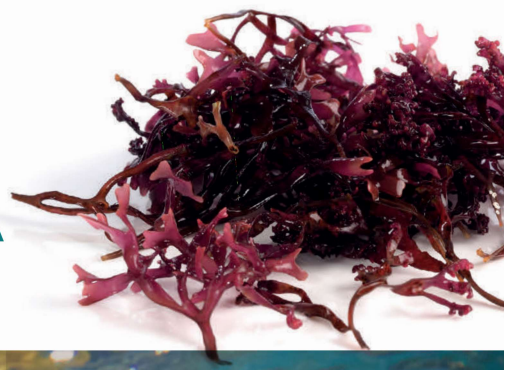


# ORMAGEL XPU

ONE BIOACTIVE = 10 BENEFITS FOR HAIR

**ASSESSA**  
INNOVATION FOR A GREENER WORLD



## ORMAGEL XPU

ORMAGEL XPU helps protect the scalp against irritation caused by chemicals alkali or oxidants used to dye and/or straighten the hair.

## USAGE LEVEL

PRODUCT	%
HAIR DYE	0.8 to 2.0
STRAIGHTENING	2.0 to 5.0
SHAMPOO	0.8 to 3.0
CONDITIONER	0.8 to 3.0
HAIR MASK	1.5 to 3.0
LEAVE ON	0.8 to 3.0
AMPOULE	2.0 to 5.0

## SEAWEED AN OCEAN OF BENEFITS FOR THE HAIR

The algae are among the oldest living beings on the planet. The first seaweed arose more than 2 billion years ago, before the division of the animal and vegetable kingdoms.

With the genetic code inherited from the beginning of life on Earth, before the division of the kingdoms, algae, even though being primitive plants, can produce substances present in both animals and vegetables.

In the evolutionary chain, we humans, are heirs of this code, and that's why our organism is able to recognize the molecules present in algae that have affinity with the keratin present in our hair and thus establish a network of benefits that acts on our strands of hair.

### 1 Improves the fixation of color in permanent hair dyes

The affinity of ORMAGEL XPU with the hair, combined with its ability to realign the cuticle, inhibits the removal of dyes and improves its fixation in the hair in formulas of permanent dyes.

#### 2 WASHES



CONTROL



ORMAGEL XPU 1%

#### 16 WASHES



CONTROL



ORMAGEL XPU 1%



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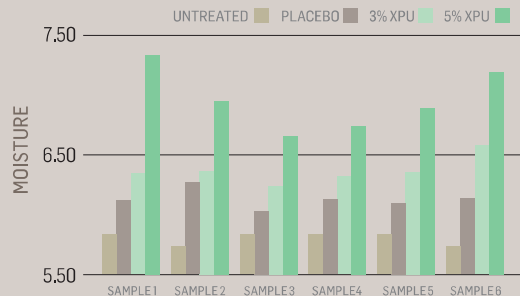
**ORMAGEL INCREASES HAIR SHINE BY 23% AFTER 3 WASHES.**

**INCI NAME**

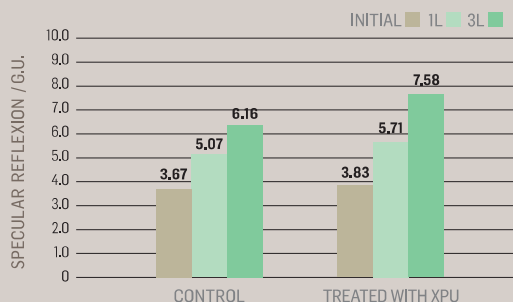
Hypnea Musciformis Extract (and) Gelidiella Acerosa Extract (and) Sargassum Filipendula Extract (and) Sorbitol



**2 Moisturizing:** ORMAGEL XPU increases water retention in the hair, by modifying the structure of water adsorption.



**3 Brightness:** The great affinity between the moisturizer network and hair proteins helps to align cuticles that are damaged by chemical agents (straighteners, oxidants), physical (hair dryers, "flat iron") or by mechanical action (hair brush) recovering the shine and the natural balance of the hair.

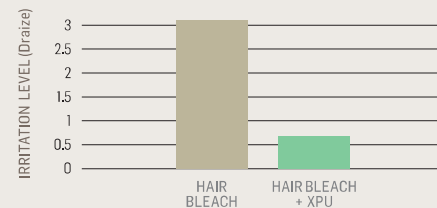


**4 Cleaning of oily hair:** Reduces the affinity between the sebum and the hair, retarding the spread of sebum in the strands, keeping them clean and hydrated longer.



**5 Protection against solar radiation:** In hair exposed to sunshine, ORMAGEL XPU keeps the cuticles closed. Thus, solar radiation reflects in aligned cuticles, not allowing it to penetrate the cortex, damaging the proteins and compromising hair structure.

**6 Protection of the scalp:** ORMAGEL XPU helps protect the scalp against irritation caused by chemicals alkali or oxidants used to dye and/or straighten the hair.



**7 Protects hair from straighteners:** ORMAGEL XPU keeps cuticles intact, protected and aligned.

**8 Anti-residues action:** ORMAGEL XPU has sulfated polysaccharides, strongly anionic (negative charge) that form complexes with quaternary ammonium salts of conditioners and styling creams, removing residues.

**9 Natural trim for damaged hair:** Due to its substantivity to the keratin, ORMAGEL XPU produces a natural trim, even in damaged hair.



**10 Economically viable:** Product commercially accessible. Can be incorporated into formulas for any target audience without derailing the final product.



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