



## AlphaVelvety: Awakens senses of nature in cosmetics

Product:	AlphaVelvety	Colour:	Light Brown
CAS Number:	68956-68-3	Odour:	Characteristic
Code:	PA3156	Solubility:	Water Insoluble
INCI Name (CTFA):	Olus oil; Virola sebifera nut oil	Appearance:	Semi-solid

AlphaVelvety represents a new concept in natural cosmetic actives. It represents the union between high performance and outstanding sensory. Its development counted on the synergy between Amazon vegetable oils and butters, potentiated by the unbeatable action of the natural  $\alpha$ -bisabolol from candeia oil. The applications of this multifunctional vegetable complex still include hair restoration, increase the softness of the hair and protection against protein loss.

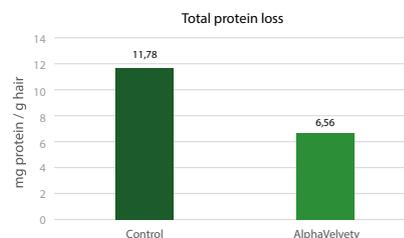
### Mechanisms of Action

The AlphaVelvety has an unprecedented balance between some essential fatty acids for the regulation of skin and hair health. The concentrations of oleic, myristic and lauric acids in their composition are unique to promote complete absorption and hydrophobic protection against external aggressions.

The active ingredient still guarantees emollience as it quickly melts in contact with the skin. Its components have great affinity with the skin, in order to deliver a feeling of protection, nutrition and health. The AlphaVelvety has triple action: it disguises imperfections with deep repair, provides a velvety touch and also immediate matte effect. Its lipid components still guarantee easy handling, high spreadability and nutritional power.

In the hair, the penetration of these acids, added to the anti-inflammatory and regenerative effects, gives softness to the drier hair drier, leaving no residue or compromise its natural movement. It even forms a protective shield against protein loss and repairs against damage caused by exposure to solar radiation.

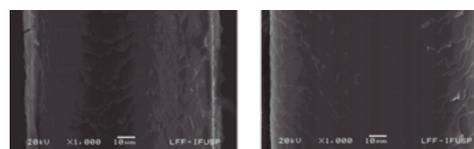
### Quantification of total protein in hair after treatment with cosmetic products



AlphaVelvety promotes protection from damage due to exposure to UV light, preventing protein loss, with a 44% proven efficacy. Unlike other actives, its effects are guaranteed even at low dosages, due to the synergy of action among all its vegetable components.

### Instrumental evaluation of morphological restoration of hair fiber

The restoration of the hair fiber is achieved naturally, since, AlphaVelvety revitalizes, redensifies and reduces the split ends of the hair. Its action reverses structural damage and treats cuticular damage, caused by several aggressions throughout the day.



Control

AlphaVelvety



Control



AlphaVelvety

#### Instrumental evaluation of hair softness by atomic force microscopy

The 100% natural plant complex of AlphaVelvety increases hair softness by 35%, improving the roughness of the hair and giving a healthier look to the drier and lifeless hairs.

#### Visual photographic evaluation on matte effect



v17 t0



V17 t15

The vegetal active is readily absorbed by the skin, providing immediate matte effect, which was effective in 60.61% of the participants. The velvety effect of AlphaVelvety is more than efficacy, it is sensory, activating the bodily senses with the potential that only nature can provide. It decreases the shine caused by excessive oiliness, leaves skin soft, smooth and with velvety touch since the first application.

#### Visual improvement of the lips texture/morphology by image analysis



v17 t0

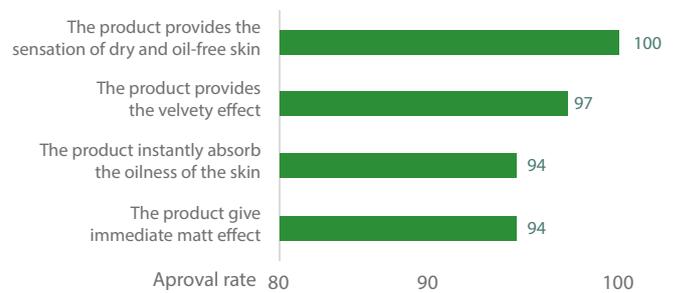


V17 t15

AlphaVelvety has a unique regenerative power, correcting imperfections and improving the texture and morphology of the skin, including the lips, with proven effectiveness in 58.8% of the cases in which it was tested. The remarkable sensorial of this active allows its incorporation in the most diverse cosmetic bases.

#### Cosmetic Appreciability

##### Purchase indicator



#### AlphaVelvety – Recommendations

**Recommended concentration:** 1.0 to 3.0%

The 100% natural active is stable, easy to handle and can be formulated in surfactant bases, cosmetic emulsions, sprays, among other products and claims, such as:

- Scalp Care
- Intense hydration with nutritive properties – skin food
- Products with matte effect claim
- Products to remove excessive oiliness
- Products for deep regeneration of tissue and hair fiber
- Man care and multifunctional formulations

*Note: All methodologies are validated by competent regulatory bodies and the results obtained were treated with adequate statistical robustness. Citróleo, in partnership with Avisa and IPclin (Laboratory including FAPESP project), sought to apply the best scientific protocols that support the real benefits of the studied blends.*