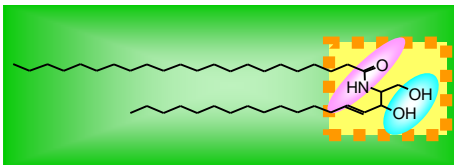
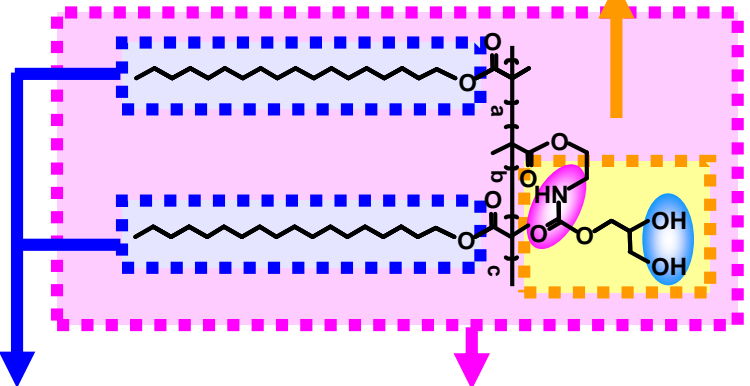


Ceracute®-V

Chemical structure



Ceramide2



1. Excellent film forming ability due to hydrogen bonds

Create flexible film

Good affinity with hair fibers

Similar to natural ceramide!!

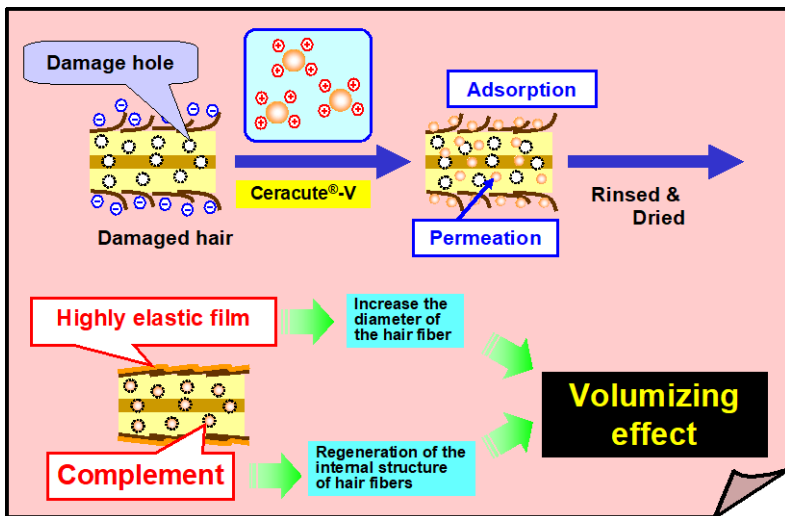
Product

<Form>
1% Polymer aqueous dispersion with cationic surfactant

<INCI & Composition>

Glycerylamidoethyl Methacrylate / Stearyl Methacrylate Copolymer	;1.0%
Butylene glycol	;5.7%
Glycerin	;13.3%
PCA Ethyl cocoyl arginate	;0.25%
Water	;Balance

Feature



- ✓ Volumizing hair efficiently
- ✓ Not giving stiffness to hair

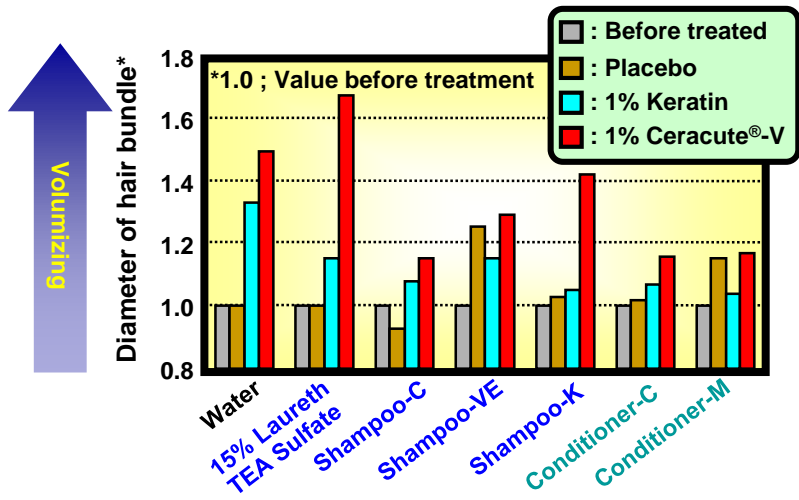


Before

Ceracute®-V Treatment

After

Volumizing efficacy

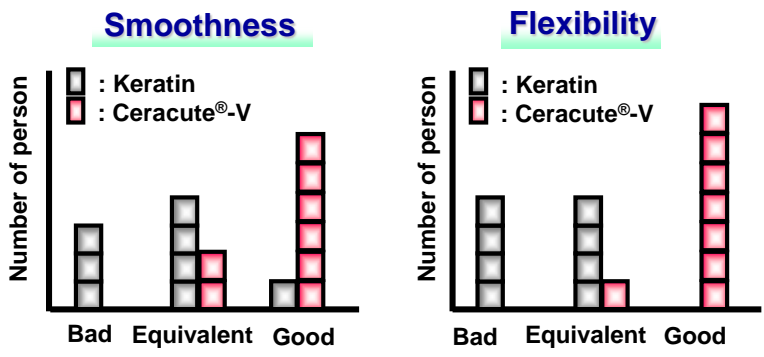


Solution
 1% Ceracute-V in commercial products (0.01% active)
 0.2% Keratin in commercial products

Test method
 Hair bundle was treated with each solution, rinsed off with water and dried.
 Diameter of hair bundle was measured

Volumizing in all formulations!!

Texture

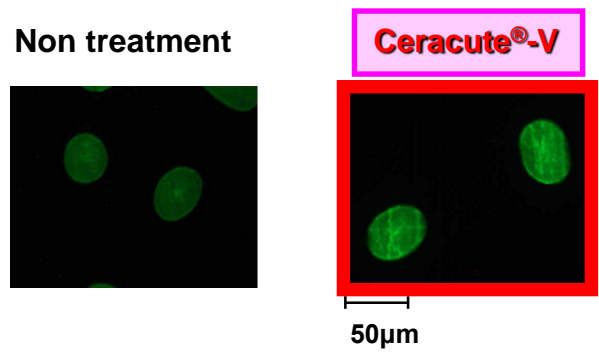


Solution
 1% Ceracute-V aq. Dispersion (0.01% active)
 0.2% Keratin aq. solution

Test method
 Hair bundle was soaked in each solution, rinsed off with water and dried.
 Sensory test of each treated hair was conducted by 8 people

Not giving stiff feeling!!

Permeation into hair fiber



Solution
 1% Fluorescent marked Ceracute-V aq. dispersion (0.01% active)

Test method
 Damaged hair was soaked in the solution, rinsed off with water and dried.
 The treated hair was cut and the cross section of hair was observed under Fluorescent microscope

Ceracute® permeated in hair!!