

10 effect ageless nighttime scalp elixir

with seastem™ biofunctional and protectagen™ biofunctional formula # Z436-30



claim to fame

age-defying scalp elixir based on leading edge technologies, protects follicular stem cells and rejuvenates hair follicles



fresh giant kelp to protect follicular stem cells from ultra fine particles



rice peptides to protect stem cells and reduce uv damage in hair follicles



clean INCI, vegan, >99 % naturally derived****, and biodegradable*****



nature-derived

meets ISO 16128-2:2017 50-99% natural origin content standard



natural

meets ISO 16128-2:2017 100% natural origin content standard

description

the 10 effects ageless scalp care regimen is a science-led approach to natural scalp care based on breakthrough technologies to defy scalp aging and to give healthier looking hair

the nighttime elixir contains two natural extracts to protect follicular stem cells from the environment: a rice extract rich in peptides to protect stem cells from environmental insults such as UV, and a kelp algae extract preserving hair follicle stem cells from air pollution

featured ingredients

seastem™ biofunctional

fresh and minimally processed kelp fraction (mactrocystis-pyrifera) designed to protect stem cells from pollution and with clinically-proven*** benefits on skin barrier renewal and hydration. natural, cosmo-validated.

protectagen™ biofunctional

rice peptides designed to preserve follicular stem cells from internal and environmental stress such as UV-induced damage to support a sustainable hair growth. natural, cosmo-validated.

typical properties

description: slightly brown/yellow, clear, low viscous liquid; pH: 4.0 to 5.0; viscosity: 100 to 300 cps/25°C (lvt, S61, 12 rpm); this formula has passed 3-month accelerated lab stabilities and a 28-day preservative challenge efficacy test**

** preservative system has not been optimized to its lowest effective level;

*** based on clinical testing of representative model formulations ****according to ISO16128 calculation; *****based on OECD criteria and an assessment of components

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formula # Z436-30

ingredients (trade name INCI)		% w/w	supplier
phase a			
deionized water	Aqua (Water)	q.s.	Local
natrathix™ bio cellulose	Cellulose Gum	0.40	Ashland
lubrajel* marine hydrogel	Water (and) Glycerin (and) Sodium PCA (and) Erythritol (and) Chondrus Crispus (Carrageenan) (and) Xanthan Gum	3.00	Ashland
seastem™ biofunctional	Macrocystis Pyrifera (Kelp) Extract	1.00	Ashland
protectagen™ biofunctional	Water (Aqua) (and) Glycerin (and) Hydrolyzed Rice Protein	1.00	Ashland
phase b			
optiphen™ bsb-w	Benzyl Alcohol (and) Water (Aqua) (and) Sodium Benzoate (and) Potassium Sorbate	0.60	Ashland
phase c			
citric acid (25% aq. solution)	Citric Acid	a.n.	Local
total		100.00	
*trademark of a third party			
procedure			

1. phase a: add natrathix™ bio cellulose to the water under high agitation and mix until smooth and lump-free.; then add other ingredients in order and mix until smooth and lump free
2. phase b: with mixing, add optiphen™ bsb-w to phase a
3. phase c: with mixing, adjust pH to 4.0-5.0 with citric acid

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