

ZINBLOQ

EXPOSOME HAIR PROTECTION

ASSESSA

INNOVATION FOR A GREENER WORLD



HAIR AND NATURAL DEFENSES

Unlike skin, hair has no natural defenses against free radicals, making it vulnerable to oxidative damage like UV radiation, urban pollution, cigarette smoke, temperature and moisture. Aging hair is also vulnerable to oxidative stress and structural changes like unprotected cuticles, compromised lipid surfaces, defenseless cortex, lack of shine and difficulty combing.

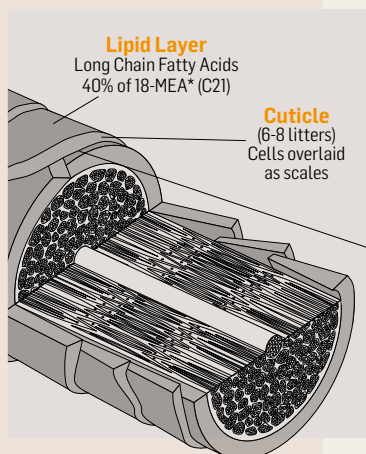
WHAT IS EXPOSOME?

The term exposome describes the totality of exposures to which an individual is subjected from conception to death. It includes both external and internal factors, as well as the human body's response to these factors.

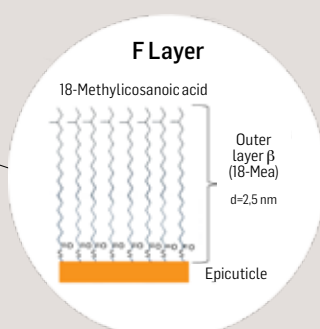
WHAT IS ZINBLOQ?

ZinBloq protects hair from environmental damage by preserving the cuticle and reducing oxidative stress for stronger, healthier hair.

- Keeps hair shiny
- Improves combability
- Protects the hair strands from erosion
- Reduces visible signs of aging.



EXPOSOME & HAIR



CUTICLE DAMAGED

- Loss of cortex protection
- Loss of combability and entanglement
- Loss of gloss



MECHANISM OF ACTION SELECTED RAW MATERIALS

ANTIOXIDANT AND FREE RADICAL SCAVENGER ZINGIBER OFFICINALE

Zingiber officinale (ginger) is an antioxidant that scavenges free radicals. Numerous bioactive compounds have been identified in ginger, including phenolic and terpene. The phenolics are mainly gingerols and shogaols, which neutralize free radicals that damage hair follicles and strands. Polysaccharides, lipids, organic acids, are also present. By reducing oxidative stress, ginger prevents hair damage and breakage and contributes to stronger hair.



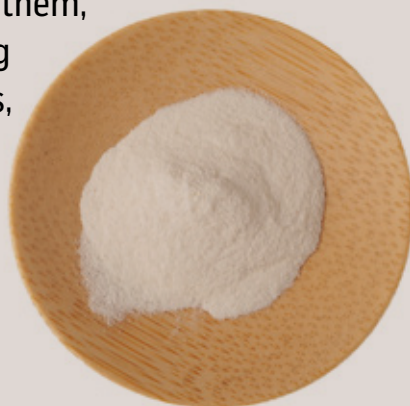
COATING AGENT AND FREE RADICAL SCAVENGER KAPPAPHYCUS ALVAREZII



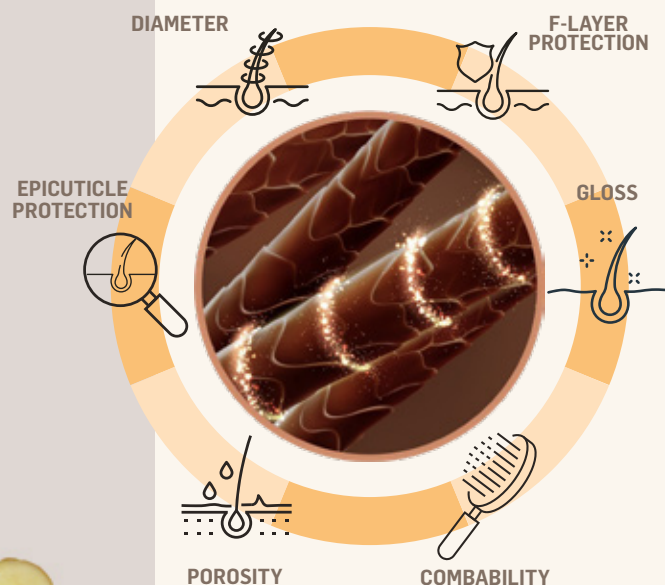
Kappaphycus alvarezii, as a coating agent, can be defined as a natural shield for hair against the exposome. It forms a protective barrier on the hair shaft, shielding it from environmental stressors like pollution, UV radiation, and harsh chemicals. This barrier helps prevent damage and breakage, preserving the health and integrity of the hair. This protective film can also help strengthen hair, reducing breakage and split ends.

CHELATION AND COATING AGENT SODIUM ALGINATE

Sodium alginate acts as a chelation agent against hair exosomes by binding to heavy metals and other pollutants present in the environment, trapping them, and preventing them from interacting with the hair. By binding to pollutants, sodium alginate helps detoxify the hair, removing harmful substances that cause damage and dullness. The chelating action protects the hair from environmental stressors.



HAIR CUTICLE SHIELD



UPCYCLING CREATING NEW INGREDIENTS OF BIOMASS WASTE

Assessa has developed a green process to extract valuable molecules from the industrial ginger waste of a juice factory.

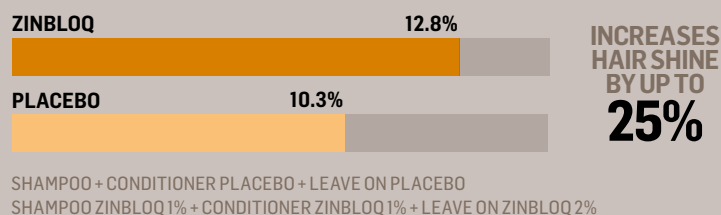


PROTOCOL 1

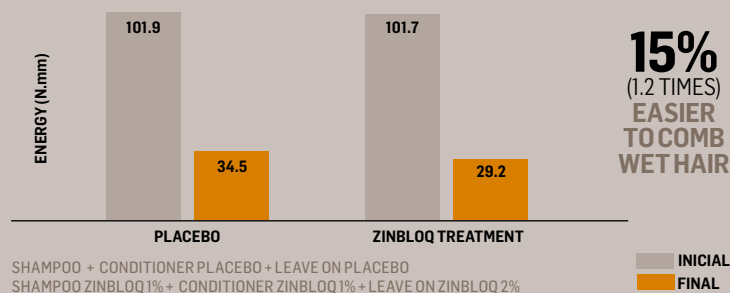
EXPOSOME EXPOSURE

The Ci3000+, Fade-Ometer, and Q-Sun chambers simulated the hair exposome. By replicating sunlight, temperature, humidity, and moisture, these chambers accelerated the effects of environmental factors on hair, providing valuable insights into its resistance to damage. In these chambers, strands of natural Caucasian hair were subjected to wash cycles, treatments with products as described, and UV exposure cycles totaling 100 hours.

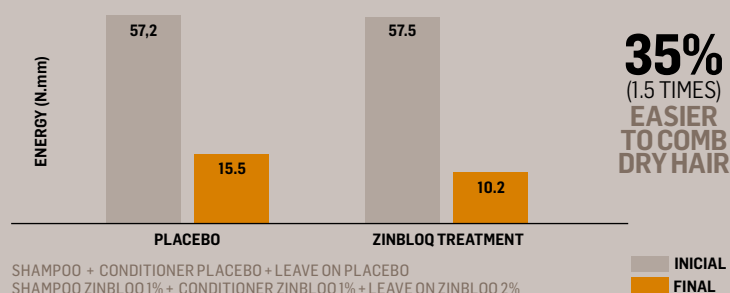
GLOSS TESTS PERFORMED WITH GLOSSMETER (BYK GARDNER®) EQUIPMENT



COMBABILITY OF WET HAIR TESTS CARRIED OUT WITH INSTRON 23-2S DEVICE (BLUEHILL 4.21 SOFTWARE)



COMBABILITY OF DRY HAIR TESTS CARRIED OUT WITH INSTRON 23-2S DEVICE (BLUEHILL 4.21 SOFTWARE)

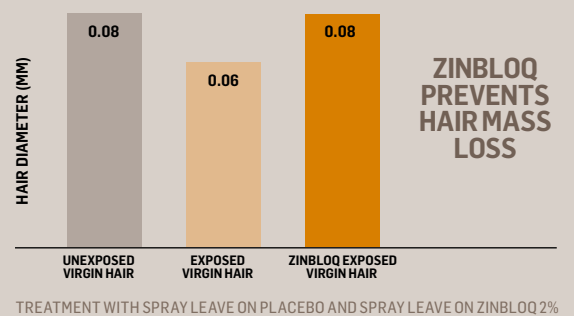


PROTOCOL 2

EXPOSOME EXPOSURE

In chambers used to simulate the effects of sunlight and weathering, strands of natural Caucasian hair were subjected to wash cycles, treatments with products as described, and UV exposure cycles totaling 100 hours.

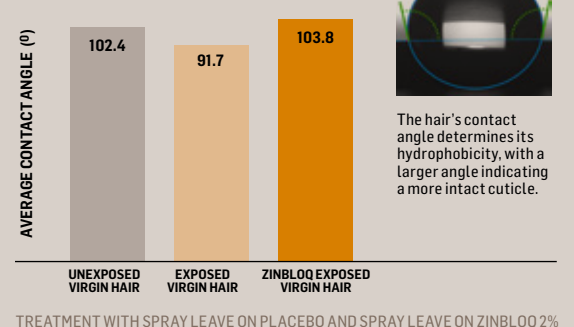
DIAMETER (CAPILLARY INTEGRITY) TESTS PERFORMED WITH MICROMETER



EPICUTICLE PROTECTION TESTS PERFORMED BY SCANNING ELECTRON MICROSCOPY



F-LAYER PROTECTION TESTS PERFORMED WITH GONIOMETER



ZINBLOQ

EXPOSOME HAIR PROTECTION

PROTOCOL 3 EXPOSOME EXPOSURE (DAMAGED HAIR)

In chambers used to simulate the effects of sunlight and weathering, strands of damaged Caucasian hair were subjected to wash cycles, and treated with products as described, with UV exposure cycles totaling 100 hours.

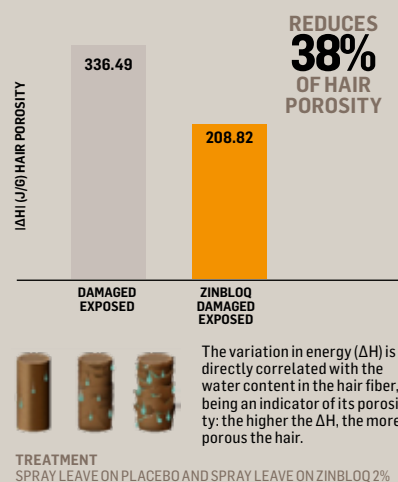
ZINBLOQ "WELL-AGING HAIR"

- PROTECTS HAIR CUTICLE
- MAINTAINS LIPID SURFACE INTEGRITY
- PRESERVES THE CORTEX
- INCREASES HAIR GLOSS
- DETANGLES HAIR



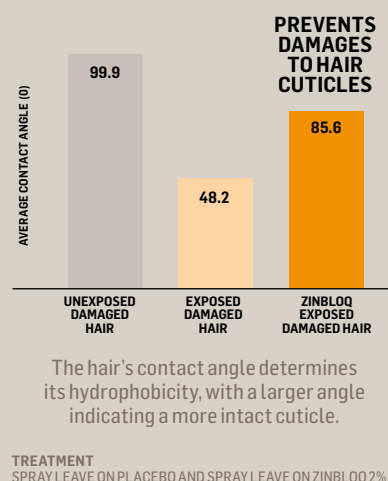
DSC POROSITY

TESTS PERFORMED BY DIFFERENTIAL CALORIMETRY SCANNING (DSC)



F-LAYER PROTECTION

TESTS PERFORMED WITH GONIOMETER



USAGE LEVEL

PRODUCT	(%)
Shampoo	1 to 3
Conditioner	1 to 3
Leave-on	1 to 3
Spray	1 to 3

INCI NAME

Zingiber officinale (Ginger) Root Extract, Kappaphycus Alvarezii Extract, Algin, Sodium Benzoate and Potassium Sorbate.

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