HEALTHY HAIR TRENDS: IT BEGINS FROM WITHIN

The desire for natural ingredients in haircare products is increasing around the world. Consumers are seeking out more information on ingredients to find ones that are in line with their greener lifestyle choices. However, they are not willing to compromise product efficacy for an all-natural product.

In Latin America, the use of hair treatments is common; but new moisturizing products - such as pre-shampoos and cleansing conditioners - are still in their infancy, despite some consumer interest.

HOW DOES HAIR GET DAMAGED?

Damage can occur from various factors, including:
- Washing, brushing, heat styling
- Chemical treatments, coloring
- Environmental conditions
- Poor fiber alignment

Small molecules called osmolytes are nature’s secret to controlling water balance within living cells, by attracting and holding onto vital moisture. DuPont has harnessed this hidden power to create GENENCARE® OSMS, a line naturally-sourced osmolytes for skin, hair, and color cosmetics applications.

In a clinical study on 39 Brazilian women, the regular use during 4 weeks of shampoo and conditioner containing GENENCARE® OSMS BA reduces TEWL by 9% and promotes improved scalp barrier function and health.*

PROVEN RESULTS:

- Untreated Brazilian hair tresses (wavy to curly) washed with shampoo with GENENCARE® OSMS BA*:
  - 39% reduction in frizz
  - 50% reduction in frizz/crease effect in humid environment
  - 30% reduction in combing force (wet & dry)

- With increased hair fricrtion, hair properties are altered, resulting in:
  - Broken hair/hair loss, split ends, tangling, knots, wash hair and dull look.

- Broader cuticle scales
- Increased friction and force in combing and styling

- The hair shaft is less lubricated.

*compared to control shampoo
*measured by fluorescence microscopy

While Brazilians consider themselves to have mainly straight and wavy hair, in reality there is a wide variety of hair types, from straight to coiled.

STRONGER, HEALTHIER-LOOKING HAIR WITH GENENCARE®

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