

i₂ Integrity Ingredients Corporation
"Your **Innovation** Partner"

IntegriACTIVE Hair Thickening Complex



For thickening, volumizing, strong, healthy hair with thermal protection.

IntegriACTIVE Hair Thickening Complex

Benefits:	Thickening, volumizing, shine, luster and a smooth after-feel to the hair.
INCI Names & CAS #'s:	Panthenol; Hydrolyzed Oat Protein; Sea Salt; Water 16485-10-2; 151661-87-9; 7647-14-5; 7732-18-5
Presevatives INCI Names & CAS #'s:	Phenoxyethanol; Chlorphenesin; Sorbic Acid; Benzoic Acid 122-99-6; 104-29-0; 110-44-1; 65-85-0

DL- PANTHENOL is a racemic mixture of D and L-Panthenol. The DL forms are readily absorbed in the hair and skin where the D-Panthenol rapidly bio-converts into Pantothenic Acid (Vitamin B5), a natural constituent of healthy hair. Its high solubility in water permits Panthenol to strongly attach to the hair cuticle and deeply penetrates the cortex attributing to its thickening and volumizing property. Likewise, its molecular structure has the ability to draw water from the atmosphere thus retaining moisture to the hair.

Additional benefits of Panthenol include;

- Pantothenic Acid nourishes and conditions the hair
- Strengthens hair roots and hair shaft
- Coats, lubricates and seals the hair shaft providing luster/sheen to the hair
- Provides long-lasting moisture which reduces the appearance of split-ends
- Helps reduce hair breakage on thermally and chemically-treated hair



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HYDROLYZED OAT PROTEIN is a naturally-derived hydrolysate of oat proteins. An ingredient obtained through the process of hydrolysis resulting in the synthesis of low and high molecular weights peptides and amino acids. Due to its similar structure to hair keratin, these low molecular weights peptides and amino acids have strong affinity to the hair shaft to help in the repair of cracked and damaged cuticles.

In hair care, it works synergistically with Panthenol;

- To retain moisture
- Adds sheen
- Softens and smoothens cuticles
- Repairs and provides protection on damaged, thermally and chemically-treated hair
- Prevents breakage due to mechanical stress such as repeated combing, brushing, curling and straightening.

SEA SALT is a fusion of inorganic salts mainly composed of chloride, sodium, sulfate, magnesium, calcium, potassium and low levels of iodine. At optimum concentrations, sea salt has the ability to enhance hair thickening, texturizing and styling. Aids in maintaining healthy scalp.

Suggested Usage Level: 4.5% - 8.5%

Physical and Chemical Property Function: Liquid blend and water-soluble hair thickening agent.

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“Your Innovation Partner”

“Advancing the *Beauty with a Conscience* Movement”



CONTACT US:

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