

Phyto.CARE AOX

Botanic origin potent antioxidant system
Hair & Scalp Care

Phytocompatible Extraction Intelligent:

Obtained by an intelligent extractor system (BECA) composed of bioesters that enable the more efficient extraction of phytochemicals with different characteristics and polarities. In addition to being a unique extractor, BECA is an exclusive transport system

Composition:

Extraction carried out by the Bioesters Carrier System (BECA) which results in a complex of phyto-components extracted from chamomile, green tea, turmeric and rosemary associated with lutein and quercetin

Results (Scalp):

- Collagen protection against oxidizing agents
- Antioxidant action: against oxidative and nitrosative stress
- DNA protection
- Soothing and anti-inflammatory action
- Antiaging
- Purifying and detox action
- Sun protection

Results (Hair):

- Preventing structural damage: keratin and sulfur (disulfide) bridges
- Lipid protection
- Increased brightness
- Recovery of hydrophobicity
- Protection against environmental damage
- High permeation and substantivity
- Antiaging

Benefits for the formulator:

- Innovative technology co-created with renowned public universities
- Concept aligned with the main trends in Hair, Scalp and Skin Care
- Excellent cost benefit
- Multifunctionality
- Versatility in different textures use



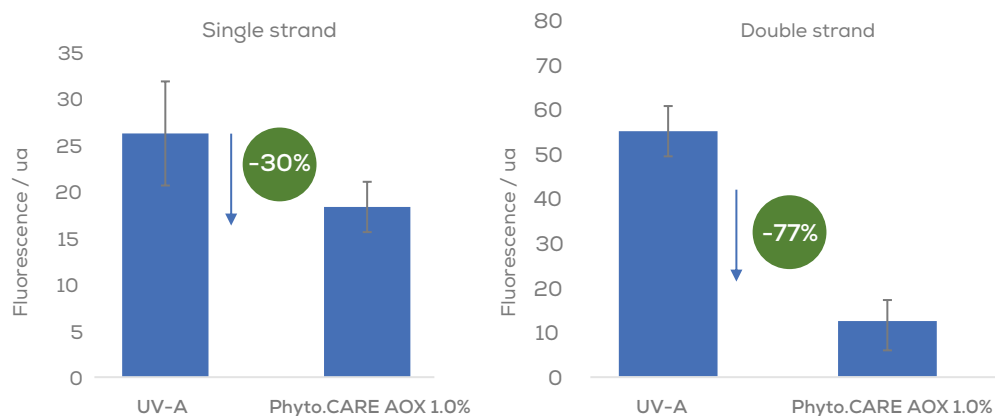
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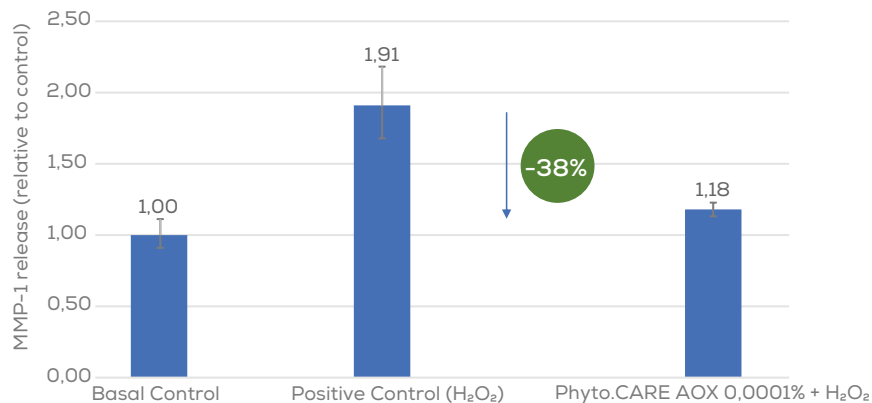
TESTS

SCALP

DNA protection against sun damage

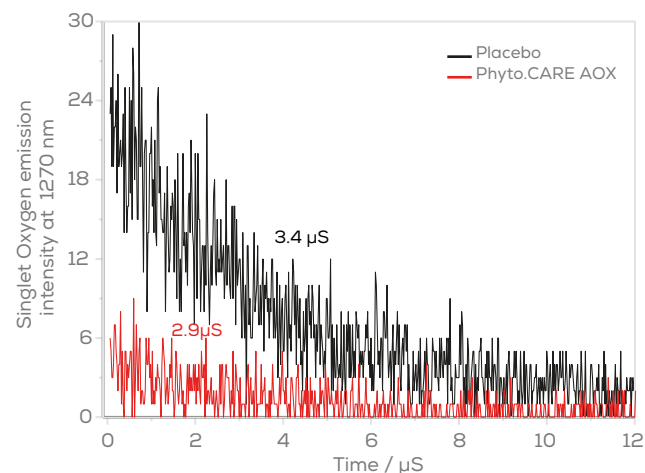


Collagen protection against oxidizing agents

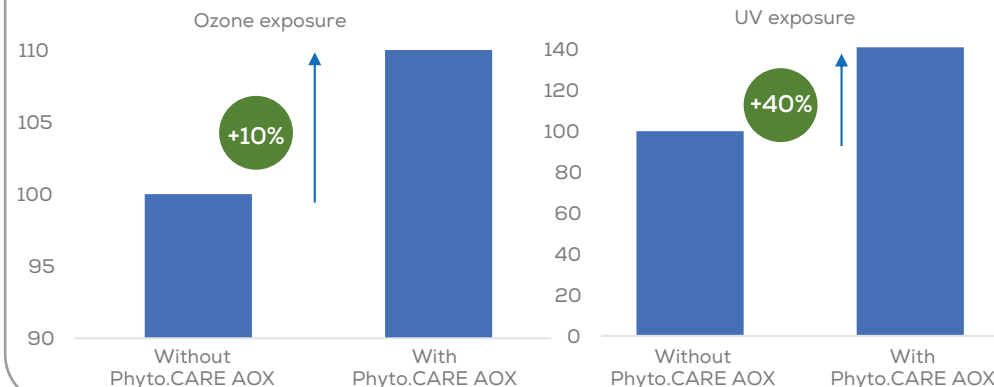


HAIR

Antioxidant activity in the hair fiber



Protection of sulfur bridges against environmental damage



INCI Name: *Curcuma Longa* Root (and) *Camellia Sinensis* Leaf (and) *Chamomilla Recutita* Flower (and) *Rosmarinus Officinalis* Leaf (and) *Ethyl Olivat*e (and) *Ethyl Laurate* (and) *Ethyl Linoleate* (and) *Jojoba Esters* (and) *Oryza Sativa* Bran wax (and) *Quercetin* (and) *Xanthophyll* (and) *Alcohol*

Use level: 1.0 - 5.0%

Applications: Conditioners, Elixirs, Finishes, Hair fluids, Leave-in, Intensive masks, Oils, Hair serums, Shampoos, Rinse-free treatments.

