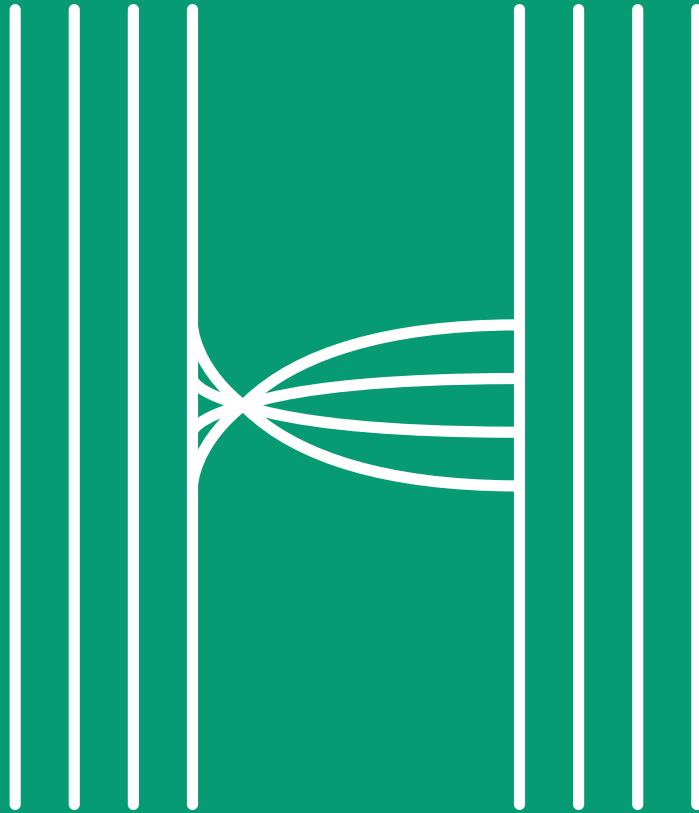


Natural hair moisturizer  
**GENADVANCE<sup>®</sup> HYDRA**



COSMOS APPROVED



what is precious to you?

# Challenge

## WHY DAMAGED AND DRY HAIR?

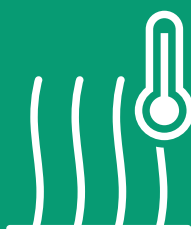
Dry and damaged hair could have various origins: Too frequent washing, chemical treatments, styling procedures, but also every day elements, such as UV light, salt, changes in humidity.

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



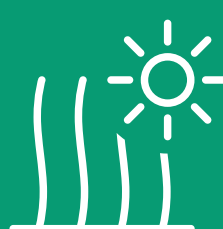
### HEAT

dryers,  
irons



### CHEMICALS

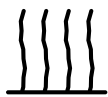
shampoos, perms,  
colorants, relaxers



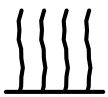
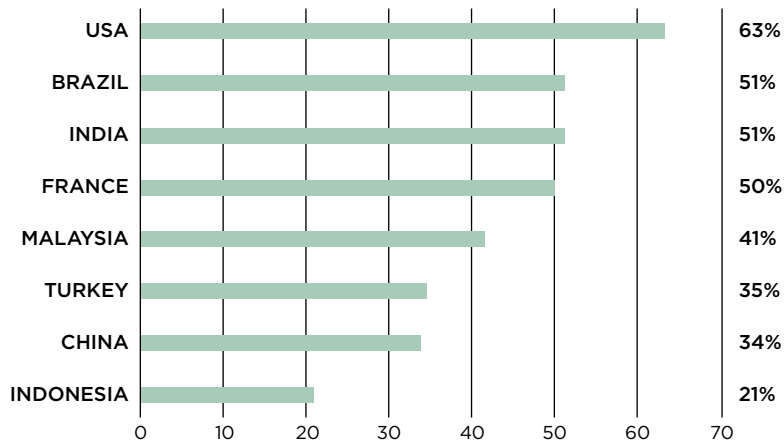
### EVERYDAY ELEMENTS

UV, wind, salt,  
pollution

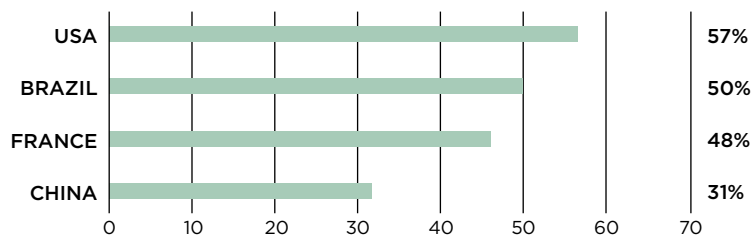
Latest data show that 50% of consumers experience dry hair:



### 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

	<b>GENADVANCE® HYDRA</b>	<b>BEHENTRIMONIUM CHLORIDE</b>
Biodegradation	<b>Biodegradable in 10 days</b>	Biodegradable in 28 days
Toxicity to algae, EC <sub>50</sub> , mg/l	<b>Above 940 (no effect)</b>	0.34
Toxicity to Daphnia, EC <sub>50</sub> , mg/l	<b>No effect</b>	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), castor oil and rapeseed oil.

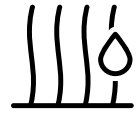


**RSPO PALM KERNEL**

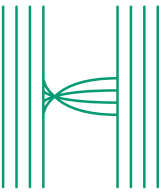




**CASTOR**

# Benefit: **HYDRATES HAIR**



**Evaluation: Visibly moisturized – Smoother hair and less frizz**

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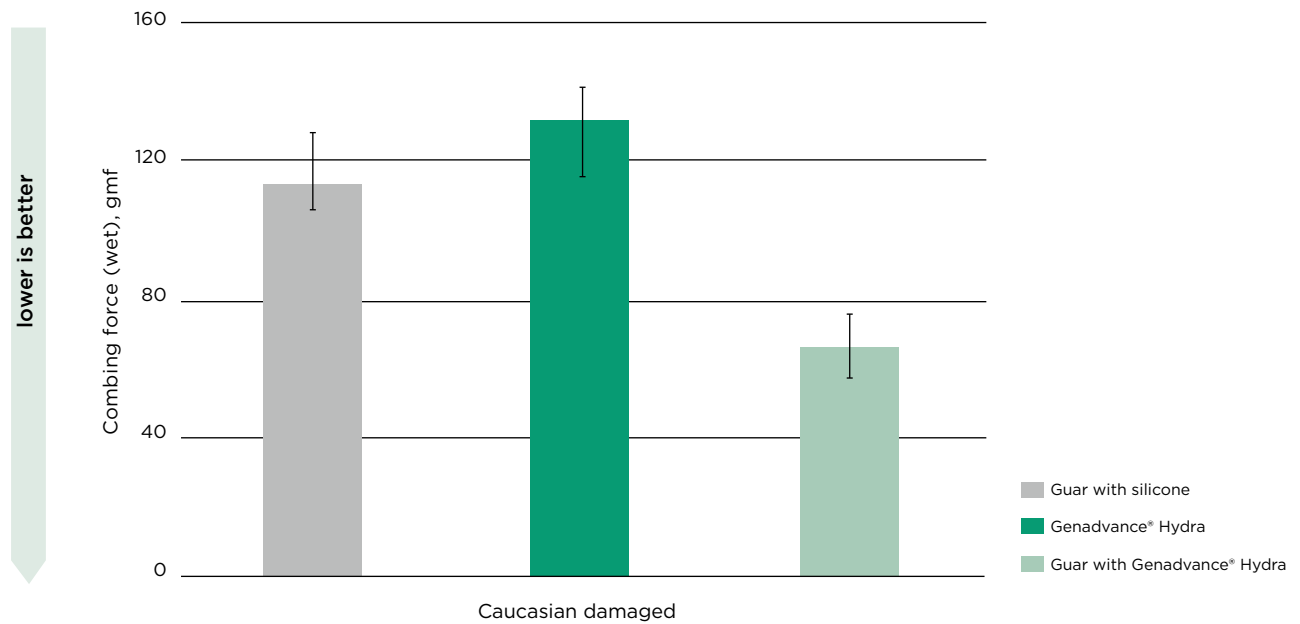
Consumers perceive their hair moisturized or hydrated when it is soft, repaired and smooth. Moisturized hair does not feel brittle and is free from fly-aways – it is manageable and easy to style.

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

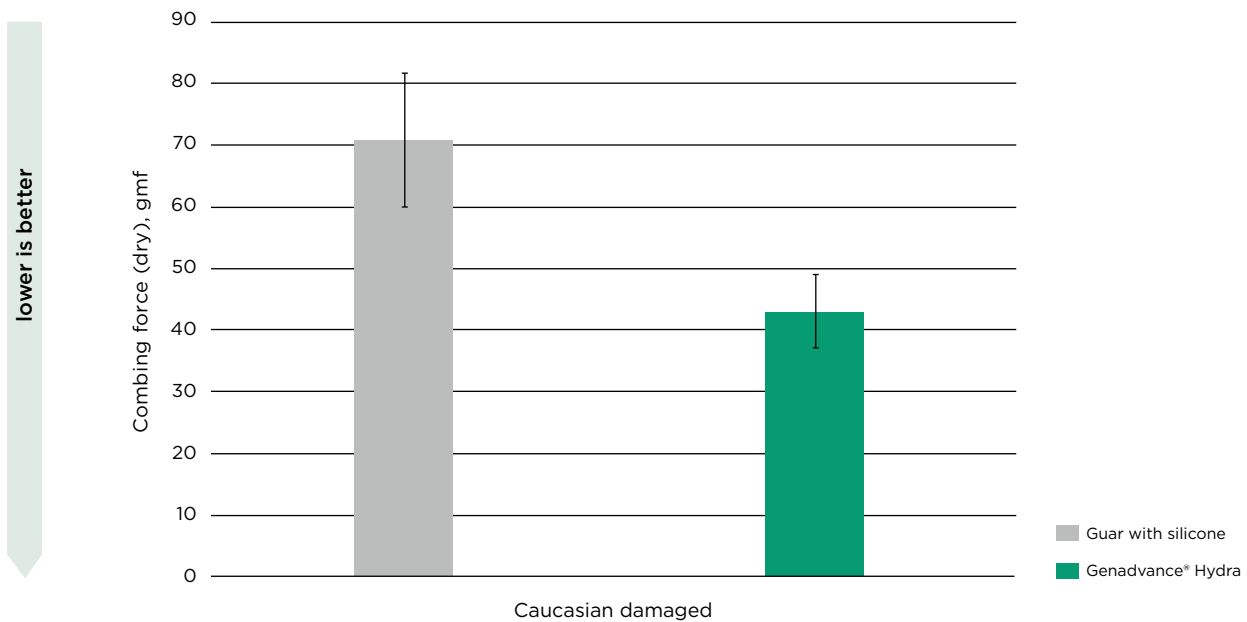


GENADVANCE® HYDRA can flexibly replace conditioning ingredients in shampoo (polyquat, silicone). It helps improve conditioning properties of shampoos, especially on damaged hair in combination with polyquats.

# Benefit: EASIER COMBING AND SMOOTH AFTER-FEEL



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



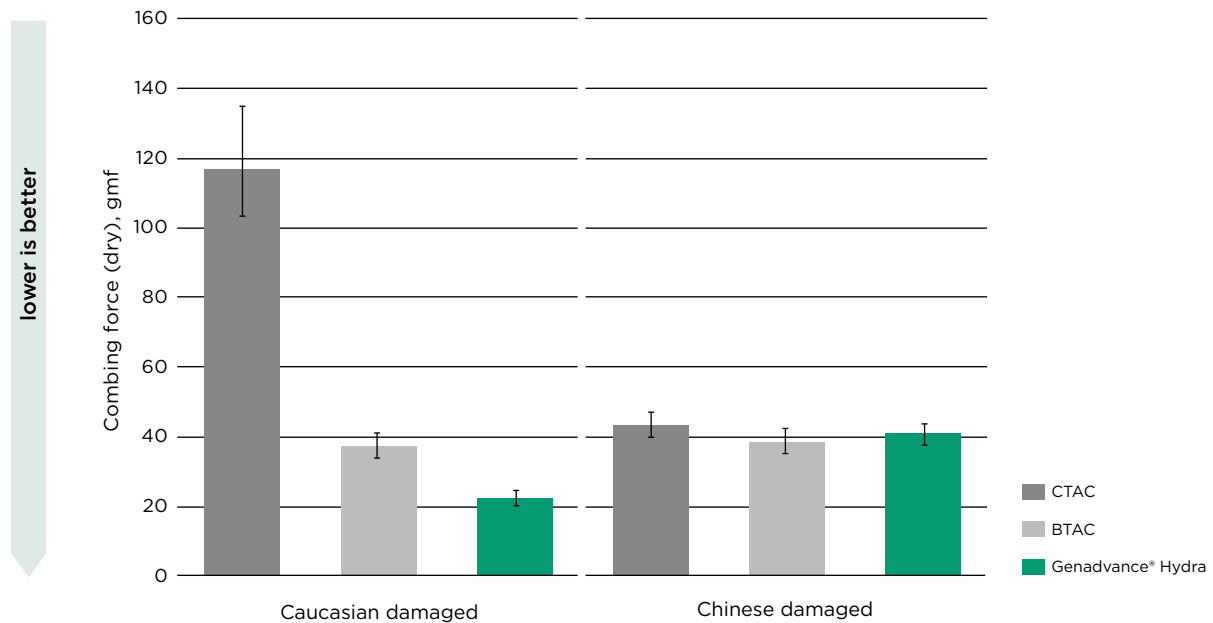
GENADVANCE® HYDRA delivers a conditioned and moisturized after-feel on damaged hair. It can be used on its own, or in combination with polyquats and/or silicones. Dry detangling is improved and significant benefits in dry combing are observed on top of standard silicone with polyquat system.



# 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).

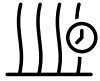
# Formulation guide

## 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<sup>®</sup> HYDRA**

## **INCI**

Lauryl/Myristyl Polyricinoleate (and) Glycerin

## **CHEMISTRY**

Long chain polyester (non-ionic)

## **MOLECULAR WEIGHT**

~3800 g/ml

## **APPEARANCE**

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

## **CONCENTRATION IN USE**

from 0.5 to 5%

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