

dynagen™ biofunctional

inspired by the Hair Keratin System™ concept
for stronger and healthier looking hair

INCI (proposed): Water (and) Glycerin (and)
Hydrolyzed Yeast Protein

description

Dynagen™ biofunctional is a biotechnology extract with keratin-boosting properties for stronger, fuller, thicker hair.

- from yeast *saccharomyces cerevisiae*
- rich in bioactive peptide fractions
- reduced hair damage

key features and benefits

- consumer-perceivable benefit for stronger, thicker, healthier hair feel *in vivo*
- increase in keratin 14, keratin 17, keratin 71, *ex vivo* associated with stronger hair
- increase in trichohyalin associated with hair keratin structuring
- increase in collagen I *ex vivo*, a major scalp collagen
- increase in collagen IV *ex vivo* associated with hair anchorage
- increase in CD34 *ex vivo* associated with hair nutrition



formulation idea

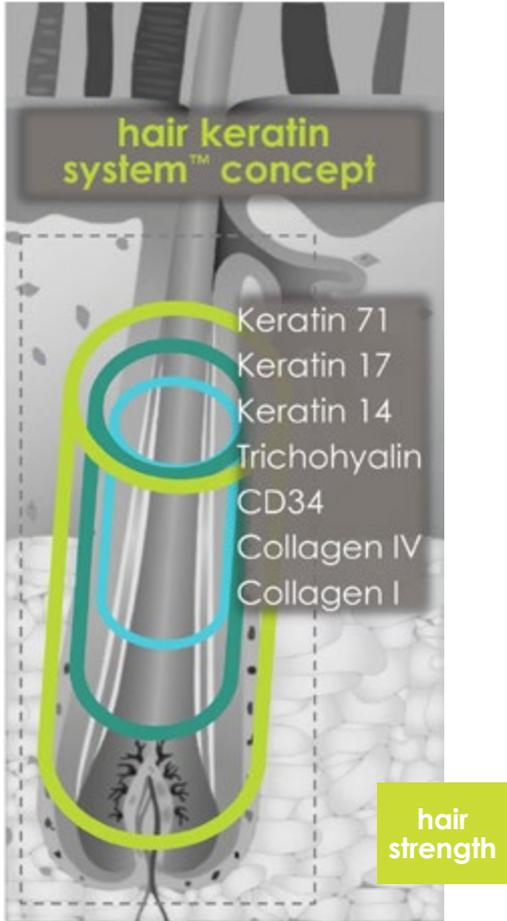
hair and scalp nourisher cream

- associates with a visible increase in keratin 14 in the hair follicle, *ex vivo*
- provides easy wet and dry combing
- leaves hair with a high smooth feel
- maintains good body and structure

technical information

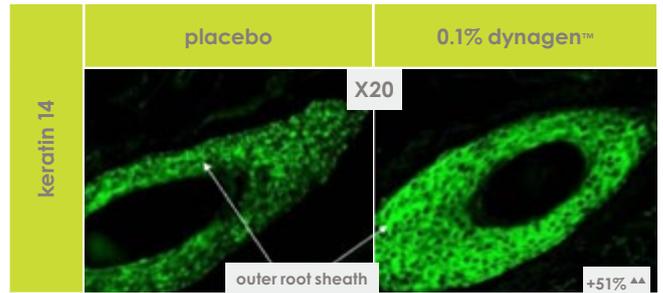
- preservative system: sodium benzoate, potassium sorbate
- COSMOS* validated
- listed on China IECIC and IECSC

inspired by the “hair keratin system™” concept for stronger and healthier looking hair



visibly boosts keratin in the hair follicles

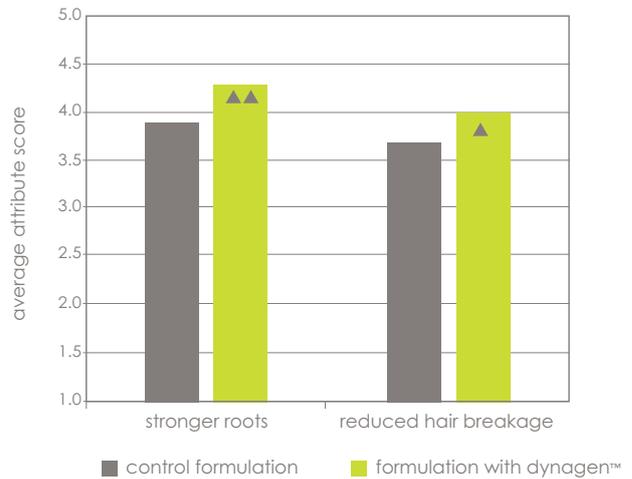
The application of Dynagen™ biofunctional at 1% on ex vivo scalp biopsies significantly increases keratin 14 in the outer root sheath of hair follicles.



^^: very significant with Student's t-test. n=4.

associated with stronger roots

Study participants applying a leave-on treatment with Dynagen™ biofunctional at 1% noted stronger roots, reduced hair breakage, as well as fuller hair after 90 days use.



regional centers

North America
Bridgewater, NJ USA
Tel: +1 800 505 8984

Europe Switzerland
Tel: +41.52.560.5500

Middle East, Africa
Turkey
Tel: +90 216 538 08 00

China Shanghai
Tel: +008621-60906606

India Mumbai
Tel: +91 22 61484646

Asia Pacific Singapore
Tel: +65 6775 5366

Latin America, Brazil
Tel: + 5511 3649 0455

Ashland.com/haicare

Ashland.com/biofunctionalselector

Info.vincience@ashland.com

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