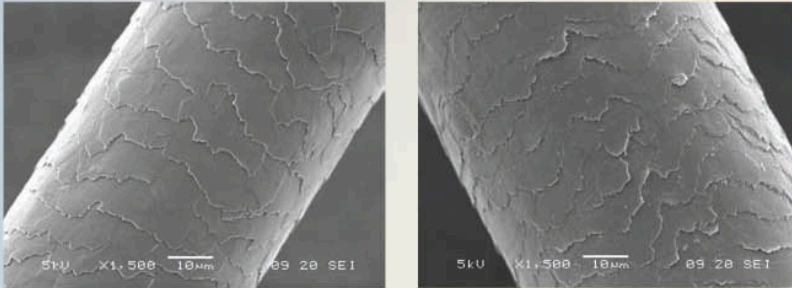


# For the love of *healthy hair*

▼ Microscopic imagery showing the efficacy of Baobab Organic lipactive (left) versus the placebo (right)



## Natural actives rich in fatty acids

Greentech, which is represented in South Africa by Natchem, is promoting a large portfolio of natural actives for Ethnic hair care applications. Its organic Incha Inchi and Baobab lipactives have shown some positive results after various tests.

Inca Inchi WO organic lipactive is derived from an Amazonian plant, which was used during the Incan period. It is rich in unsaturated fatty acids and boasts an interesting ratio of alpha-linolenic essential fatty acids to linoleic acids.

This patented lipactive is the richest known source of omega 3 and its applications in hair care are promising. It coats the hair's scales and visibly closes the cuticle leaving hair smoother,

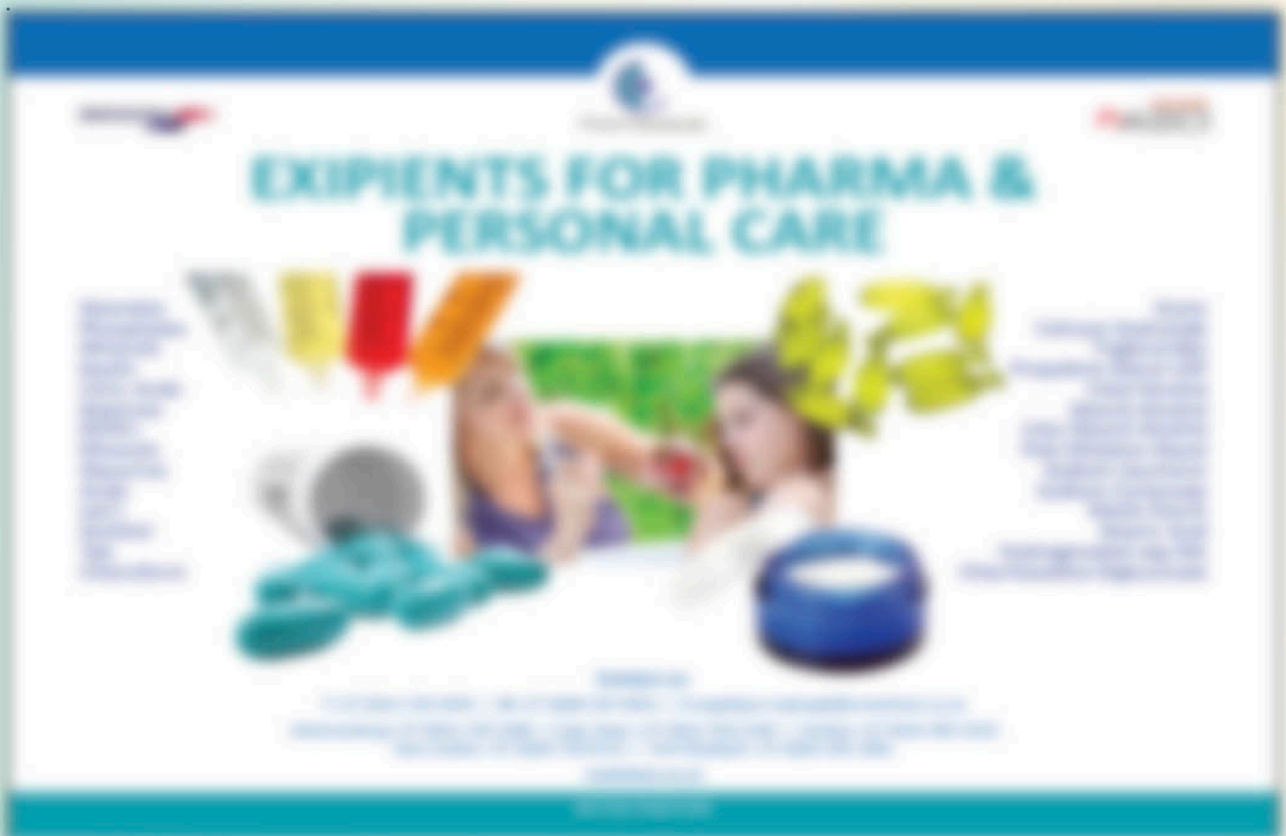
softer, shinier and more resistant.

The product has been tested in a conditioner formulation at two percent versus a placebo. Results showed that more than 90 percent of volunteers experienced positive sensations for skin/scalp feel after rinsing, as well as easy detangling, improved combing, a pleasant feel on wet hair and increased volume post drying.

Greentech's Baobab organic lipactive is ideal for nourishing hair claims. Baobab oil has nutritive



▲ Chia seeds are the source of chia seed oil, which revitalises, hydrates and detangles hair extensions and wigs



power associated with numerous fatty acids, including oleic, linoleic and palmitic acids. These contribute to restoring hair's smoothness and ensure protection against inflammatory-causing stressors. The fatty acids also contribute to improving the scalp's hydrolipidic film and improving hair's luminosity.

When tested in a conditioner formulation with one percent of the active ingredient, versus a placebo, results revealed that Baobab organic lipactive coats the hair cuticles, softening and protecting the hair fibre.

**Bond multipliers in hair care**

Croda Plex, a newly developed hair care system from Croda, has been launched to meet the rapidly growing demand for bond multipliers.

The system defends against the damage caused by colouring and bleaching, and improves the integrity of damaged hair after treatment.

Considered by many as a revolutionary treatment, bond multipliers are designed to build hair bonds and improve hair's integrity. The prospect of bond building has tremendous appeal because hair bonds are broken during bleaching and colouring processes.



'Croda is committed to catering to evolving market needs. Therefore, we created the Croda Plex system because we wanted to help our customers meet the growing consumer demand for bond multipliers,' says Denise Costrini, marketing manager for Croda North America.

The company's new Plex system builds bonds and boasts unique heat-activated properties, which increase hair's integrity within the cortex and protect the cuticle during blow-drying.

Using a super-bleached control treated with the Croda Plex system and blow-dried, tests revealed that the system increased bond-building and improved hair's integrity when compared to a commercial Plex benchmark. During salon testing, the Croda Plex system left hair feeling stronger and all wet attributes of the hair were rated favourably and comparably to the commercial Plex system.

The Croda Plex system is powered by several high performance Croda ingredients, including:

- Crodasone Cystine, a copolymer of the amino acid cysteine and a silane which covalently bonds to hair to impart conditioning benefits
- Keravis, a powerful hair strengthening active that acts on all the three fundamental parameters of hair strength being tensile properties, bending modulus and cuticle abrasion

- Crodasoft DBQ, which delivers superior softening even on aged hair, while defending against cuticle abrasion and helping to protect artificial colour.

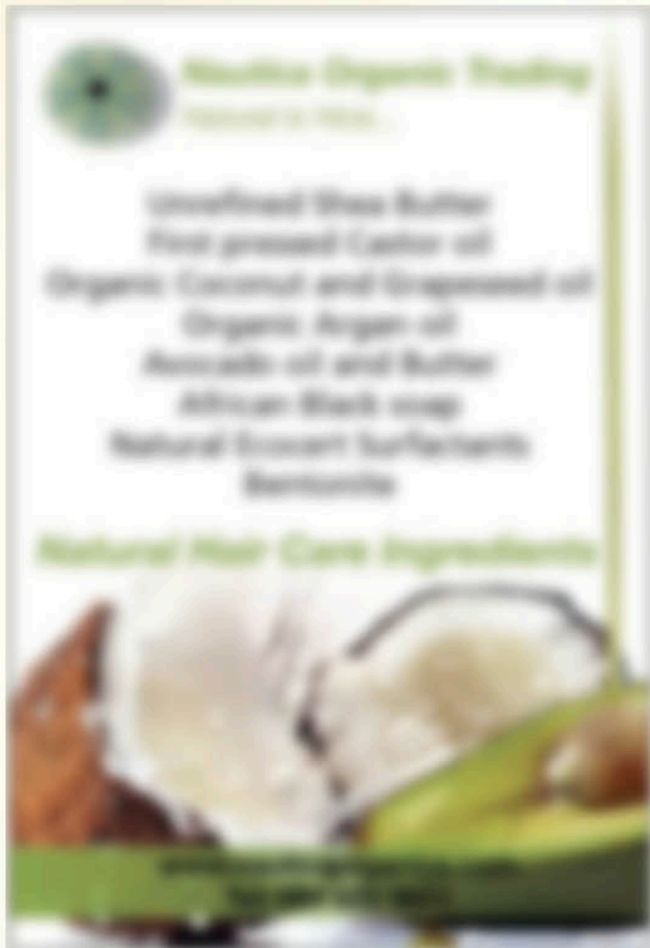
**Do away with bad hair days**

DSM's range of new Tilamar conditioning polymers deliver outstanding care and styling benefits in hair care products. These conditioning polymers are available in South Africa from Chempure.

A proprietary DSM consumer insights study revealed that most respondents are 'imprisoned by a routine in hair care'. Yet, they want to feel a sense of freedom and therefore use their hair care products to regain some level of experimentation and balance.

The DSM solution that offers the right balance between routine and freedom is its Tilamar polymers range and formulation concepts. Adding Tilamar Quats 710, 711 or 712 in a shampoo formulation significantly improves combing performance on wet and dry hair. These quats also generate crystal clear products in basic shampoo and shower gel formulations because of their high salt tolerance. They also have a very broad pH tolerance, from two to 14 and are compatible with standard surfactants.

Their suggested inclusion level in shampoo, conditioner and hair treatment formulations is between two and five percent. •



**Chempure** – [www.chempure.co.za](http://www.chempure.co.za)  
**Croda** – [www.crodapersonalcare.com](http://www.crodapersonalcare.com)  
**Essential Specialised Products** – [www.esp-sa.co.za](http://www.esp-sa.co.za)  
**Evonik** – [www.evonik.com](http://www.evonik.com)  
**Natchem** – [www.natchem.co.za](http://www.natchem.co.za)