

Exclusively Distributed By:



Integrity Ingredients Corporation

"Your Innovation Partner"

www.integrityingredientscorp.com • info@integrityingredientscorp.com
(310) 782-0282

KAFFE BUENO

KAFFAIR® BROCHURE



Confidential & Proprietary

Certified



Corporation

KAFFAIR®

Upcycled Active for Hair & Scalp Care

PRODUCT NAME	PRODUCT CODES	INCI NAME	FORM
KAFFAIR®	05001-1	Coffea Arabica Seed Extract	Powder
KAFFAIR-D®	05001-2	Glycerine, Coffea Arabica Seed Extract	Liquid
KAFFAIR-B®	05002-1	Coffea Arabica Seed Extract	Powder
KAFFAIR-BD®	05002-2	Glycerine, Coffea Arabica Seed Extract	Liquid



01. PRODUCT DESCRIPTION

KAFFAIR® is an innovative ingredient derived from upcycled coffee, set to revolutionize scalp and hair care with its scientific prowess.

Harnessing KAFFAIR®'s potential, this patent-pending treatment upregulates vital human growth factors (IGF1, VEGF, FGF7) to fortify cuticles and follicles, defending against hair loss¹.

KAFFAIR® also excels in purifying hair fibers, effectively removing environmental pollutants, thanks to its potent metal chelating properties².

With natural coffee-derived hues, KAFFAIR® preserves hair color while delivering remarkable benefits³.

Experience the transformative power of KAFFAIR®, an advanced solution that elevates scalp and hair care with remarkable natural effectiveness.

02. BENEFITS

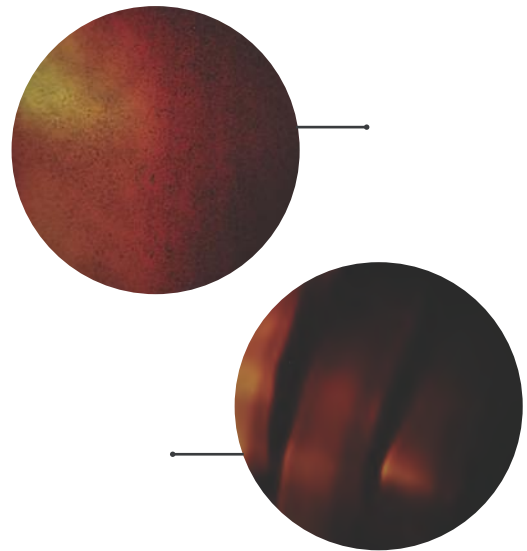
Personal Care Benefits:

- Antioxidants
- Anti-pollution
- Helps Prevent Hair Loss
- Strengthens Hair Follicles

Formulation Benefits:

- Emulsifying
- Highly Water Soluble
- Preservative Boosting
- Thickening Effect

More data coming soon.



03. RECOMMENDED APPLICATION

- Shampoos, Conditioners & Scalp Revitalizers
- Hair Masks & Treatments
- Scalp Oils & Serums Foundations



SPECIFICATIONS

PARAMETER	KAFFAIR® 05001-1	KAFFAIR® 05001-2	KAFFAIR® 05002-1	KAFFAIR® 05002-2
COLOUR INTENSITY (0.1% ABSORBANCE @610 NM)	0.40-0.7	0.2-0.3	0.1-0.35	0.05-0.15
COLOUR BY CIE LAB (L VALUE)	35-40	15-25	45-55	20-30
TINCTORIAL POWER (0.1% ABSORBANCE @560 NM)	0.5-0.8	0.2-0.3	0.1-0.35	0.05-0.15
TOTAL PHENOLICS CONTENT (GAL- LIC ACID EQUIVALENTS)	>40000 mg/kg	>8000 mg/kg	>20000 mg/kg	>4000 mg/kg
pH (1% SOLUTION IN WATER)	7-9	7-9	7-9	7-9
LOSS ON DRYING	<5%	<5%	<5%	<5%
DENSITY	0.55-0.65 g/ml	1.0-1.15 g/ml	0.55-0.65 g/ml	1.0-1.15 g/ml
TOTAL PLATE COUNT 30°C	≤ 10	≤ 10	≤ 10	≤ 10
YEASTS AND MOULDS	≤ 10	≤ 10	≤ 10	≤ 10
ESCHERICHIA COLI	ND	ND	ND	ND
STAPHYLOCOCCUS AUREUS	ND	ND	ND	ND

SOLUBILITY (% G PRODUCT/G SOLVENT):

WATER	ETHANOL	GLYCEROL
100%	40%	70%

ACTIVE CONTENT (%): TBD

RECOMMENDED DOSAGE (%): 1 - 6%



EFFICACY DATA

HAIR GROWTH - IN VITRO

RESULTS

To evaluate the effect of KAFFAIR® on hair growth, the expression of several genes linked to hair growth in human follicle dermal papilla cells was accessed.

Results showed that treatment with 0.03% KAFFAIR® induced the expression of the vascular endothelial growth factor (VEGF) by $184.0 \pm 27.4\%$. This gene promotes the growth of new blood vessels and can result in accelerated hair regrowth. KAFFAIR® at 0.3% and 0.03% induced the expression of insulin-like growth factor (IGF-1). IGF-1 helps regulate cell proliferation. The expression of keratinocyte growth factor (FGF7) was induced after 0.3% KAFFAIR® treatment by $89.0 \pm 23.5\%$. FGF7 helps maintain hair health and is involved in all the steps of the hair growth cycle.

Androgenic alopecia, or male-pattern hair loss, is due to the shrinkage of hair follicles by genetic predisposition or hormonal stimulation. This hormonal stimulation is done by androgens, such as 5 α -dihydrotestosterone (DHT). DHT is synthesized from testosterone by 5 α -reductases. Three reductases (SRD5A1, SRD5A2, and SRD5A3) were monitored after KAFFAIR® treatment. Inhibitors of these genes are often used to prevent the conversion from testosterone to DHT and thus prevent shrinkage of hair follicles. No significant inhibition by KAFFAIR® was observed for these genes.

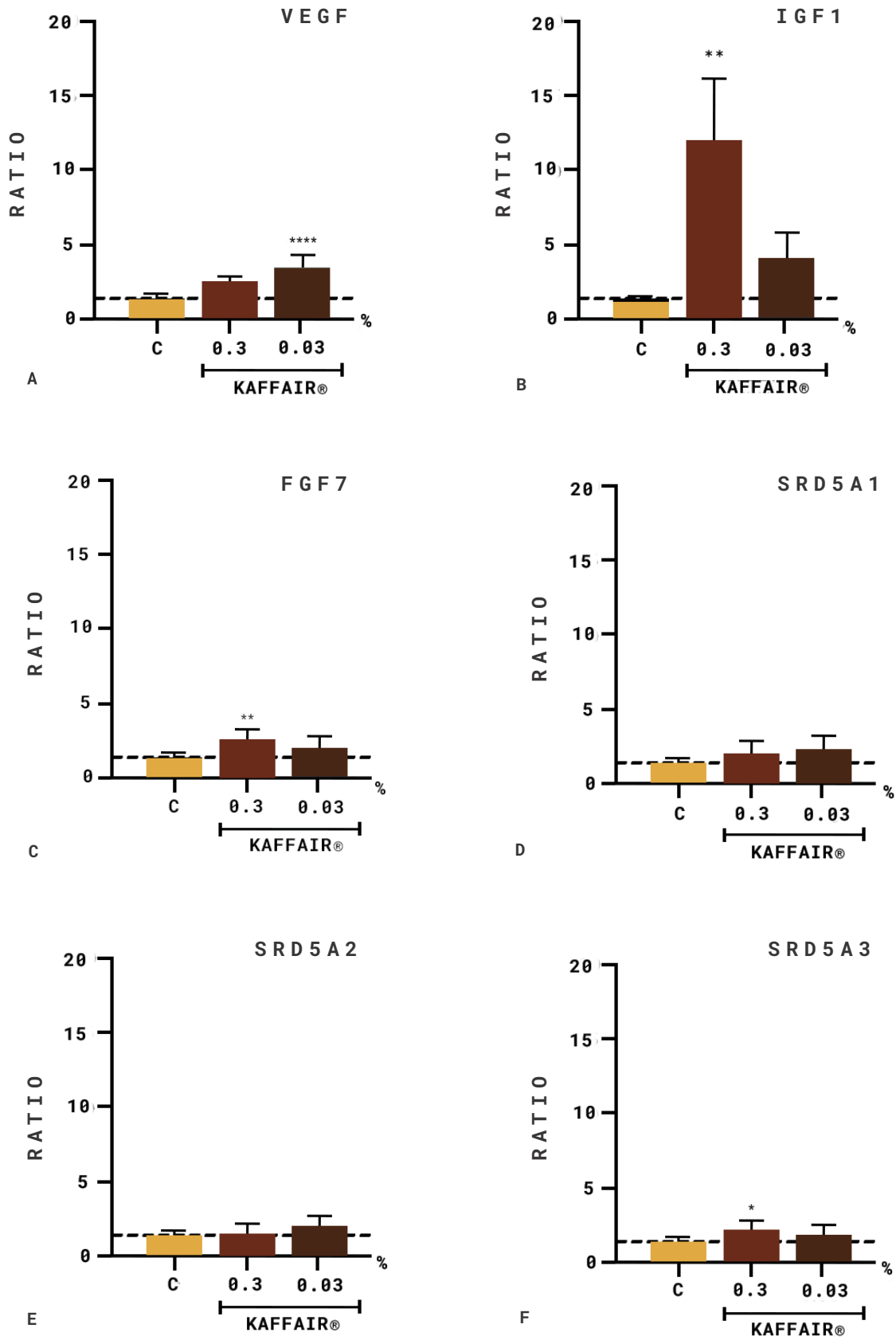
CLAIMS:

Improved hair health and promotes hair regrowth.

*In vivo studies ongoing throughout 2023

FIGURE 13: Expression of genes. Test conditions: no treatment (C), 0.3% KAFFAIR®, 0.03% KAFFAIR®. Data normalized according to control. A) VEGF expression B) IGF1 expression C) FGF7 expression D) SRD5A1 expression E) SRD5A2 expression F) SRD5A3 expression

FIGURE 13





REFERENCES

¹ Own data (in collaboration with Bionos)

² Moreira, A.S., et al., (2012). Coffee melanoidins: structures, mechanisms of formation and potential health impacts. *Food & Function*. 3:903-915

³ Own data

CONTACT US HERE:



hej@kaffebueno.com



@kaffebueno



@Kaffe Bueno



Exclusively Distributed By:
Integrity Ingredients Corporation

"Your Innovation Partner"

www.integrityingredientscorp.com • info@integrityingredientscorp.com
(310) 782-0282

Certified



Corporation