

# HAIRCARE

REPAIR, TREATMENT, PREVENTION AND STYLING

# ASSESSA

INNOVATION FOR A GREENER WORLD



## HAIRCARE LINE

No two hairs are identical, just as no two people are exactly alike. The diversity of hair types and the end of unified aesthetic standards have led to the demand for specific products that meet this huge

segmentation and are effective in meeting the expectations and needs of each hair type and lifestyle. ASSESSA has ingredients for repair, treatment, prevention, and styling in its portfolio.

### REPAIR



#### FILCORTEX VEG

RESTRUCTURES  
THE HAIR FIBER

Rebuilds the hair cortex acting in the replacement of amino acids of KAP-HGT proteins.

- Repairs brittle and damaged hair.
- Seals the amino acids within the fiber.
- Increases and strengthens hair mass.
- Prevents split ends.
- Thermal protector.
- Leave on at 1.5% increases hair strength by 54%.



#### PLUG IN GS

RECOVERS  
NATURAL LIPIDS

A biomimetic association of lipids that simulates the composition of the oil produced by the sebaceous glands. It is a balance of 100% natural extracts, monoesters, triglycerides, and squalane.

- Restores the lipid balance of dry, fragile, and/or damaged hair.
- Softens hair and increases shine.

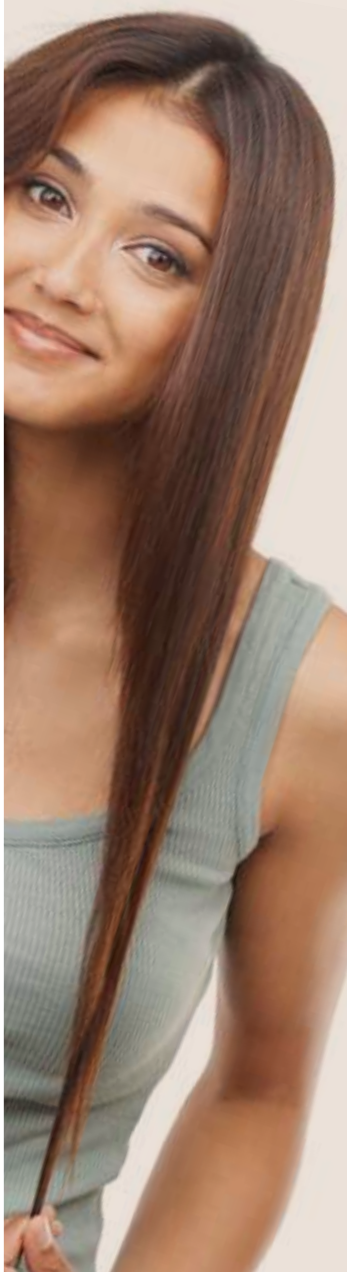


#### ACQUASALINA

REPLENISH MINERALS  
IN DAMAGED HAIR

A hypertonic saline solution inspired by the mother liquor composition discarded during salt production. It contains the fundamental elements of concentrated seawater.

- Restores electrolyte balance of the scalp, activating its metabolism.
- Rich in potassium, magnesium, and zinc.
- Acts as a powerful remineralizer for hair.



## TREATMENT



### ORMAGEL XPU

PROTECTS FROM PHOTO-CHEMICAL DAMAGE

The extraction of active fractions from seaweed results in an ingredient with intense cosmetic activity.

- Protects against photochemical oxidation.
- Increases hydration by up to 18%.
- Aligns the cuticles, recovering its gloss.
- Protects against irritation by chemical agents.



### ALGAVITE

PROTECTION AND BALANCE FOR THE SCALP

Bioactive with immunomodulatory activity that stimulates scalp balance and its vital functions, confirmed by in vitro and clinical trials. It's rich in biopolymers, polyphenols, and oligoelements extracted from algae.

- Reduces scalp oil by 15.4% after 30 days.
- Reduces erythema by 9.4% after 30 days.
- Improves hydration by 7.1% after 30 days



### QUIDITAT SRC

RESTORES MINERAL BALANCE OF THE HAIR

It is a wholly green coconut water-based bioactive ingredient, vectorized with sulfated polysaccharides, obtained from marine algae. It is a powerful moisturizing and remineralizing agent that strengthens and treats damaged hair.

- Its high level of soluble silicon assists in the reinforcement of hair.
- Powerful hydrating and remineralizing.



### FLORLIK ROSE

INCREASES HAIR GLOSS, ANTIOXIDANT

Produced from fresh rose petals with an innovative process that transforms them into a liquid containing all the bioactive components of the flower.

- Helps repair the porosity of damaged hair.
- Astringent property brings shine to the hair.
- Strong antioxidant action.



### QUIDITAT NWA +

CUTICLE ALIGNMENT AND HYDRATION

Network of marine algae and Aloe barbadensis.

- Powerful moisturizer.
- Aligns cuticles.
- Restores hair gloss.



### NUTLIX COCO

HYDRATES HAIR FIBERS

It's a perfectly balanced combination between a selected fraction of eco-friendly coconut water and extra virgin organic coconut oil creating a unique product that may powerfully moisturize skin and hair.

- Moisturizes and softens dry hair.
- Retains 19% more water compared to the same treatment with virgin coconut oil.

### ACTIMULSI GA20

NATURAL CO-EMULSIFIER

Natural bioactive derived from Acacia Senegal.

- Reduces synthetic emulsifiers in the formula.
- Aligns cuticles.
- Softens and adds shine.





## STYLING



### LISSELINI

THERMAL PROTECTION  
AND ANTI-FRIZZ

It's an ingredient based on the combination of soluble fibers with bioadhesive properties, proteins and biopolymers.

- Anti-frizz
- Aligns and regenerate hair fibers
- Protects from heat.
- Increases gloss.
- 2% shampoo improves combability by 41% compared to placebo.



### CURVELINI

KEEPS CURLS  
FOR 24 HOURS

Plant milk obtained from the seeds of the golden flax. Rich in polysaccharides, it helps to shape natural loose and soft curls.

- Increases hair gloss after one application.
- High concentrations of fatty acids.
- Conditioning and emollient properties.
- Nutrient and repairing properties.



### QUATTRO

FOR CURLY HAIR

Obtained from the combination of chia seeds, liquid waxes, monoesters of fatty acids, and other essential lipids. QUATTRO provides lubrication and conditioning for hair strands.

- Maintains the curls styling and definition
- Regenerates, softens, and moisturizes the hair.
- Preserves oiliness
- Improves combability and controls frizz.

## PREVENTION



### ORMADRY CLC

PROTECTS & PREVENTS  
AGAINST IRRITATION

Obtained from a selection of seaweed, extracted and dried, resulting in a pure, stable ingredient with high cosmetic activity for the formulation of powder or paste products. Compatible with:

- Bleaching powders.
- Straighteners.
- Hair coloring: it forms a moisturizing film that protects the scalp against discomfort and redness and loss of hair gloss.



### COLORHOLD

PREVENTS HAIR  
COLOR FADING

The exclusive **Double Blocking System**, works on two different levels of the hair fiber to maintain the color in the matrix: it traps the colorants inside the cortex and repositions the cuticles, sealing the colorants within the fiber.

- Can be used in permanent dye or postdye products.
- In tests with similar products, it showed the best results in color retention after 9 washing cycles.



### FIBER DTOX

CAPTURE AND REMOVE  
TOXINS & HEAVY METALS

It combines natural molecules from four plants with a high capacity to capture and remove heavy metals and pollutants.

- Captures and removes toxins and heavy metals adsorbed by the hair.
- In the pre-bleaching process, shows a 15% increase in strength and a 9% improvement in the elasticity of the hair.
- Prevents adsorption of copper in the hair.
- Reduces adsorbed copper levels.



TEXTURES

## CARBOGREEN PLATFORM

- CARBOGREEN QB
- CARBOGREEN EI
- CARBOGREEN EA
- CARBOGREEN EO

**CARBOGREEN** is a texturizer that presents extraordinary sensory in the skin and hair. It has fast drying, film formation, and excellent spreadability.

When in association, **CARBOGREEN** platform's products increases the viscosity of cosmetic formulas, allowing the exploration of a variety of textures.

With **CARBOGREEN** it is possible to formulate different textures such as serums, gel creams, and light emulsions up to a thick cream, meeting all your final product's needs.



# HAIRCARE PRODUCTS & BENEFITS

	ACQUASALINA	ALGAVITE	ACTIMUSI GA20	COLORHOLD	CURVELINI	FIBER DTOX	FILCORTEX VEG	FLORLIK ROSE	LISSELINI	NUTLIX COCO	ORMADRY CLC	ORMAGEL XPU	PLAT. CARBOGREEN	PLUGIN GS	QUATTRO	QUIDITAT NWA +	QUIDITAT SRC
Sensorial Agent													●				
Alignment of hair cuticles			●	●					●			●				●	
Anti frizz					●				●						●		
Increase in hair mass							●										
Gloss			●		●			●	●		●	●			●	●	
Detoxification						●											
Smooth effect									●								
Hydration					●					●	●	●			●	●	●
Scalp hydration		●															
Curl maintenance					●										●		
Softness			●	●	●					●					●		
Nourishment						●											
Combability			●											●	●	●	
Prevention of color fading				●								●					
Prevention of split ends							●										
Protection (chemical agents)											●	●					
Protection (photochem oxidation)												●					
Thermal protection							●		●								
Scalp erythema		●															
Scalp oil control		●															
Reinforcement of hair strands						●											●
Removal of heavy metals						●											
Remineralization	●																●
Repair	●				●	●	●	●	●	●				●	●		
Hair mass replacement							●										
Replacement of cortex proteins							●										
Lipid restoration														●			
Styling				●					●					●	●		
Texturing (formula)													●				

