

The background is a solid teal color. Overlaid on this are white line-art illustrations. On the left, there are three dark teal chevron shapes pointing right. The central and right portions of the image feature a large, intricate coral-like structure with a grid-like internal pattern. To the left of this structure, there are several smaller, simpler line-art elements, including a fish-like shape and various circular and oval shapes.

ASSESSA

INNOVATION FOR A GREENER WORLD

SEAPLEX

FIVE PROBLEMS CAUSED BY BLEACHING

Healthy and shiny hair even after several bleachings.

1 DRYNESS

Bleaching can strip the hair's natural oils, leaving it exposed to dryness, brittleness and lack of shine with the appearance of split ends.

5 DAMAGE

Bleaching causes a disorganization of the macrostructure of the strands, unbalancing the internal forces of the fiber and causing the loss of the hair's natural elasticity, making it less resilient and more fragile, and therefore more susceptible to damage caused by handling.

4 TEXTURE

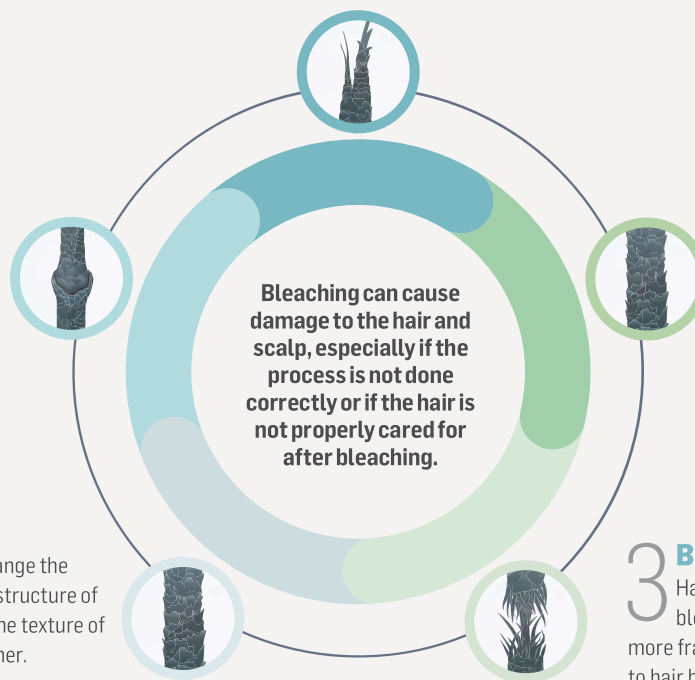
Bleaching can change the organization and structure of the cuticles, changing the texture of the hair, making it rougher.

2 FRIZZ

Bleaching can cause increased frizz by making hair more porous, absorbing more moisture from the environment. When the hair absorbs moisture, the cuticles open and the hair becomes misaligned, causing frizz. Bleaching can damage the hair's natural protective layer, making it more susceptible to frizz.

3 BREAKAGE

Hair that has gone through the bleaching process can become more fragile and brittle, which can lead to hair breakage.





SEAPLEX

**Healthy and
shiny hair
even after
several
bleachings.**

NATURAL
ORIGIN
97.55%

WHAT IS SEAPLEX?

SEAPLEX is an innovative, natural, and biodegradable product that combines the power of seaweed with amino acids and peptides. It is suitable for all hair types. Prevents the problems caused by bleaching, reducing:

- Damage
- Porosity, texture change
- Dryness
- Breakage
- Split ends

A woman with long dark hair, wearing a white dress, is swimming underwater. She is reaching forward with her arms extended. The water is clear and blue, and the seabed is covered with green coral and rocks. The overall scene is serene and beautiful.

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SEAWEED AND AMINO ACIDS

Seaweed are rich in bioactive molecules, minerals and essential nutrients for hair health.

- Deeply moisturize
- Protects from sun damage
- Protect from pollution.

Amino acids and peptides are building blocks of protein.

- Penetrate the fibers
- Replenish destroyed amino acids
- Repair damage
- Strengthen the hair.

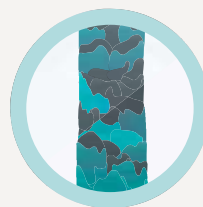
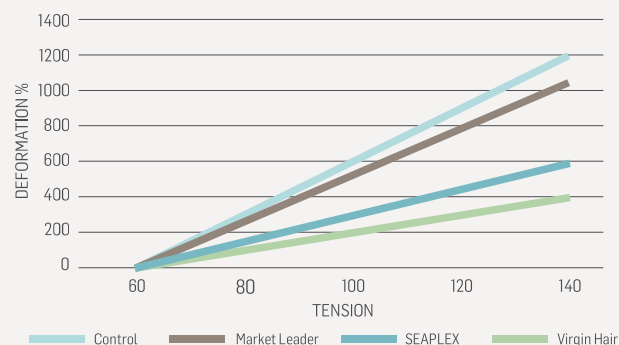
SEAPLEX

ANTI DAMAGE ACTION

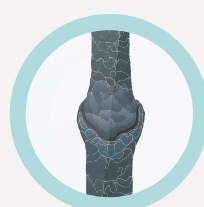
The resilience and elasticity of the hair fiber treated with SEAPLEX after bleaching is similar to that of virgin hair. Hair treated with a market leading product shows reduced resilience and flexibility. Hair treated with SEAPLEX has **48% less deformation** than hair treated with the market leader at the same applied tension.

SEAPLEX AND HAIR DAMAGE

1 SEAPLEX : 2,7 BLEACHING POWDER



Healthy hair strand



Damaged hair strand

Healthy and shiny hair even after several bleachings.



SEAPLEX

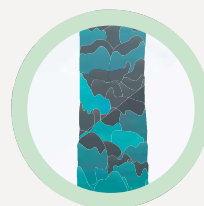
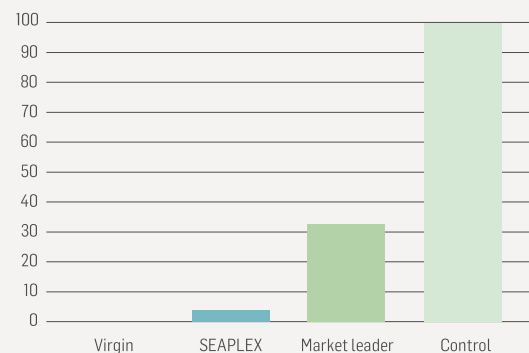
Healthy and shiny hair even after several bleachings.



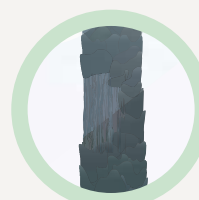
ANTI-POROSITY ACTION

SEAPLEX AND POROSITY

1 SEAPLEX : 2.7 BLEACHING POWDER



Healthy hair strand



Cuticle loss



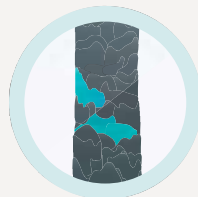
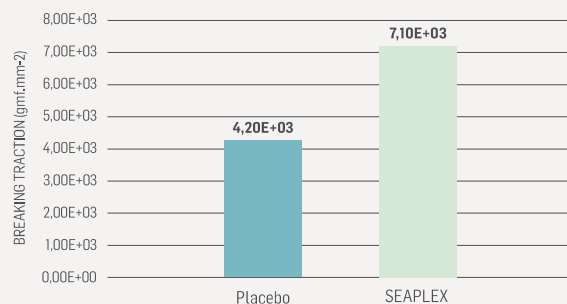
The amount of energy needed to evaporate water from hair treated with SEAPLEX is slightly higher than virgin hair, showing that the porosity is similar and the hair was less damaged. The market product needed more energy for total evaporation. **Hair treated with SEAPLEX is healthier.**

SEAPLEX

ANTI-BREAKAGE ACTION

Breaking tension is the force required to break the strands of a lock of hair. Treated hair showed 67% more strand resistance when compared to placebo treatment, after one application. In the test, shampoo and conditioner with SEAPLEX at 1% and leave on with SEAPLEX at 2% were used.

SEAPLEX AND HAIR BREAKAGE



Healthy hair strand



Broken hair strand

Healthy and shiny hair even after several bleachings.



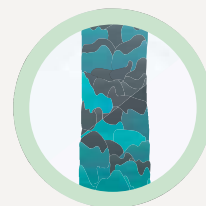
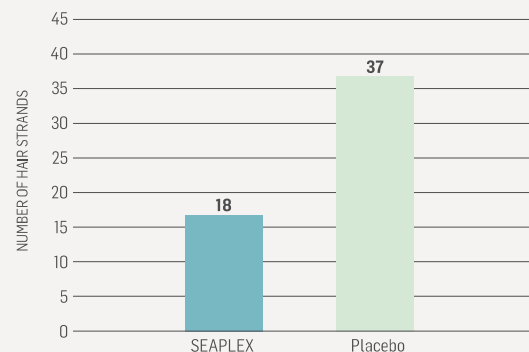
SEAPLEX

Healthy and shiny hair even after several bleachings.



PREVENTION OF SPLIT ENDS

SEAPLEX AND SPLIT ENDS PERFORMANCE TEST



Healthy hair strand



Split ends

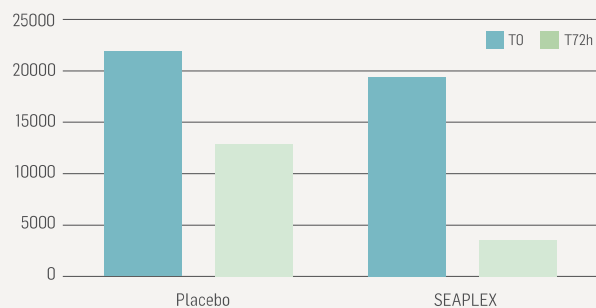
During bleaching, chemicals open the cuticles and damage the proteins, leaving the hair weaker. After bleaching, the hair becomes more porous and dry, which leads to the formation of split ends and breakage. It also loses its natural elasticity and moisture and becomes more vulnerable to physical stress. In the test, hair treated with **SEAPLEX*** reduced the formation of split ends by 51% compared to the placebo, after a single application.

*Shampoo and conditioner with SEAPLEX at 1%, Leave on SEAPLEX 2%.

SEAPLEX

ANTI-FRIZZ ACTION

SEAPLEX AND FRIZZ REDUCTION PERFORMANCE TEST



In the frizz reduction test (shampoo and conditioner with 1% SEAPLEX and leave on with 2% SEAPLEX), the treatment showed a significant **reduction of 72% in frizz, for up to 72 hours**, when compared to the placebo.

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SEAPLEX

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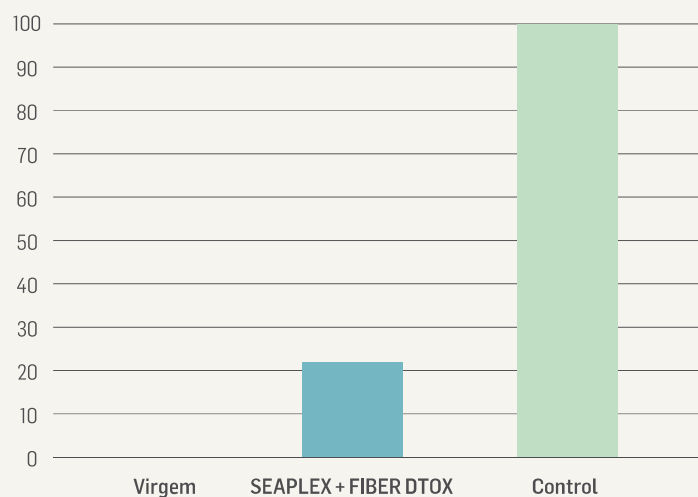


**SEAPLEX
+
FIBER DTOX**

SEAPLEX

SEAPLEX + FIBER DTOX

HAIR DAMAGE



Healthy and shiny hair even after several bleachings.

A prewash with **FIBER DTOX** can be used for even lighter shades of blonde.

The locks were washed with shampoo with **FIBER DTOX** 5% before bleaching using **SEAPLEX** in bleaching powder for the tests.

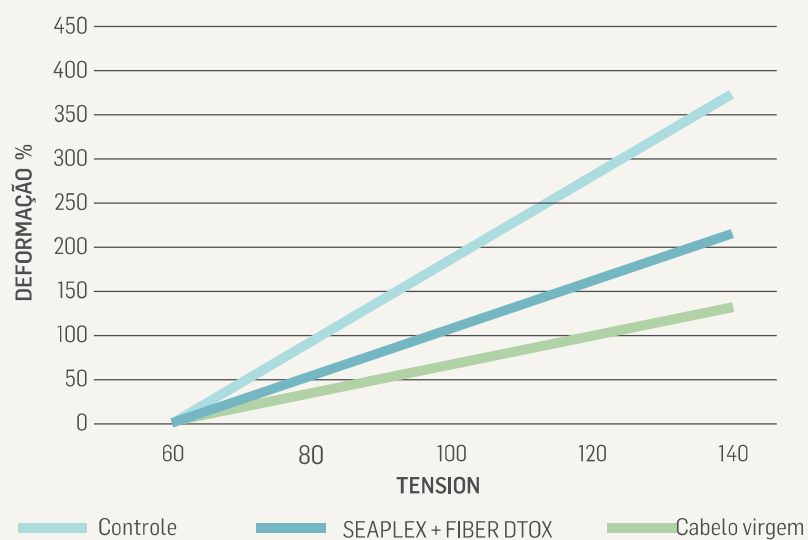


SEAPLEX

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SEAPLEX + FIBER DTOX

ANTI DAMAGE



DSC and DMA tests were performed to measure hair damage and deformation versus applied stress. It was possible to observe that the FIBER DTOX + SEAPLEX combination continues producing better hair results than the control.



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INCI NAME

Aqua, Hydrolyzed Rice Protein,
Hydrolyzed Soy Protein,
Sodium Carrageenan, Algin,
Glycine, Sodium Benzoate,
Potassium Sorbate

USAGE LEVELS

PRODUCT	(%)
Shampoo and conditioner	1.0
Leave on	2.0
Bleaching powder	1 : 2.7 (Seaplex : Powder)



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