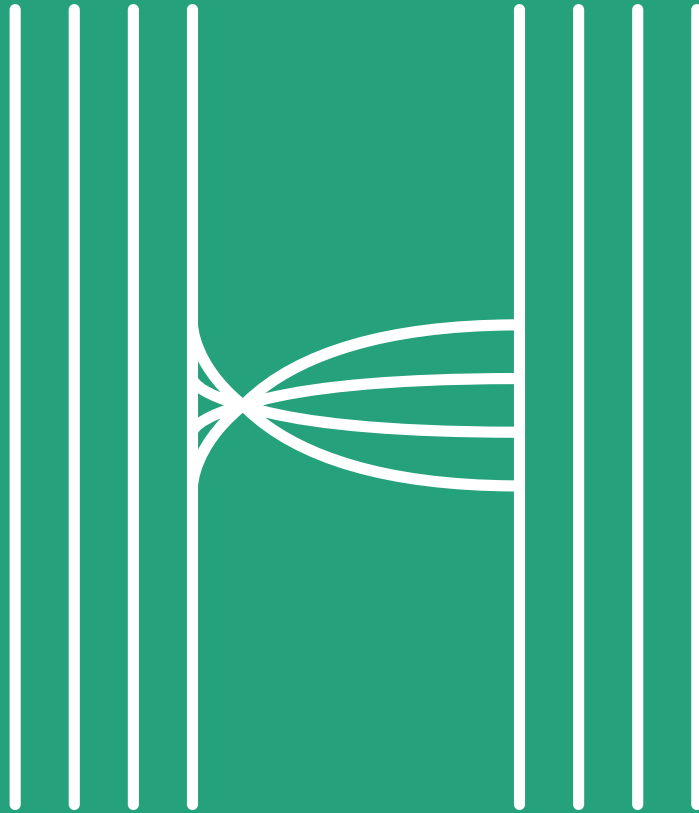


Natural hair moisturizer
GENADVANCE[®] HYDRA



COSMOS APPROVED



what is precious to you?

Challenge

WHY DAMAGED AND DRY HAIR?

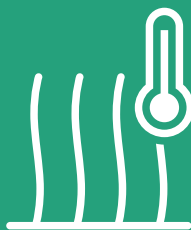
Dry and damaged hair could have various origins: Too frequent washing, chemical treatments, styling procedures, but also every day elements, such as UV light, salt, changes in humidity.

Even people with healthy hair do experience the environmental influences, which could lead to their hair becoming progressively more dry and prone to damage.



MECHANICAL MANIPULATION

rubbing,
brushing



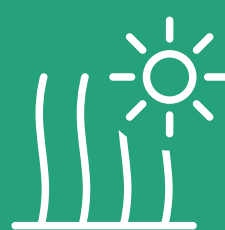
HEAT

dryers,
irons



CHEMICALS

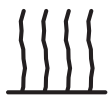
shampoos, perms,
colorants, relaxers



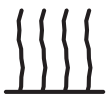
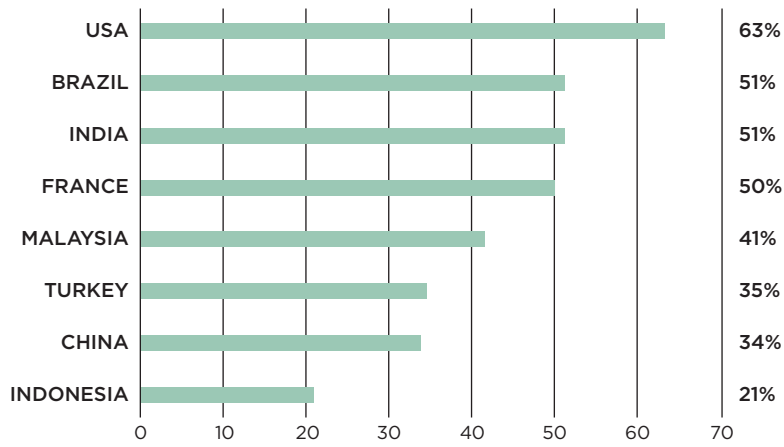
EVERYDAY ELEMENTS

UV, wind, salt,
pollution

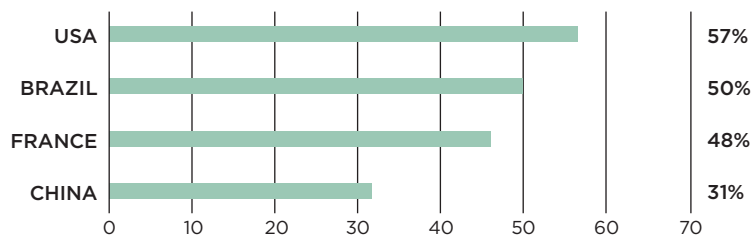
Latest data show that 50% of consumers experience dry hair:



WOMEN EXPERIENCING HAIR DRYNESS



MEN EXPERIENCING HAIR DRYNESS



Key benefits OF GENADVANCE® HYDRA

Genadvance® Hydra is one of Clariant's most nature-friendly hair care ingredients, COSMOS approved by ECOCERT® approved, and for consumers who need to take care of their hair's everyday wear and tear.

Coming from a family of natural moisturizers, it delivers a great after-feel on dry hair. Hair feels moisturized and manageable. Because of its properties, it can be also used in products for children.



**100% NATURALLY DERIVED
COSMOS APPROVED
BIODEGRADABLE IN 10 DAYS**



ECOTAIN®



COSMOS APPROVED



HYDRATES HAIR



**SUPERIOR CONDITIONING IN
SILICONE-FREE PRODUCTS**



**EASIER COMBING
SMOOTH AFTER-FEEL**

Benefit: NATURAL PROFILE



No effect on aquatic life and no environmental labeling

	GENADVANCE® HYDRA	BEHENTRIMONIUM CHLORIDE
Biodegradation	Biodegradable in 10 days	Biodegradable in 28 days
Toxicity to algae, EC ₅₀ , mg/l	Above 940 (no effect)	0.34
Toxicity to Daphnia, EC ₅₀ , mg/l	No effect	1.4

GENADVANCE® HYDRA is a natural based conditioner, with no petrochemical origin, 100% renewable carbon, and COSMOS approval.

GENADVANCE® HYDRA originates from plant-derived materials, among others palm kernel oil (responsibly sourced) and castor oil.

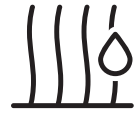


RSPO PALM KERNEL



CASTOR

Benefit: **HYDRATES HAIR**



Evaluation: Visibly moisturized – Smoother hair and less frizz

<p>GENADVANCE® HYDRA</p>  <p>Hair is visibly smoother, feels moisturized and healthy. Frizz and fly-aways are significantly reduced.</p> 	 <p>Natural rinse-off conditioner (branded)</p>
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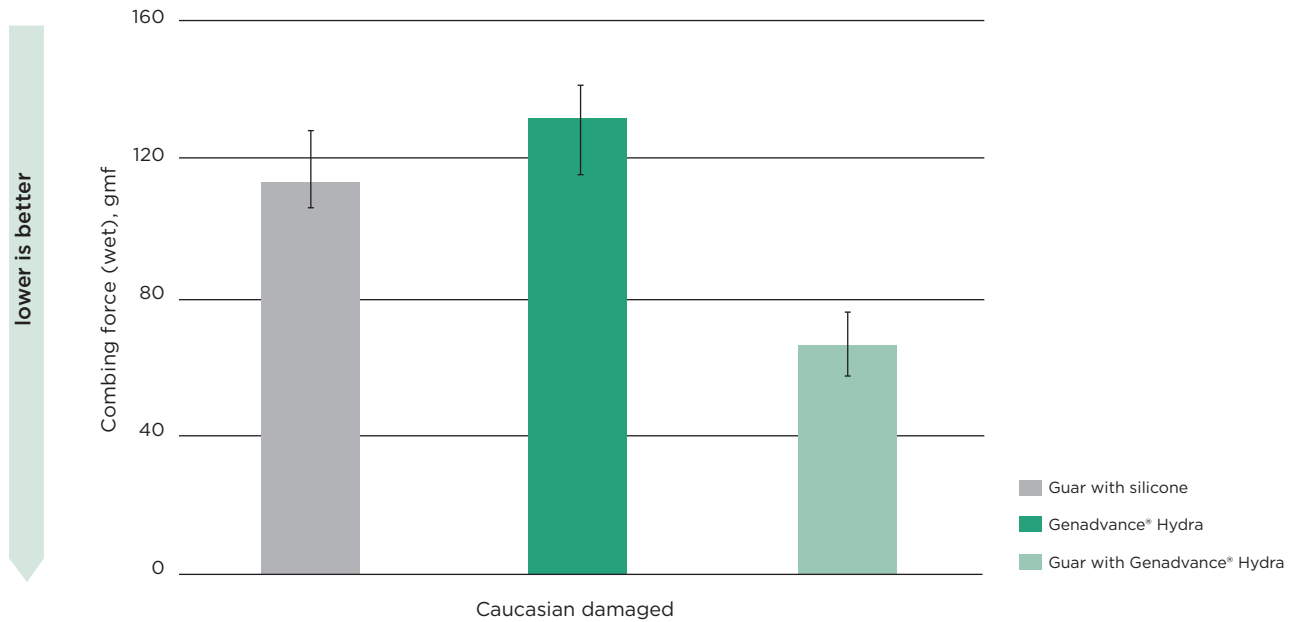
Consumers perceive their hair moisturized or hydrated when it is soft, repaired and smooth. Moisturized hair does not feel brittle and is free from fly-aways – it is manageable and easy to style.

This effect is guaranteed with GENADVANCE® HYDRA, which delivers a smooth and frizz-free after-feel on dry hair.

Benefit: SUPERIOR CONDITIONING



Wet detangling measurement of Caucasian damaged hair treated with a conditioning shampoo

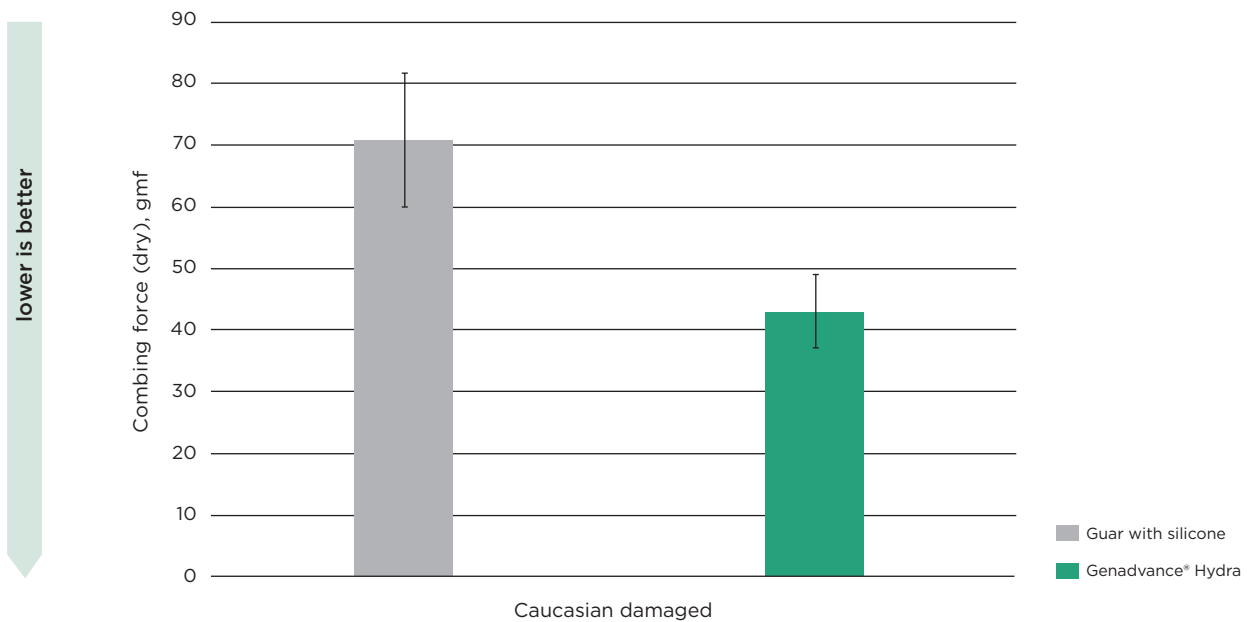


GENADVANCE® HYDRA can flexibly replace conditioning ingredients in shampoo (polyquat, silicone). It helps improve conditioning properties of shampoos, especially on damaged hair in combination with polyquats.

Benefit: EASIER COMBING AND SMOOTH AFTER-FEEL



Dry detangling measurement of Caucasian damaged hair treated with a conditioning shampoo

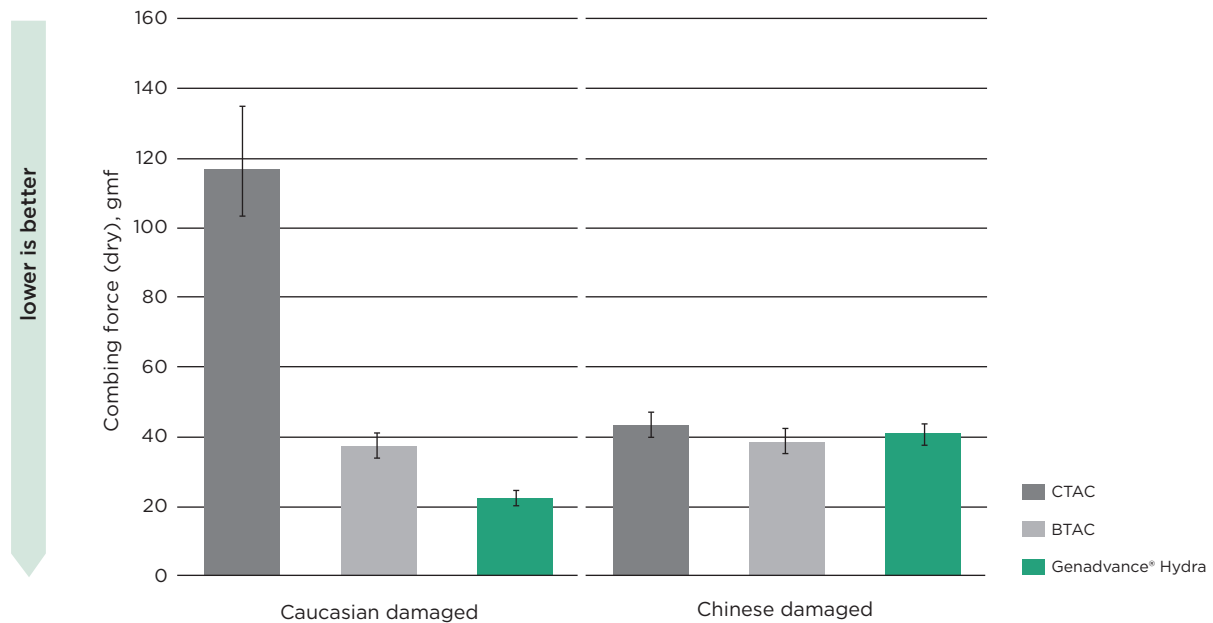


GENADVANCE® HYDRA delivers a conditioned and moisturized after-feel on damaged hair. It can be used on its own, or in combination with polyquats and/or silicones. Dry detangling is improved and significant benefits in dry combing are observed on top of standard silicone with polyquat system.

Benefit: EASIER COMBING



Dry detangling measurement of damaged hair treated with a rinse-off conditioner



GENADVANCE® HYDRA delivers a conditioned and moisturized after-feel on damaged hair. Dry detangling is improved for Caucasian hair and significant benefits in dry combing are observed in comparison with conventional quats (CTAC, BTAC).

Formulation guide

GENADVANCE® HYDRA

FORMATS	GENADVANCE® HYDRA	BENEFITS	GENADVANCE® HYDRA
Shampoo	•	Moisturizer	•
Conditioner	•	Volume	
Hair Mask	•	Repair	
Hair Styling	•	Silicone-free	•
Hair Oil	•	Hair gloss	
Solid Bar		All-natural	•
Transparent			



DRY HAIR



AGING HAIR



DAMAGED
HAIR



NORMAL HAIR



CURLY HAIR



BABY HAIR



GENADVANCE®
HYDRA

Dossier: **GENADVANCE[®] HYDRA**

INCI

Lauryl/Myristyl Polyricinoleate (and) Glycerin

CHEMISTRY

Long chain polyester (non-ionic)

MOLECULAR WEIGHT

ca. 3800 g/mol

APPEARANCE

Light yellow liquid, 98% active - storage at room temperature

CONCENTRATION IN USE

from 0.5 to 5%

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