



*Keracyn*<sup>TM</sup>

Global protection and resistance for  
a shiny and healthy hair



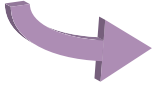
*Hair Care*

# KERACYN™

## Global protection and resistance for a shiny and healthy hair

Daily styling, external elements, internal factors... our hair is subjected every day to **aggressive situations**:

- The **cuticle, hair's protective shield**, is altered
- The **hair scales** are opened
- **Fiber** becomes permeable and weak
- Aggressive elements damage **lipids, proteins** and reach the **cortex**
- Hair loses its **qualities**



Dull, frizzy, dry, weak and brittle hair

**KERACYN™** keeps the cuticle scales sealed

The fiber is protected against aggressions

Sensorial properties are preserved

The inner substance, lipids and proteins, preserves its integrity

Cuticles lay flat and smooth leading to a resistant, shiny, disciplined and frizz-free hair



**KERACYN™** is obtained from the leaves of **artichoke** (*Cynara scolymus* L.)

**Hydroxycinnamic derivatives** are characteristic in its chemical composition

### *Ex-vivo efficacy*

- SEM microscopy

**KERACYN™** prevents the opening of cuticle scales and preserves hair fiber integrity



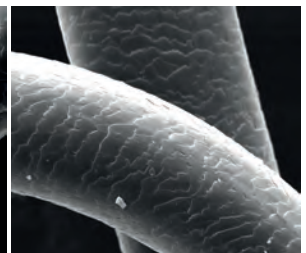
Untreated



Irradiated



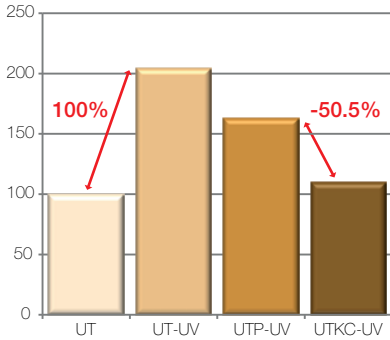
Irradiated / Placebo



Irradiated / **KERACYN™**

• Cuticle protection

*Protein degradation*



Hair irradiated with UV and treated with **KERACYN™** keeps its protein composition

By protecting the protein fraction in the fiber, **KERACYN™** prevents the loss of hair substance

Hair density remains intact

**KERACYN™** works as a cuticle protective shield

• Lipid protection

Hair fiber loses lipid cement due to external damages, such as sun radiation, smoke or pollutants

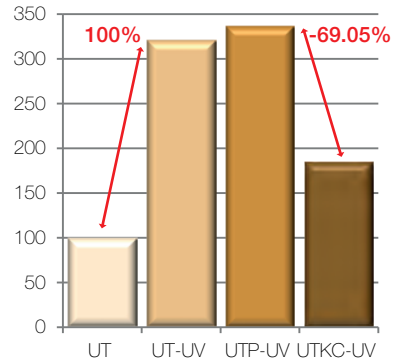
Hair becomes dry, gets entangled and breaks easily

**KERACYN™** preserves the hair surface and its qualities avoiding lipid oxidation

Hair keeps its density

It is easier to comb

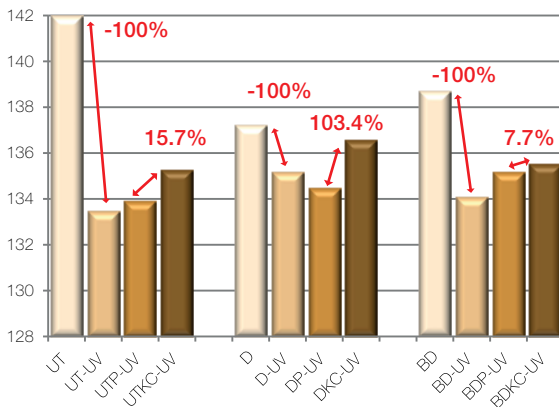
*Lipid degradation*



Used hair samples: untreated hair (UT), irradiated untreated hair (UT-UV), irradiated untreated hair and treated with placebo (UTP-UV), irradiated untreated hair and treated with **KERACYN™** (UTKC-UV)

• Shine

*Shine at 60°*



Hair subject to UV radiation loses lipids

Shine fades and hair becomes dull

**KERACYN™** avoids shine loss in natural and dyed hair

Used hair samples: untreated (UT), dyed (D) or bleached / dyed (BD)



## Technical specifications

### • *Keracyn™ 73400*

PROPERTIES	Cuticle protection role. Avoids degradation of hair components. Antioxidant that safeguards hair fiber from aggressions.
ACTIVES MOLECULES	Standardized in hydroxycinnamic acids
APPEARANCE	Transparent liquid Pale brown - brown color
SOLUBILITY	Soluble in aqueous solutions
RECOMMENDED DOSE	0.5 - 5 %

## *Cosmetic applications*

- Hair strengthening and intensive repairing products
- Hair daily use products
- Styling and fixing hair products
- Hair repairing products to use after chemical and/or thermic hair treatments
- Specific products for a bright radiance
- Hair dyes

## Formulation

### • *Protective Detangling Serum*

	INCI / PCPC	% (w/w)
A	Aqua (Water)	82,70
	Aqua (Water), Citric Acid	0,50
	Potassium Sorbate	0,25
	Sodium Benzoate	0,25
	Hydroxypropyl Starch Phosphate	4,00
B	Cetearyl Alcohol, Behentrimonium Methosulfate	2,00
	Cyclopentasiloxane	5,00
C	<b>KERACYN™</b>	<b>5,00</b>
D	Parfum (Fragrance)	0,30