

LISSELINI

NATURAL AND BIODEGRADABLE.



LISSELINI

LISSELINI is an ingredient based on the combination of soluble fibers with bioadhesive properties, proteins rich in arginine and biopolymers rich in polyhydroxylated acids. LISSELINI has an anti-frizz instant action, aligns hair fibers and protects hair fibers from heat damage.



ASSESSA

INNOVATION FOR A GREENER WORLD

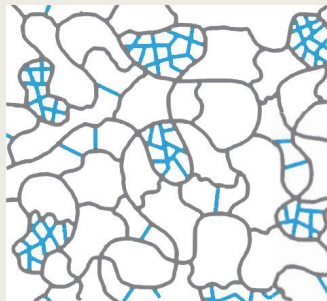


ANTI FRIZZ A PROTECTIVE NETWORK FOR HAIR FIBERS

The unique technology developed by Assessa enables the biopolymers of LISSELINI, obtained from flaxseed and combined with a linear polyuronan with a unique "eggbox-like" structure, to form a system in which a linear polymer creates a matrix to build a network on a molecular scale with other polymers. This system is known as semi-interpenetrating polymeric network (SIPN).

MODEL OF A SIPN

(Semi-interpenetrating polymeric network)



The formation of this network creates a 100% natural biomaterial with exceptional cosmetic properties. This structured system forms a protective network that involves each hair fiber, contributing to its alignment with the other fibers to reduce hair frizz.

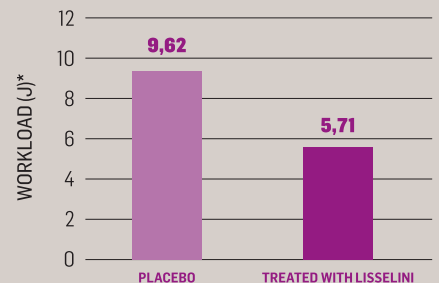
In addition to these benefits LISSELINI protects the hair against thermal degradation caused by the use of hair dryers and modeling irons, helping to keep hair smooth, healthy and shiny.



LISSELINI IMPROVES COMBABILITY UP TO 41%

Tests showed that using 2% LISSELINI in a shampoo increased hair combability by 41%.

COMBABILITY (J)



* Energy used in passing the comb through a standard strand



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**LISSELINI
ALIGNS
HAIR FIBERS
AND
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DAMAGE**

INCI NAME

Linum Usitatissimum (Linseed) Seed Extract, Algin, Glyceryl Oleate Citrate, Caprylic/Capric Triglyceride, Sodium Benzoate and Potassium Sorbate.

TESTS

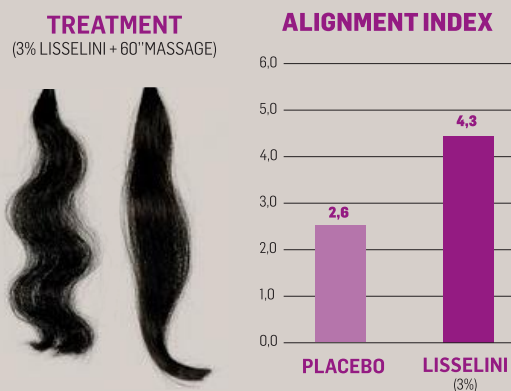
ANTI-FRIZZ

LISSELINI is a potent anti-frizz. The tresses subjected to the treatment (application of a formula with 3% LISSELINI and massage for 60 seconds) showed a 40% reduction in frizz when compared to a placebo formula.



ALIGNMENT OF HAIR STRANDS "SMOOTHING" EFFECT

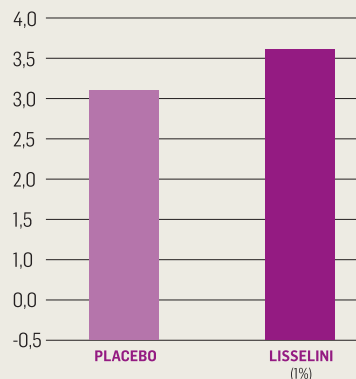
The samples were photographed and the original images were converted to a grayscale. The smoothing effect was calculated by determining the direction of the hair fibers and calculating the alignment index.



After 60 sec of massage with a formula with 3% LISSELINI the treated hair showed an increase of 55% in the alignment index when compared to the control group. Hair treated with LISSELINI showed an alignment index 1.6 times higher than the control group.

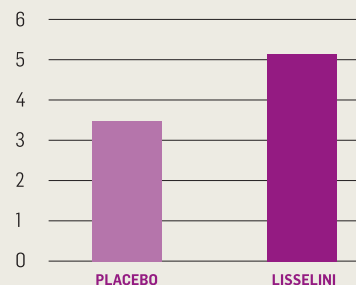
HAIR GLOSS

Hair tresses were treated with a shampoo, conditioner and leave-on using 1% of LISSELINI in all formulas. The results shows that LISSELINI promotes a 16% increase in hair gloss after a single application, when compared to the placebo.



THERMAL PROTECTION

LISSELINI increases the temperature of keratin degradation from 229°C to 238°C in a single application. LISSELINI increases the resistance of hair keratin to thermal degradation by 44%.



USAGE LEVEL

PRODUCT	(%)
Shock treatment ampoule	1.0 to 4.0
Treatment cream	1.0 to 4.0
Leave on product	1.0 to 3.0
Hair mask	1.0 to 4.0
Shampoo	1.0 to 3.0
Conditioner	1.0 to 3.0



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