

HAIR STRAIGHTENING SERUM

Introducing Catalent's Hair Straightening Serum CosmoPod® Twist-Off Capsules

Product Description

New advanced hair care technology contains a specific silicone which is activated inside the hair shaft by flat iron for salon or home thermal hair straightening treatment that is safe and easy. The CosmoPod® capsules provide superior stability, easy application and precise dosing. Great for all hair types, especially thick, frizzy and curly hair, while minimizing hair damage.

INGREDIENTS	HOW IT WORKS	BENEFITS
Special silicone blend	New hair care technology designed for straightening and styling application Formaldehyde free	Maintains hair style and straightening Improves wet and dry combing Improves hair shine
Silicone gum	Remains on the surface of the hair to improve adhesion of active ingredients to hair fiber surface	Damaged hair regains a natural, healthy appearance Prevents hair cuticle damage Improves wet and dry combing
Argan oil	High content and special composition of unsaturated fatty acids easily penetrates hair	Improves hair softness, sleekness and shine Helps nourish the hair
Shea Butter Derivative	Provides a light, soft feel to the hair	Improves hair softness and shine Helps nourish the hair



COSMETIC EFFICACY TESTING

- Works well for at least 3 wash cycles after successful treatment.
- High temperature flat iron on the control (without treatment) after blow drying has almost no straightening.
- The slip was excellent. Some smoke was normal for silicone based formulas. There was no residual, no fried hair.

Protocol Execution

3 tress test on frizzy, virgin hair

WASH CYCLE 1

Tress 1 - Control 1: wet hair, shampoo, towel dry and blow dry

Tress 2 - Control 2: wet hair, shampoo, towel dry and blow dry, progressive flat iron (205 C), re-wet, shampoo, blow dry

Tress 3 - Experiment 1: wet hair, shampoo, towel dry, Hair Straightening Serum, blow dry, progressive flat iron (205 C), re-wet, shampoo, blow dry

WASH CYCLE 2

Control 1 & Control 2: Tresses 1 & 2 have not been touched

Experimental 2 - Tress 3: wet hair, shampoo, towel dry and blow dry

WASH CYCLE 3

Control 1 & Control 2: Tresses 1 & 2 have not been touched

Experimental 3 - Tress 3: wet hair, shampoo, towel dry and blow dry

The hair has not been combed or flat ironed again when drying. The only styling was after drying, each tress has been pulled by hand from the top down and then allowed to spread back out on its own.

CONCLUSION: OVERALL VERY GOOD FORMULA FOR THE INTENDED APPLICATION

RECOMMENDED USE

- Twist or snip capsule neck to open, dispense the serum onto your fingers and then work through the hair.
- Apply the product on wet hair after shampooing and leave-in. Begin styling with brush and hair dryer, then use the flat iron on dry hair. For frizzy hair it is very important to set the temperature to 200° C (392° F). Re-apply any time as needed.
- Avoid contact with eyes and mucous membranes. External use only. Keep out of reach of children.

Safety Studies Carried Out

- Repeated Insult Patch Test
- Evaluation of the ocular potential irritation by determination of the cytotoxicity after diffusion in agar gel

CONCLUSION: THE PRODUCT HAS GOOD COMPATIBILITY

Stability Studies

Has been performed on Glass jars according to the table below:

CONDITIONS	1 MONTH	3 MONTHS
4°C	X	X
25°C — 60% R.H.	X	X
30°C — 65% R.H.	X	X
40°C — 75% R.H.	X	X

CONCLUSION: ALL TEST CONDITIONS WERE FOUND TO BE ACCEPTABLE

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