

ORMAGEL XPU

PROTECTS FROM PHOTOCHEMICAL DAMAGE

ASSESSA

INNOVATION FOR A GREENER WORLD



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

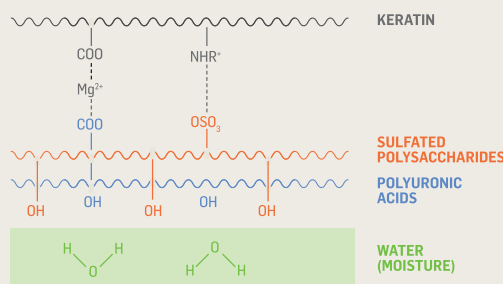
USAGE LEVEL

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

ORMAGEL XPU

Ormigel XPU is a high-performance active ingredient for the treatment of hair, developed through the extraction of red and brown algae in special conditions, using a proprietary technology (MPCS) that modifies the plant cell structure and allows for the extraction of highly active fractions.

The careful combination of molecules extracted from different algae result in an ingredient with an enhanced cosmetic activity.



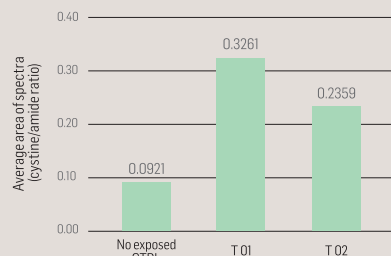
Ormigel XPU is substantive to hair due to affinity between sulphated polysaccharides present in the algae with the keratin amino radicals, forming a protective, moisturizing mesh over the hair fibers.

HAIRCARE

PROTECTION AGAINST PHOTOCHEMICAL OXIDATION DAMAGE

A recent study has revealed a new pathway of hair damage involving Cystine photolysis mediated by UV-activated Tryptophan. According to the study, Tryptophan present in the fibers is photo-activated by UV and transfers the energy to the Cystine double bond, leading to its rupture and generating Cysteine. After a series of photo-oxidations Cysteine is oxidized to Cystic Acid. The ability of ORMAGEL XPU to react with hair proteins and block the photoactivation of Tryptophan was already known by the scientists at Assessa who carried out a new study to verify if this effect would be efficient to block the photo-oxidative damage pathway to the hair.

PROTECTION AGAINST HAIR PHOTOCHEMICAL OXIDATION



The results showed that hair treated with 0.8% in shampoo and conditioner and 2% in leave-on showed a 38% reduction in Cystine degradation when compared to placebo, SHOWING THE EFFECTIVENESS OF ORMAGEL XPU IN THE PROTECTION OF HAIR AGAINST THE DAMAGE CAUSED BY UV-INDUCED OXIDATION.



ORMAGEL XPU

PROTECTS FROM PHOTOCHEMICAL DAMAGE

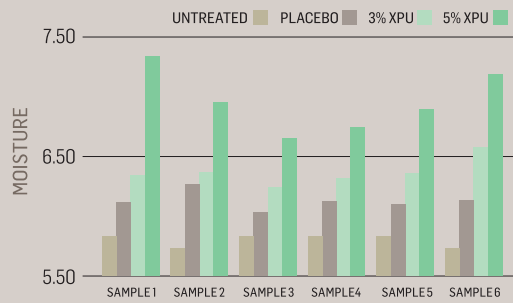
ORMAGEL XPU IS A HIGH-PERFORMANCE ACTIVE INGREDIENT FOR THE TREATMENT OF HAIR.

INCI NAME

Hypnea Musciformis Extract, Gelidiella Acerosa Extract, Sargassum Filipendula Extract, Sorbitol, Sodium Benzoate and Potassium Sorbate.

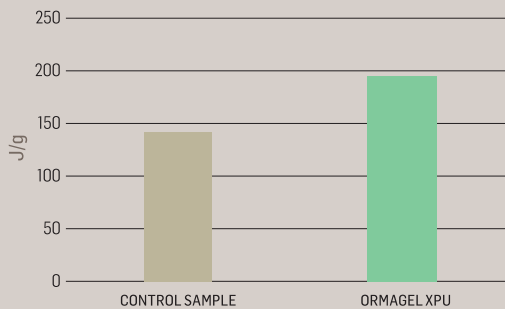


MOISTURIZATION OF THE CHEMICALLY DAMAGED HAIR



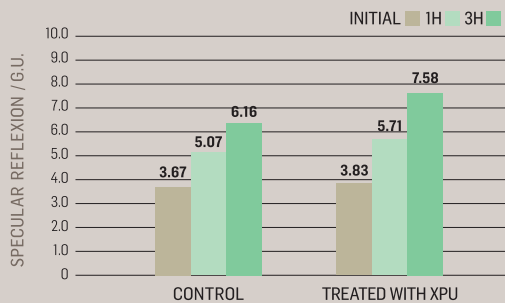
ORMAGEL XPU increases hair moisture by 18% in chemically damaged hair.

WATER RETENTION ENTHALPY OF VAPORIZATION



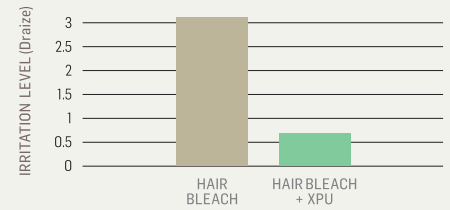
ORMAGEL XPU increases the water retention in the hair. This difference in evaporation profiles shows that the water retained in the hair treated with products formulated with ORMAGEL XPU is adsorbed in a more complex form than the water adsorbed in the hair treated with products formulated without ORMAGEL XPU.

MEASUREMENT OF GLOSS



The substantive mesh of polysaccharides of ORMAGEL XPU aligns the cuticles of hair, recovering its gloss and healthy/natural look.

SCALP PROTECTION



ORMAGEL XPU helps protect the scalp against irritation caused by aggressive chemicals.

CUTICLE ALIGNMENT

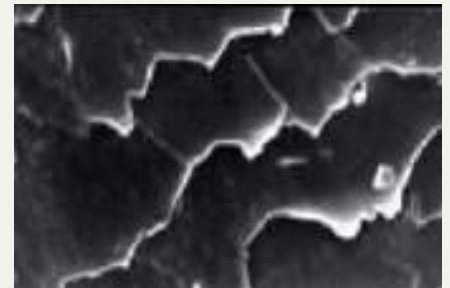
ORMAGEL XPU protects and aligns the cuticles of hair.

CONTROL



Intact cuticle, positioned along the hair strand

HAIR STRAIGHTENED WITHOUT ORMAGEL XPU



Damaged and open cuticles

HAIR STRAIGHTENED WITH ORMAGEL XPU



Intact cuticles, protected and positioned along the hair strand



VISITE US AT www.assessa.com.br

ASSESSA
INNOVATION FOR A GREENER WORLD