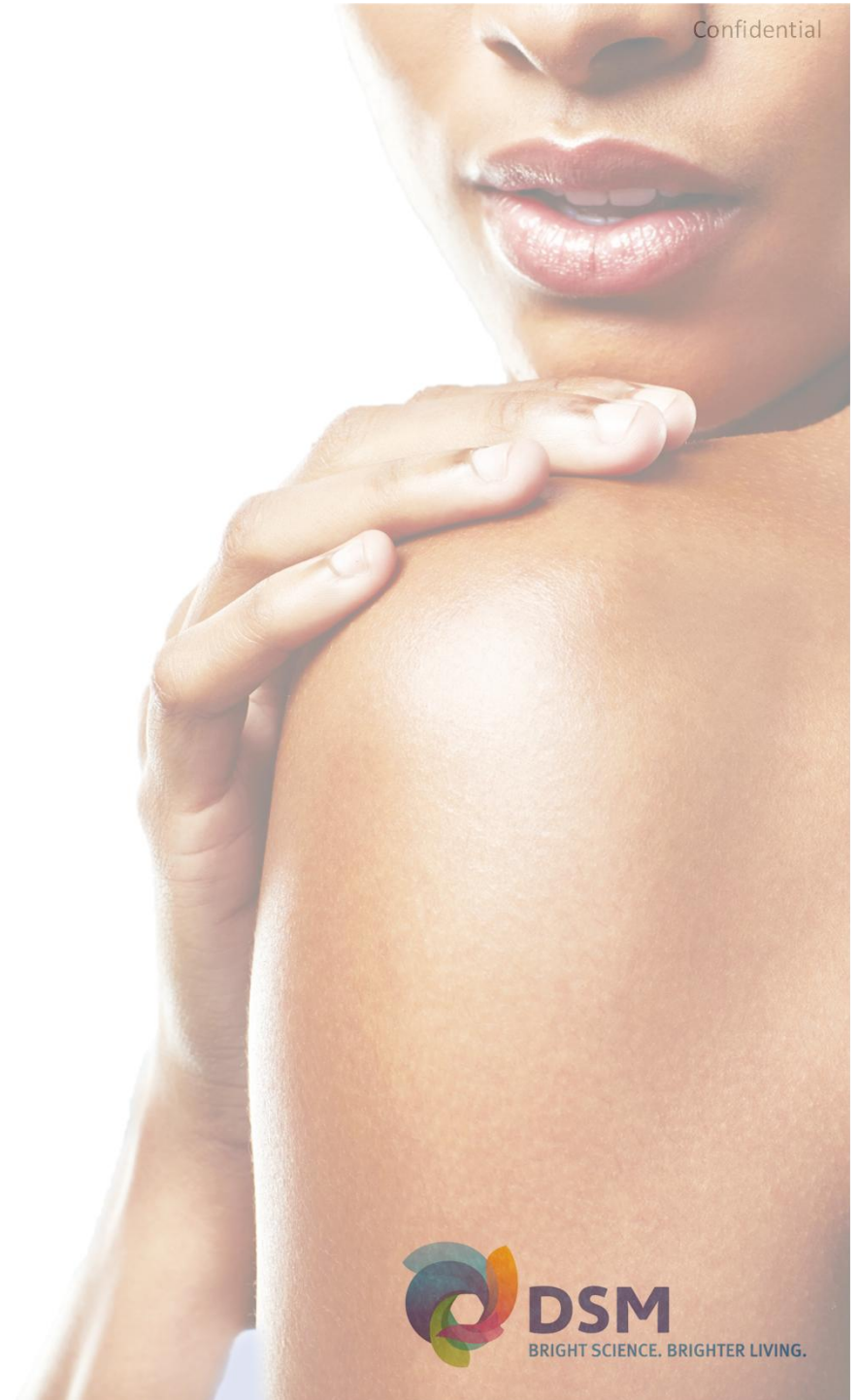
Hair swatches soaked in a 25% shampoo solution for 2 minutes, rinsed twice with water (50°C) and air dried.



Phytantriol synergistically strengthens damaged hair together with Panthenol

Color Protection

- In coloration
- On normal hair
- Single application
- Phytantriol



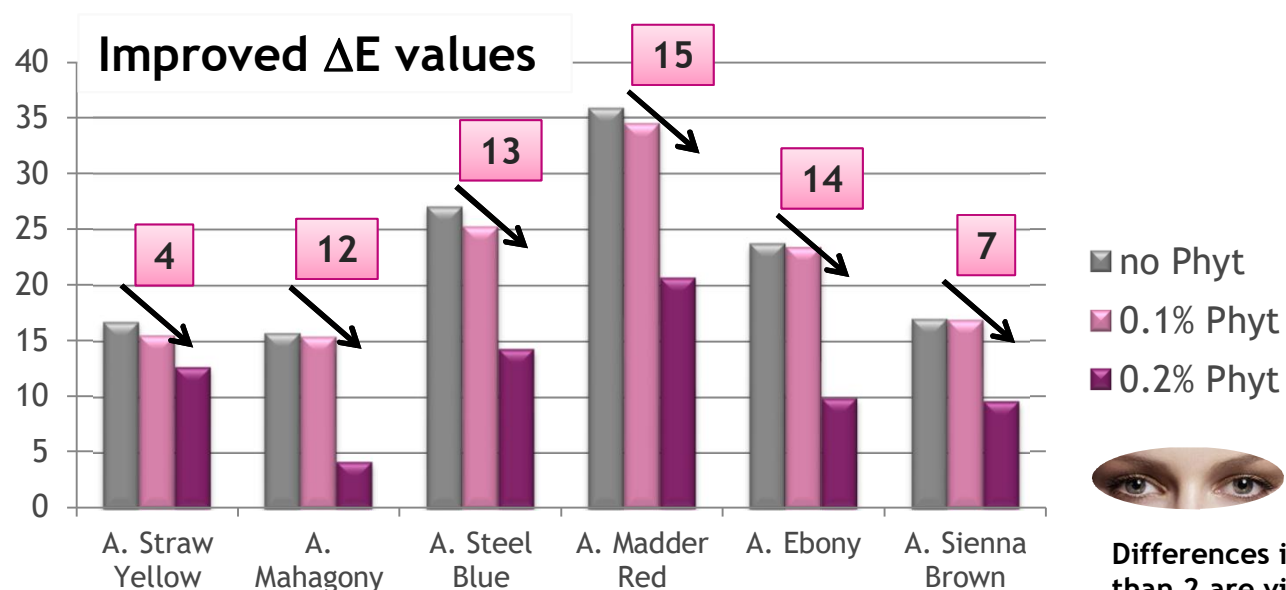


Phytantriol benefits

Deposition - Moisturizing - Strengthening - **Protection**

Prevention of Color wash-out

Hair swatches (10cm) were treated (10min) with different coloring compositions containing up to 0.2% Phytantriol. Washed with water (50°C) and air dried. This cycle was repeated 10 times. Final assessment of L*a*b according to CIELAB and calculation of ΔE values.



Phytantriol in colorations visibly prevents color wash-out

Split-end Protection

- Leave-on spray
- On damaged hair
- Single application
- Phytantriol

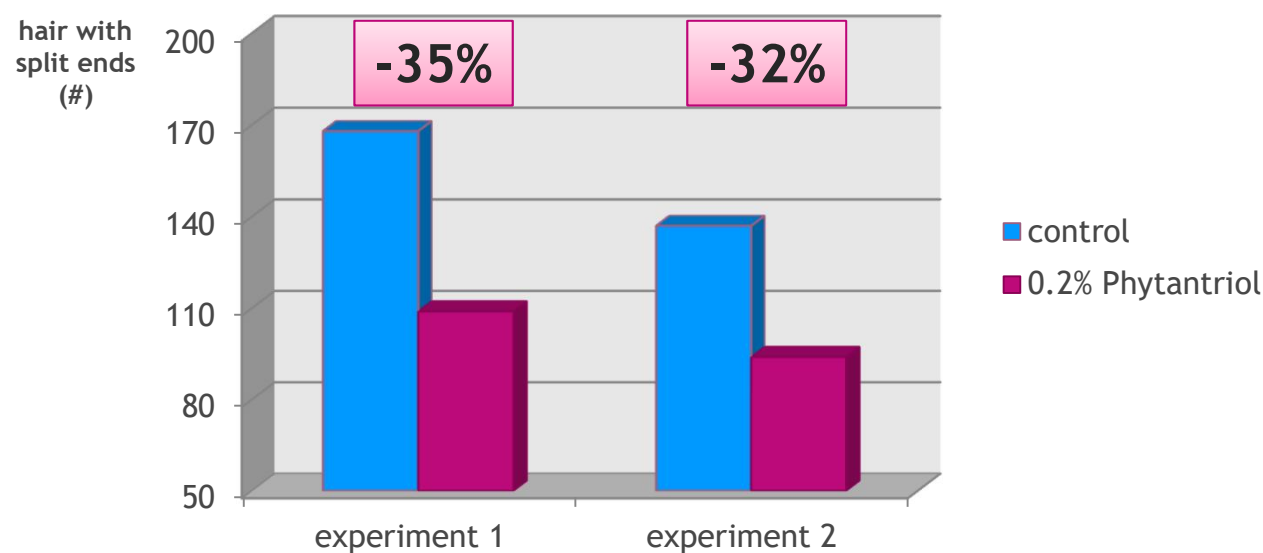


Phytantriol benefits

Deposition - Moisturizing - Strengthening - **Protection**

Prevention of mechanical hair damage as split ends

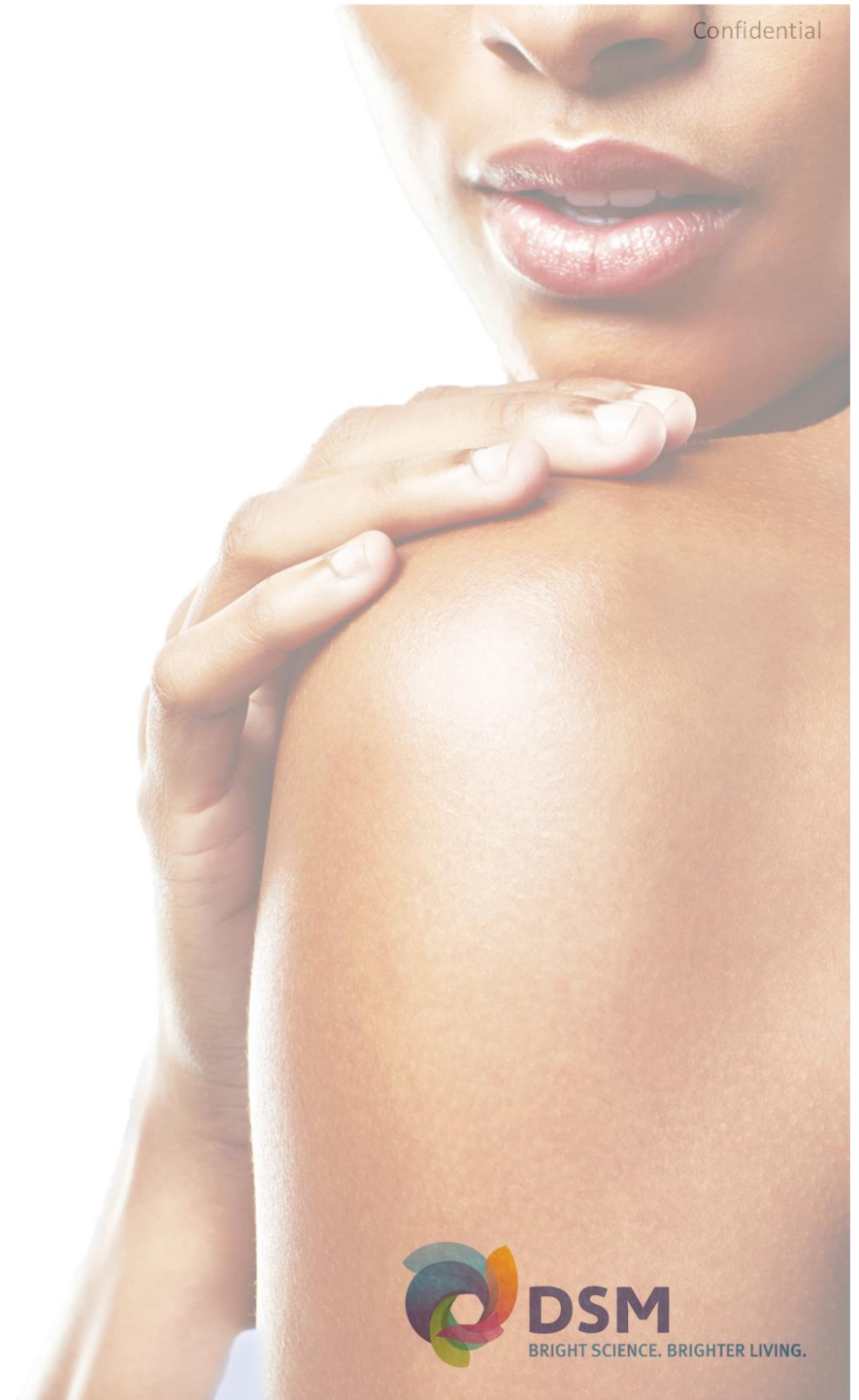
Hair swatches with approx. 500 virgin hairs treated with a spray pump. Dried with a blow dryer and further treated within a combing machine for 105 seconds at 800 rpm. Final assessment by counting 200 hairs under the microscope.



Phytantriol strongly prevents formation of split ends

Heat Protection

- In shampoo and conditioner
- On normal & damaged hair
- Single and repeated application
- Phytantriol





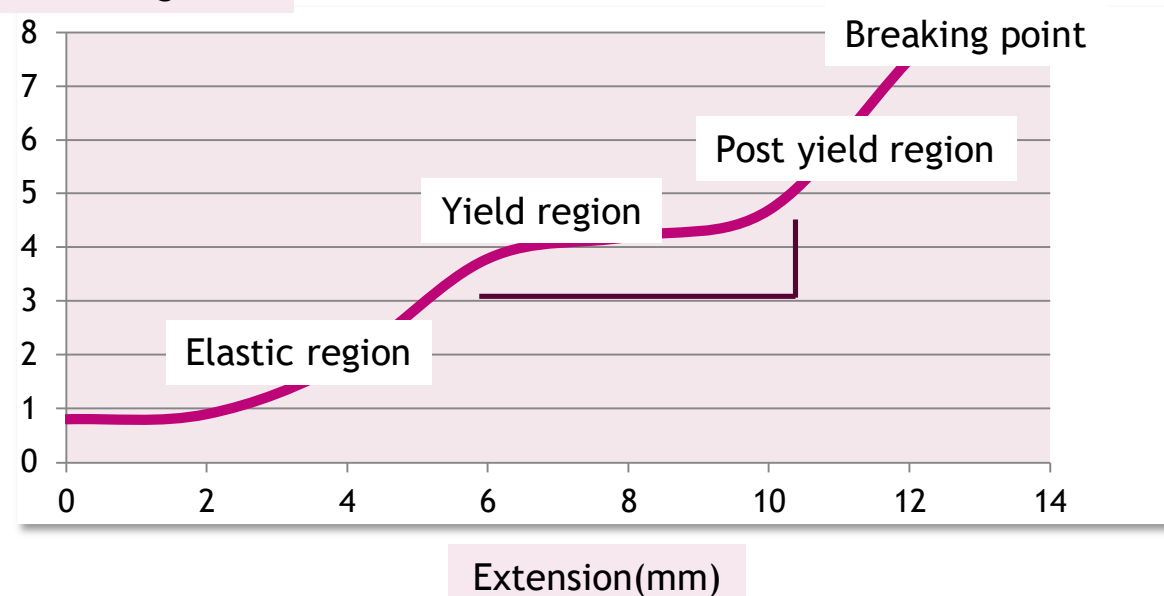
Phytantriol benefits

Deposition - Moisturizing - Strengthening - **Protection**

The three phases of hair extensions

Individual hair strands (20x) are extended with 20gm load setting and a crosshead speed of 100mm/min

Stretching force



- **1st phase: elastic region** as reversible extension
- **2nd phase: yield region** as irreversible transformation and finally lead to broken covalent bonds
- **3rd phase: breaking point** at complete fiber breakage



Yield slope was measured for hair damage

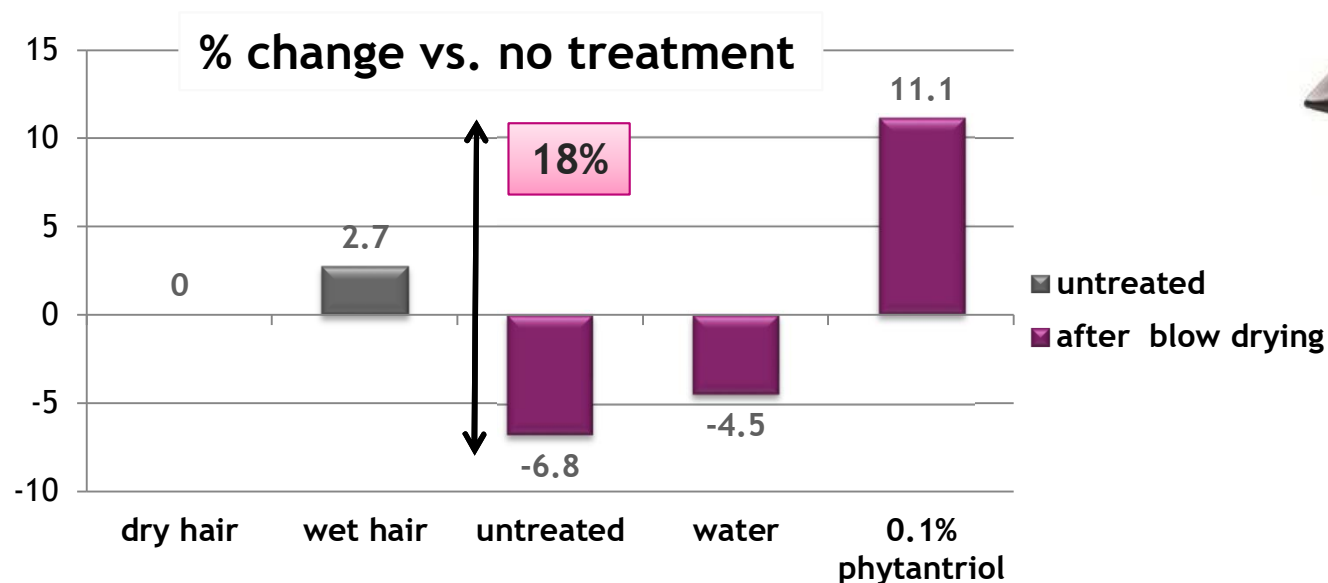


Phytantriol benefits

Deposition - Moisturizing - Strengthening - **Protection**

Heat protection with leave-on product containing Phytantriol

Virgin brown hair swatches (5/group) were pre-treated and hot blow dried for 2min. Assessment of tensile strength (yield slope) with a force of 20gm load setting at a speed of 100mm/min.



Phytantriol strongly protects hair damage by blow drying

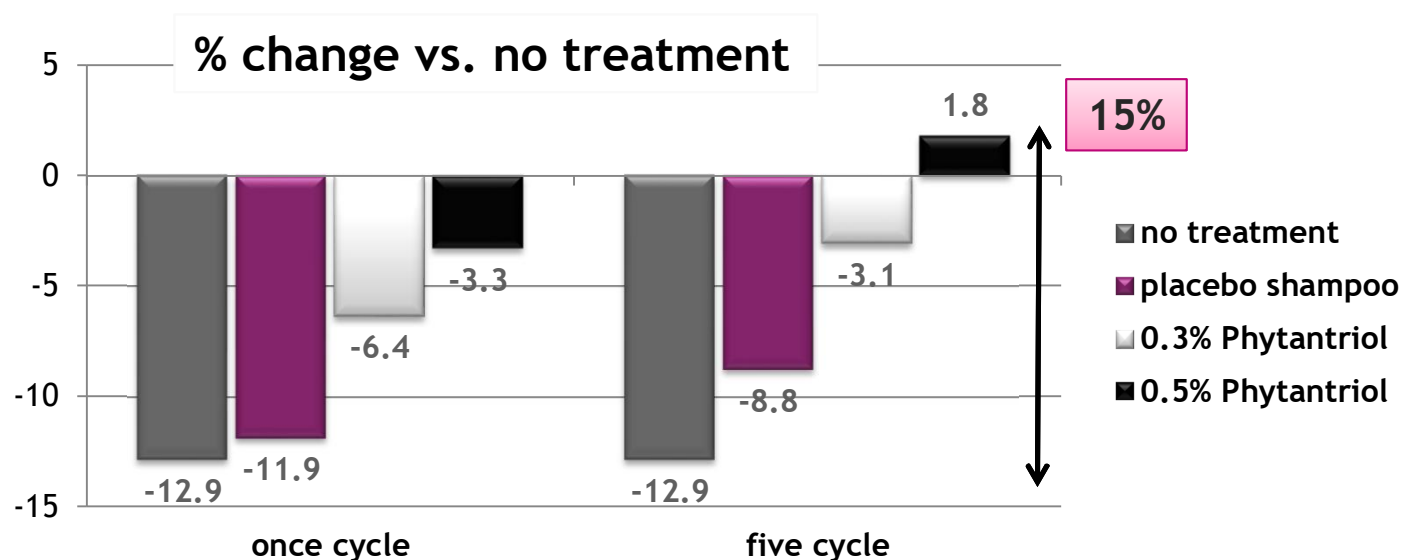


Phytantriol benefits

Deposition - Moisturizing - Strengthening - **Protection**

Shampoos containing Phytantriol for heat protection

Virgin brown hair swatches (5/group) were pre-treated and hot blow dried for 2min. Assessment of tensile strength (yield slope) with a force of 20gm load setting at a speed of 100mm/min.



Heat protection by Phytantriol containing shampoo on virgin hair

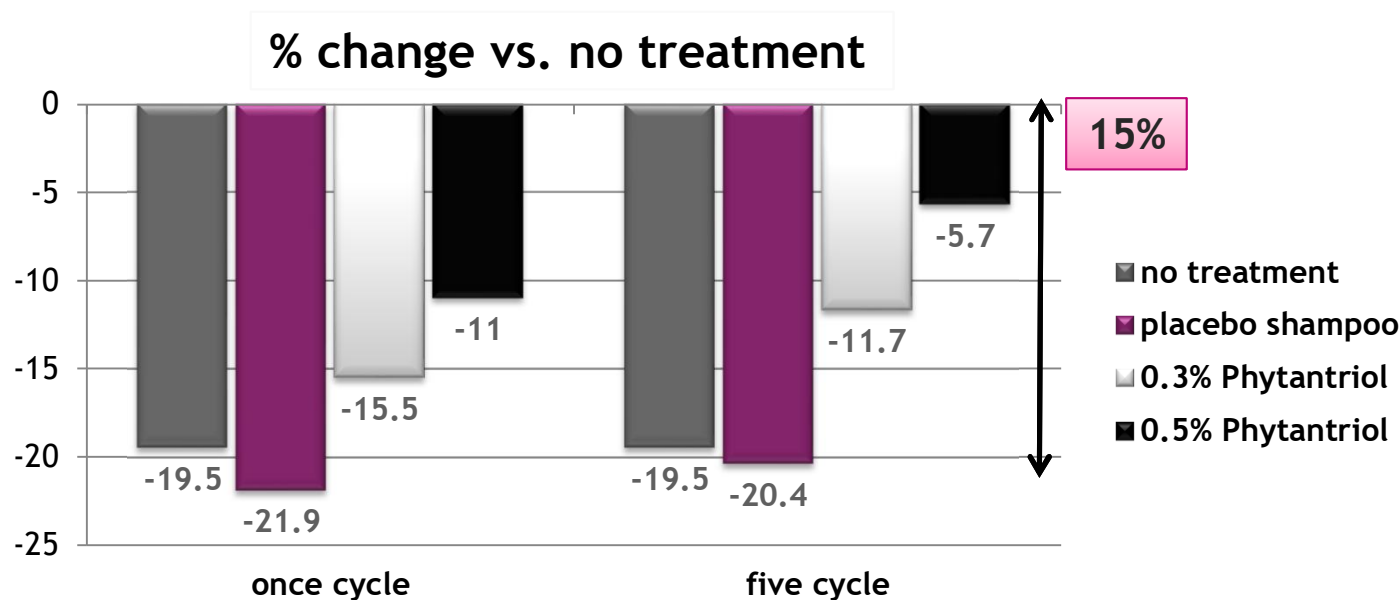


Phytantriol benefits

Deposition - Moisturizing - Strengthening - **Protection**

Shampoo containing Phytantriol for heat protection

Bleached brown hair swatches (5/group) were pre-treated and hot blow dried for 2min. Assessment of tensile strength (yield slope) with a force of 20gm load setting at a speed of 100mm/min.



Heat protection by Phytantriol containing shampoo on damaged hair

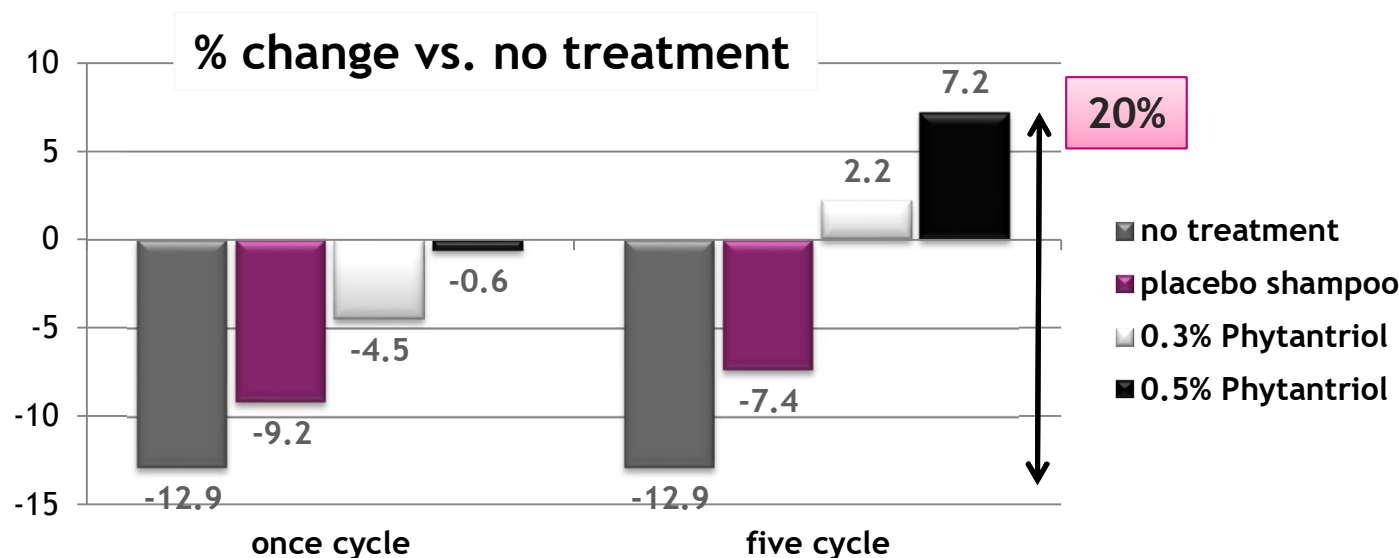


Phytantriol benefits

Deposition - Moisturizing - Strengthening - **Protection**

Conditioners containing Phytantriol for heat protection

Virgin brown hair swatches (5/group) were pre-treated and hot blow dried for 2min. Assessment of tensile strength (yield slope) with a force of 20gm load setting at a speed of 100mm/min.



Heat protection by Phytantriol containing conditioner on virgin hair

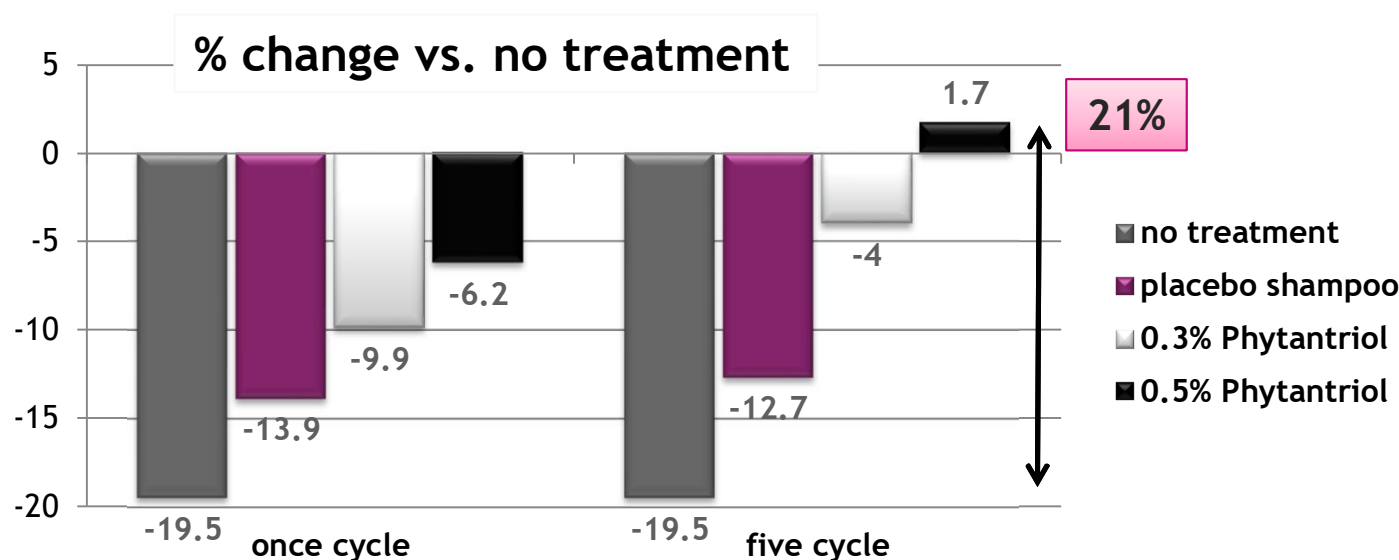


Phytantriol benefits

Deposition - Moisturizing - Strengthening - **Protection**

Conditioners containing Phytantriol for heat protection

Bleached brown hair swatches (5/group) were pre-treated and hot blow dried for 2min. Assessment of tensile strength (yield slope) with a force of 20gm load setting at a speed of 100mm/min.



Heat protection by Phytantriol containing conditioner on damaged hair

Concept formulations

BB Conditioner for fine hair

- Multi-functional BB conditioner
- Moisturized feel
- Strengthened look
- Stress-protection
- Ideal for fine hair

Phase	INCI Name	% w / w
A	AQUA	78.00
	HYDROXYETHYLCELLULOSE	1.50
B	BEHENTRIMONIUM CHLORIDE, ISOPROPYL ALCOHOL	2.00
C	GLYCERYL STEARATE	1.00
D	CETEARYL ALCOHOL	1.00
E	PHYTANTRIOL	0.05
	ARGAN OIL	1.00
	PARSOL® SLX	0.10
	dl-alpha-Tocopheryl Acetate	0.20
F	PENTAVITIN®	0.20
	D-Panthenol 75 L	0.75
	PYRIDOXINE HYDROCHLORIDE (VITAMIN B6)	0.10
	AQUA	6.00
G	AQUA	5.00
	TILAMAR® QUAT 640	2.00
H	PARFUM	0.50
	PHENOXYETHANOL, ETHYLHEXYLGLYCERIN	0.60

HC-E-101077-1



Concept formulations

ColorLock Shampoo

- Keeps fresh & vibrant color
- Provides brilliant shine
- Rich & nourishing texture
- Sulfate-free

Phase	INCI Name	% w / w
A	AQUA	ad 100
	ACRYLATES/BEHENETH-25 METHACRYLATE COPOLYMER	4.00
	AQUA, SODIUM HYDROXIDE	0.18
	COCAMIDOPROPYL BETAINE, AQUA, SODIUM CHLORIDE	16.00
B	PERFUME	q.s.
	PARSOL® SLX	0.25
	Phytantriol	0.10
	SODIUM LAUROYL SARCOSINATE, SODIUM LAURYL SULFOACETATE, AQUA	26.00
C	AQUA	5.00
	TILAMAR® Quat 2240	1.00
D	AQUA	5.00
	PRESERVATE	q.s.
	TILAMAR® OP 40	1.00
E	CITRIC ACID, AQUA	0.47

101039-21



Concept formulations

ColorLock Conditioner

- True color brilliance
- Soft touch
- Deep-conditioning
- No build-up
- Hair repair

Phase	INCI Name	% w / w
A	AQUA	ad 100
	BEHENTRIMONIUM CHLORIDE, ISOPROPYL ALCOHOL	3.13
	BUTYLENE GLYCOL	3.00
	TILAMAR® Quat 640	2.00
B	CETEARYL ALCOHOL	3.77
	PETROLATUM	0.50
	BEHENYL ALCOHOL	0.80
C	PERFUME	q.s.
	PARSOL® SLX	0.75
	PHYTANTRIOL	0.20
D	SETAKOL® PF	0.30
	Preservative	q.s.

101033-26



Concept formulations

Ageless-looking hair mask

- Reset the time therapy
- Deep strengthening
- Thick hair
- Hair repair
- Increases hair root vitality
- Antioxidant stress protection

Phase	INCI Name	% w / w
A	AQUA	ad 100
	BEHENTRIMONIUM CHLORIDE	3.13
	TILAMAR® Quat 640	0.5-3.0
B	BEHENYL ALCOHOL	0.80
	CETYL ALCOHOL	3.77
	ISOPROPYL MYRISTATE	2.00
	ISOPROPYL PALMITATE	2.00
	PPG—3 MYRISTYL ETHER	2.00
C	COLHIBIN PF	0.1-1.0
	D-Panthenol L 75	0.3-1.0
	LEONTOPODIUM ALPINUM EXTRACT	0.05-0.5
D	PHYTANTRIOL	0.05-0.5
	PRESERVATIVE	q.s.
	LIPOGARD	0.05-0.3
	CYCLOPENTASILOXANE & DIMETHICOL	1.00
	PERFUME	q.s.

101023-30



Concept formulations

Back to basic shine spray

- Excellent styling with natural feel
- Brings hair back the basic shine
- Protects hair from stress
- 55% VOC aerosol spray

Phase	INCI Name	% w / w
	Aqua	19.40
	DME	15.00
	HFC 152A	20.00
	SD ALCOHOL 40-B (200 PROOF)	40.00
	TILAMAR® Fix A1000	4.00
	AMP 95	0.87
	DC 193 SURFACTANT	0.10
	FRAGRANCE, PÖ Color Express 351580	0.13
	PANTHENOL 75L	0.13
	ARGAN OIL	0.12
	PHYTANTRIOL	0.10
	PARSOL® MCX	0.12
	DC 245 FLUID	0.03

001-52



Concept formulations

Lightweight styling crème

- Lightweight texture
- Invisible style
- Strong control
- Soft touch

Phase	INCI Name	% w / w
A	PARAFFINUM LIQUIDUM	3.00
	ETHYLHEXYL PALMITATE	4.00
	CETEARYL ALCOHOL	4.00
	STEARIC ACID	3.00
	SORBITAN STEARATE	1.00
	HYDROGENATED MICROCRYSTALLINE CERA	6.00
	STEARETH-21	2.00
	CERA ALBA	4.00
B	AQUA	ad 100
	D-PANTHENOL 75%	1.00
	PROPYLENE GLYCOL	6.00
	TILAMAR® Fix A140	7.50
	AMINOMETHYL PROPANOL, AQUA	0.62
C	DIMETHICONE	1.00
	CYCLOPENTASILOXANE	1.00
	PHYTANTRIOL	0.20
	PERFUME	q.s.
D	ALPAFLOR® EDELWEISS B. PRESERVATIVE	0.20 q.s.

101040-26



Concept formulations

Velvet Shampoo protects and strengthens your hair in summer

- Velvet & silky touch
- Moisturized & strengthened feel
- Protects from UV-stress
- Keeps your hair color long-lasting

Phase	INCI Name	% w / w
A	AQUA	ad 100
	ACRYLATES COPOLYMER	5.00
B	SODIUM LAURETH SULFATE	40.00
	DISODIUM COCOAMPHODIACETATE	6.00
	SODIUM LAUROYL GLUTAMATE	4.00
	SODIUM HYDROXIDE	0.22
C	POLYQUATERNIUM-7	1.00
	PEG-4 DISTEARYL ETHER & SODIUM LAURETH SULFATE & DISTEARYL ETHER & DICAPRYLYL ETHER	6.00
	SILICA & TITANIUM DIOXIDE (FOR EU :CI 77891) & TIN OXIDE (FOR EU :CI 77861)	0.10
	SETAKOL® PF	0.50
	ALLANTOIN	0.50
D	PHYTANTRIOL	0.25
	PERFUME	q.s.
E	PARSOL® SLX	1.00
	DIMETHICONE	0.80
	PARSOL® GUARD	0.20
F	COCAMIDOPROPYL BETAINE	6.00
G	PRESERVATIVE	q.s.

100175-035



Concept formulations

Smoothing lip balm

- Smoothing
- Nourishing
- Enriched feel
- Protects from cold, winds and dryness

Phase	INCI Name	% w / w
A	ISOSTEARYL NEOPENTANOATE	5.00
	CYCLOPENTASILOXANE, CYCLOHEXASILOXANE	5.00
	COCO-CAPRYLATE/CAPRATE	18.00
	EUPHORBIA CERIFERA (CANDELILLA) WAX	6.00
	BEESWAX	7.00
	BIS-PEG-18 METHYL ETHER DIMETHYL SILANE	4.00
	MICROCRYSTALLINE WAX	6.00
	COPERNICIA CERIFERA (CARNAUBA) WAX	5.00
	RICINUS COMMUNIS (CASTOR) SEED OIL	43.00
	PHYTANTRIOL	1.00

SU-E-100209-4



Concept formulations

Sun protection oil

- Smooth silky feel
- SPF 10 and strong UV-A protection
- Excellent spreadability

Phase	INCI Name	% w / w
A	PARSOL® 1789	5.00
	PARSOL® 340	4.50
	PARSOL® EHS	5.00
	PARSOL® HMS	10.00
	PARSOL® SLX	4.00
	Phytantriol	2.00
	dl-alpha-Tocopheryl Acetate	1.50
	LAURYL PEG/PPG-18/18 METHICONE	6.00
	C12-15 ALKYL BENZOATE	19.95
	DIISOPROPYL SEBACATE	18.00
	BHT	0.05
	PRUNUS AMYGDALUS DULCIS OIL	5.00
	ETHYLHEXYL STEARATE	8.00
	CYCLOPENTASILOXANE, CYCLOHEXASILOXANE	5.00
	OCTYLDODECYL NEOPENTANOATE	4.00
	VP/HEXADECENE COPOLYMER	2.00

SU-E-100209-4



Concept formulations

Moisture boosting skin fluid

- Skin fluid for a soft touch and fast soaking
- Moisture boost
- Evened skin texture
- Anti-aging benefits

Phase	INCI Name	% w / w
A	AQUA	ad 100
	GLYCERIN	2.00
	BUTYLENE GLYCOL	6.00
	ACRYLATES/C10-30 ALKYL ACRYLATE CROSSPOLYMER	0.30
	HYALURONIC ACID-BT	0.04
	SYN®-HYCAN	2.50
	Preservative	q.s.
B	PHYTANTRIOL	1.00
	CYCLOPENTASILOXANE, CYCLOHEXASILOXANE	3.00
	DIMETHICONE	3.00
C	AQUA, SODIUM HYDROXIDE	0.15

SK-E-100307-21



Concept formulations

Light & smooth day crème

- Vitaminized
- Gently moisturize
- All day long protection
- Smooth touch
- Without greasiness

Phase	INCI Name	% w / w
A	GLYCERYL MYRISTATE	1.00
	CETEARYL ALCOHOL	2.00
	CAPRYLIC/CAPRIC TRIGLYCERIDE	7.00
	AMPHISOL® K	2.00
	C12-15 ALKYL BENZOATE	6.00
	SIMMONDSIA CHINENSIS SEED OIL	2.00
	PHYTANTRIOL	1.00
	CYCLOPENTASILOXANE, CYCLOHEXASILOXANE	2.00
B	AQUA	ad 100
	PROPYLENE GLYCOL	5.00
	DISODIUM EDTA	0.10
		q.s.
C	POLYACRYLAMIDE, C13-14 ISOPARAFFIN, LAURETH-7	3.00
D	POTASSIUM HYDROXIDE	0.10
E	BeauPlex® VH	1.00

SK-E-100129-10



Concept formulations

Skin lightening crème

- Reduce age-spots
- Evens skin tone
- Soft and nourishing texture

Phase	INCI Name	% w / w
A	CETEARYL ALCOHOL	3.00
	PARSOL® MCX	4.00
	PARSOL® EHS	3.00
	PARSOL® 340	2.20
	PARSOL® 1789	2.50
	CAPRYLIC/CAPRIC TRIGLYCERIDE	3.00
	AMPHISOL® K	3.50
	BUTYROSPERMUM PARKII BUTTER	1.50
	C12-15 ALKYL BENZOATE	3.00
	CYCLOPENTASILOXANE	3.00
	SODIUM POLYACRYLATE	0.50
	GLYCOL DISTEARATE	2.00
B	AQUA	ad 100
	ETIDRONIC ACID	0.25
	Preservative	q.s.
C	Niacinamide PC	4.40
	STAY-C® 50	0.50
	D-Biotin	0.10
	AQUA	10.00
D	Phytantriol	0.30
	Mixed Tocopherols 95	0.10
E	POTASSIUM HYDROXIDE, AQUA	q.s.



SK-E-100017-24

Concept formulations

UV protection and strengthening leave-in spray

- UV-protection
- Strengthened feel
- Weightless leave-in spray

Phase	INCI Name	% w / w
A	Aqua	ad 100
B	Palmitamidopropyltrimonium Chloride	4.00
C	PPG-3 Myristyl Ether	1.00
	BeauPlex® VH	1.00
	Hydroxypropyl Oxidized Starch PG-Trimonium Chloride	2.00
	Ethyl Panthenol	0.75
	CI: 15510; US: Orange 4	0.0001
C	Magnesium Sulfate, Heptahydrate	0.80
D	Ethanol	16.00
	PARSOL® SLX	1.00
	Caprylyl Methicone	15.00
	Perfume	q.s.
	Phytantriol	1.00

100168-043



Concept formulations

Care Shampoo for stressed hair and protecting your color

- Moisturized & strengthened feel
- Protects from UV-stress
- Keeps your hair color long-lasting
- Velvet & silky touch

Phase	INCI Name	% w / w
A	AQUA	ad 100
	ACRYLATES COPOLYMER	5.00
B	SODIUM LAURETH SULFATE	40.00
	DISODIUM COCOAMPHODIACETATE	6.00
	SODIUM LAUROYL GLUTAMATE	4.00
	SODIUM HYDROXIDE	0.22
C	POLYQUATERNIUM-7	1.00
	PEG-4 DISTEARYL ETHER & SODIUM LAURETH SULFATE	6.00
	&DISTEARYL ETHER & DICAPRYLYL ETHER	
	SILICA & TITANIUM DIOXIDE (FOR EU :CI 77891) & TIN OXIDE (FOR EU :CI 77861)	0.10
	SETAKOL® PF	0.50
	ALLANTOIN	0.50
D	PHYTANTRIOL	0.25
	PERFUME	q.s.
E	PARSOL® SLX	1.00
	DIMETHICONE	0.80
	PARSOL® GUARD	0.20
F	COCAMIDOPROPYL BETAINE	6.00
G	PRESERVATIVE	q.s.

100175-035

