

Technical specifications

• Keratrix 73320

PROPERTIES	Cosmetic active ingredient which increases hair resistance and elasticity, strengthens and improves weak and dry hair, and repairs hair damages produced by mechanical, thermic and chemical processes. Its sustained delivery system allows it to stay on the hair fiber and obtain a long-lasting cosmetic benefit.
ACTIVE MOLECULES	Protein (oligopeptides from <i>Ceratonia siliqua</i> L.)
APPEARANCE	Viscous liquid Light grey-brown/ grey-brown color
SOLUBILITY	Soluble in aqueous and hydroalcoholic solutions
RECOMMENDED DOSE	1-5%

Formulation

• Hair repairing serum

	INCI/PCPC	% (w/w)
A	Aqua (Water) Tetrasodium Glutamate Diacetate, Sodium Hydroxide, Aqua (Water) Hydroxyethyl Cellulose	68.45 0.20 1.50
B	Aqua (Water) Polyquaternium-16	19.27 0.5
C	Phenethyl Alcohol PPG-26-Butheth-26, PEG-40 Hydrogenated Castor Oil Propanediol	0.80 0.40 1.25
D	Aqua (Water), Lactic Acid	0.13
E	Amber extract	2.50
F	KERATRIX™	5.00

Cosmetic applications

- Hair strengthening and intensive repairing products
- Hair daily use products (shampoo, mask, conditioner, foam, spray and serum)
- Styling and fixing hair products (hairsprays, gels and creams)
- Hair repairing products to use after chemical and/or thermic hair treatments

Keratrix™

Restorative natural active for damaged and weakened hair

Hair Care

B-38707-2010/09

KERATRIX™

Restorative natural active for damaged and weakened hair.

Hair is the most powerful, exclusive and versatile accessory. Hair fiber is subjected to multiple weakening aggressions caused by the different form and color changing treatments



Hair becomes fragile and unprotected



Keratrix™ is a multifunctional active ingredient that:

- PROTECTS HAIR FIBER
- STRENGTHENS AND PREVENTS FROM BREAKAGE
- REGAINS INTEGRITY
- IMPROVES ELASTICITY AND RESISTANCE

Recommended for any hair type, especially for damaged and weakened hair, due to its action in:

- REPAIRING
- BREAKAGE PREVENTING
- STRENGTHENING
- PROTECTING
- ANTI-FRIZZ EFFECT
- ANTI-HUMIDITY ACTION

For a long-lasting hairstyle!!!



Keratrix™ consists of:

- Oligopeptides from carob tree, rich in amino acids, especially glutamic, arginine and aspartic.
- Obtained through selective hydrolysis from its seeds.
- They are incorporated in a Matrix Plus (three-dimensional network of amylopectin) which delivers them sequentially.
- Matrix Plus gets fixed on hair fiber and allows a long-lasting effect.

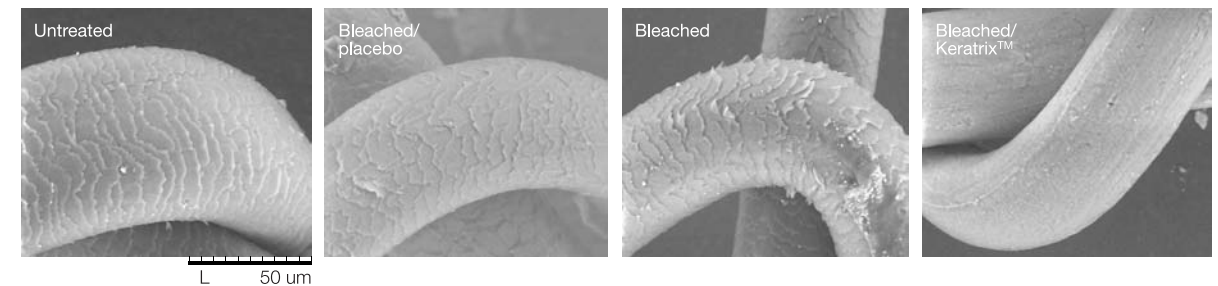


Ex vivo efficacy

- SEM microscopy

Hair cuticle softens and hair is protected.

PROTECTING EFFECT



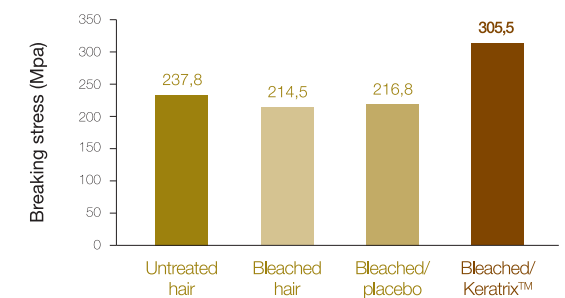
- Breaking Force

The sample containing bleached hair treated with Keratrix™ is even more resistant to breakage than the untreated hair.

STRENGTHENING EFFECT

Breaking force increases:

- 28.5% vs untreated hair
- 40.9% vs bleached / placebo



- Hair Permeability

Through the study of the water adsorption-desorption kinetics, it was proved that Keratrix™ regains hair structure and barrier function, diminishing the typical porosity of damaged hair.

REPAIRING EFFECT

