



HAIR CARE

Biocurl

Shine, frizz
reduction
and protection.



BLENDING TECHNOLOGY & NATURE

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HAIR CARE

Biocurl



Curly hair is usually **dry, rough and very rebellious**. Frizz appears easily and is very **difficult to comb**. In order to improve the aesthetics of the curls they have to be **moisturized and lubricated**.



Biocurl are spherical particles linked throughout a special soy based membrane technology (soy-brane):

› Jojoba oil

› Pro-vitamin B5

› Refined Brassica Oil

› Hydrolyzed soy proteins

› Shea butter

› Vitamin E as an antioxidant



Biocurl



PERFECT CURLS, SMOOTH
SENSORIAL EFFECT. COMBING
IMPROVEMENT AND SHINE

Biocurl



TEST

Given its **positive (+)** charge, Biocurl adheres strongly to the hair fiber, specially to the driest and most damaged areas where the superficial charge density is **negative (-)**

ADHERE STRONGLY

Biocurl adhered to the hair fiber even on wet hair. The particles adhere strongly to the edges where the cuticle is dry and with higher negative charge.

NUTRITIONAL FACTOR

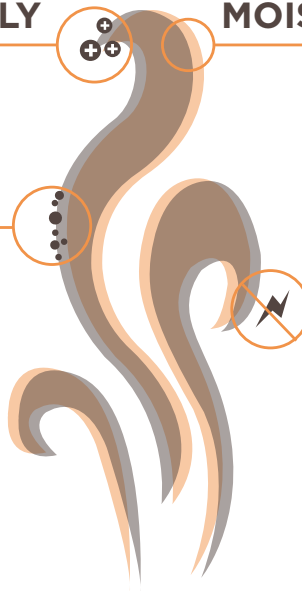
Biocurl are spherical particles linked throughout a special soy based membrane technology (soy-brane). Biocurl membrane (Soy-brane) provides a nutritional factor since it contains Vitamin E and F (linoleic and linolenic acids). The system also provides strong lubrication and moisturization the hair shaft. Polyquaternium-16 is a synthetic cationic polymer with high antistatic power, which smoothes and conditions the hair. The association with phospholipids has a synergetic protective and relipidizing effect on the hair fiber.

MOISTURIZING FILM

Particles fuse with hair shaft forming a protective film. Hair is moisturized and well lubricated. Friction is dramatically reduced when hair is combed or brushed, helping to avoid hair loss due to breakage.

ANTISTATIC POWER

The high antistatic power detangles and reduces frizz. The performed studies have proven that the addition of biocurl to shampoos and hair conditioners decreases resistance to traction and increases elasticity. Furthermore, it brings back the movement and natural elasticity to the hair, while protecting it and improving its shine.



OBJECTIVE



Determine the capability of Biocurl to improve the smoothness, shine and combing on curly hair. Active was incorporated to a base shampoo at a 1% concentration.



STUDY

> VOLUNTEERS



> MATERIALS

- Base Shampoo
- Base Shampoo + 1% Biocurl



BASE SHAMPOO FORMULATION

Note: pH 5.50 - 6.00

	INCI (Ingredients)	% (p/p)
W	Water (aqua)	64,82
A	Sodium laureth sulfate	25,00
A	Cocamide DEA	4,00
A	Cocamidopropyl betaine	5,00
B	Citric acid	0,10
C	methylchlorisothiazolinone (and) methylisothiazolinone	0,08
D	sodium chloride	Qsp viscosity
E	water (aqua) (and) phospholipids from soybean lecithin (and) polyquaternium-16 (and) phenyl trimethicone (and) simmondsia chinensis oil (and) brassica oil (and) hydrolyzed soy protein (and) panthenol (and) shea butter (and) ethylhexyl methoxycinnamate (and) tocopherol.	1,00



METHOD

1.



Wash **50%** of hair with **Biocurl**

2.



3 Shampoo cycles

3.



Dry towel and blow dry

COMBING AND SHINE

COMBING IMPROVEMENT ASSAY

Volunteer:	Shampoo A	Shampoo B
1		x
2		x
3		x
4		x
5	x	x
6		x
TOTAL	1	6

100%



SMOOTHNESS ASSAY

Volunteer:	Shampoo A	Shampoo B
1		x
2		x
3	x	x
4	x	x
5		x
6		x
TOTAL	2	6

100%



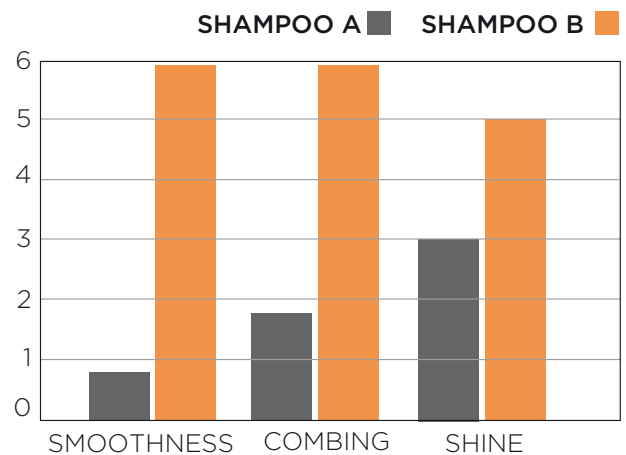
SHINE ASSAY

Volunteer:	Shampoo A	Shampoo B
1	x	
2	x	x
3		x
4		x
5		x
6	x	x
TOTAL	3	5

83%



RESULTS



GRAPH 1: Bar graph comparing the parameters tested by six volunteers for every shampoo. The score represents the amount of x given by the six volunteers when they tested each parameter.

CONCLUSION



SHAMPOO WITH 1% OF BIOCURL HAS EXCELLENT COSMETIC PROPERTIES. IT LEAVES CURLY HAIR SMOOTHER, SHINIER AND EASIER TO COMB.