



Keramare™

Ultimate shine and
deep reconstruction of hair



Hair care

KERAMARE™

Ultimate shine and deep reconstruction of hair



- ★ A shiny and healthy hair is a must for looking good
- ★ Shine enhances hair color and is a sign of vitality and youth
- ★ We daily undergone hair to multiple treatments that damage the fiber and fade hair tone
- ★ The application of specific products is necessary to repair these alterations

KERAMARE™

Cares for hair from the inside while providing a sublime radiance

Strengthens hair's internal structure

Improves sensory properties

Regenerates the hair recovering its vitality

Thermal protection



KERAMARE™ is a marine active ingredient obtained from *Cystoseira compressa*, a brown algae found in the Mediterranean Sea and the Atlantic Ocean

It is basically composed of sulfated polysaccharides, **the fucoidans**

The active is trapped into a tridimensional hydrocoloidal matrix with sequential release

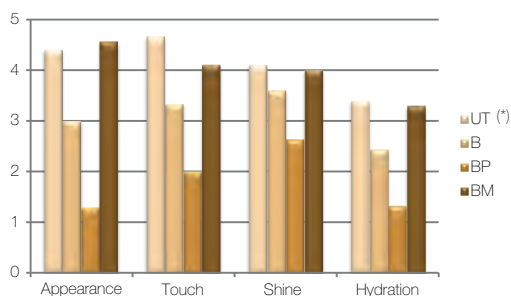
The **Matrix** is composed by **amylopectin**, a component obtained from corn (*Zea mays*)



- ★ **KERAMARE™** works on any hair type, even damaged one, reconstructing hair from the inside out for a dazzling appearance

Ex-vivo efficacy

• Sensory evaluation



An expert panel assessed the hair sensory properties to learn about the overall effect of bleaching and subsequent application of various cosmetic formulations

(* Untreated hair (UT), bleached (B), bleached / treated with placebo (BP) and bleached / treated with KERAMARE™ (BM)

With KERAMARE™ the hair recovers the shine and a soft and silky touch

• Shine

A shiny hair is more beautiful and is the reflection of the good condition of hair fibers



UT B BP BM

Hair samples:
Untreated (UT)
Bleached (B)
Bleached treated with placebo (BP)
Bleached treated with KERAMARE™ (BM)

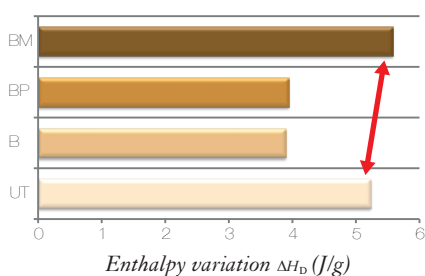


B BM

The lock treated with KERAMARE™ retrieves untreated hair shine

KERAMARE™ visibly improves the capacity of the hair to reflect the light, even in hair that has undergone aggressive treatments

• Cortex reconstruction



Using the DSC technique (Differential Scanning Calorimetry) there is an increase of enthalpy in the hair bleached and treated with KERAMARE™

Enthalpy is associated with protein structure of the cortex

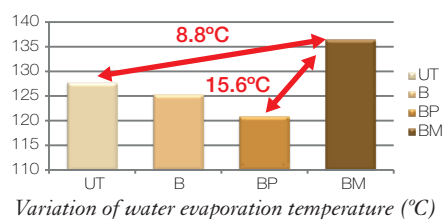
The higher enthalpy, the stronger internal structure

KERAMARE™ regenerates the cortex of damaged hair

• Thermal protection

When hair reaches a certain temperature loses its moisture and becomes damaged

KERAMARE™ retains the natural hydration of the hair fiber at higher temperatures



KERAMARE™ protects the hair and maintains its hydration at high temperatures or for a longer time

Technical specifications

• *Keramare™ 73300*

PROPERTIES	It provides brightness, vitality and strength to hair fiber. All damages are repaired, hair revives and shows its best aspect. Thermal protection
ACTIVE MOLECULES	Sulfated polysaccharides
APPEARANCE	Viscous liquid Pale brown color
SOLUBILITY	Soluble in aqueous solutions
RECOMMENDED DOSE	0.5 - 5 %

Cosmetic applications

- Hair strenghtening and intensive repairing products
- Hair repairing products to use after chemical and/or thermic hair treatments
- Hair daily use products
- Dyings
- Styling and fixing hair products
- Specific products for a bright radiance
- Thermal protectors

Formulation

• *Free Style Moulding Gel*

	INCI / PCPC	% (w/w)
A	Aqua (Water) Tapioca Starch	50.00 5.00
B	Aqua (Water) Tetrasodium Glutamate Diacetate, Sodium Hydroxide, Aqua (Water) D-Panthenol Potassium Sorbate Sodium Benzoate Ceratonia Siliqua Gum Aqua (Water), Citric Acid	37.71 0.10 0.50 0.30 0.30 1.00 0.60
C	Parfum (Fragrance) Caprylyl/Capryl Wheat Bran/Straw Glycosides, Aqua (Water), Fuse Wheat Bran/Straw Glycosides, Polyglyceryl-5 Oleate, Sodium Cocoyl Glutamate, Glyceryl Caprylat	0.30 0.15
D	KERAMARE™ Royal Jelly	3.00 1.00
E	Mica, Titanium Dioxide, Tin Oxide	0.04

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