



Allinea

Umbrella effect
for realigning
hair and
controlling frizz

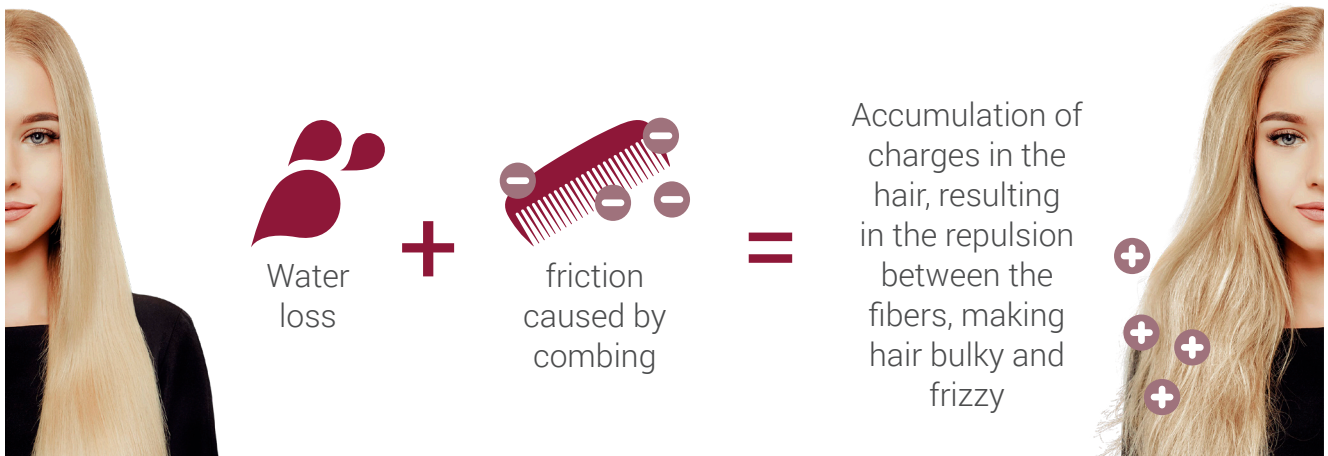


CHEMYUNION
Inspiring Innovation

Allinea

Active ingredient developed for the temporary realignment of hair fibers, providing reduction in hair volume and frizz. A synergistic association of alpha-hydroxy acids, ethyl esters, disaccharide, smectite clay, coconut triglycerides and the reuse of a biopolymer from a renewable plant-based source called lignin.

Formation of frizz in the hair



How does **Allinea** works

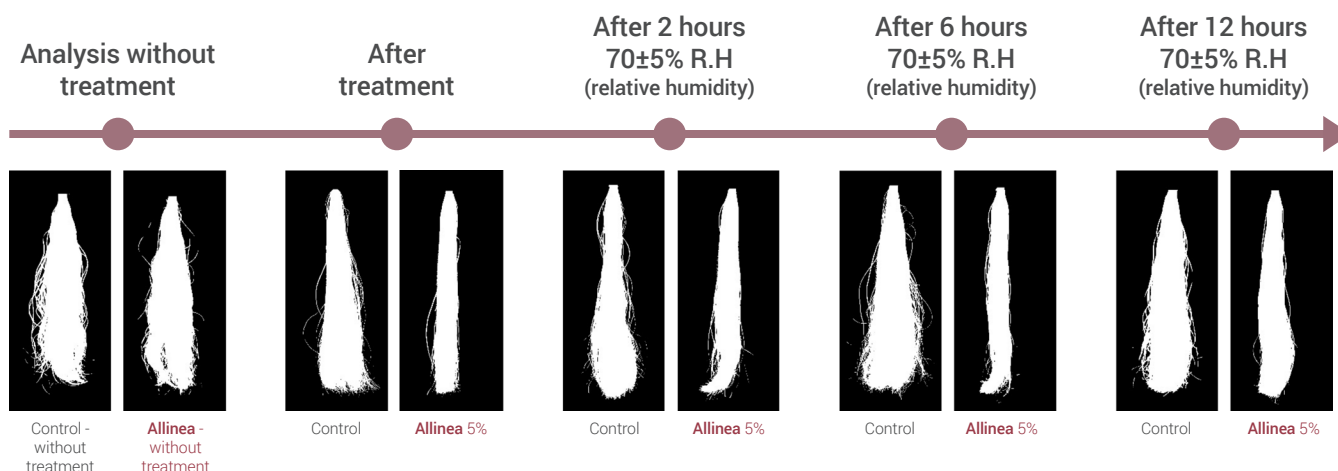
Through its hydroxy acids associated with the blowout and flat iron process, **Allinea** offers a temporary change in the conformation of the keratin structure from α -helix to beta sheet type, favoring the disruption of weaker chemical interactions such as hydrogen bonds, ionic and hydrophobic bonds, without the breaking of disulfide bonds, a process known as temporary realignment. In addition, its composition protects the hair from heat damage, seals the cuticles and leaves the hair protected against moisture, prolonging its effect even in high humidity environments (“umbrella” effect).



Efficiency

Protocol: standard hair strands were treated with shampoo and placebo leave-in or with 5% **Allinea**, then subjected to maximum drying until 80% reduction of hair moisture, followed by 10 uses of a flat iron at 220 °C. The evaluations were carried out with RUMBA equipment in a controlled environment and humidity.

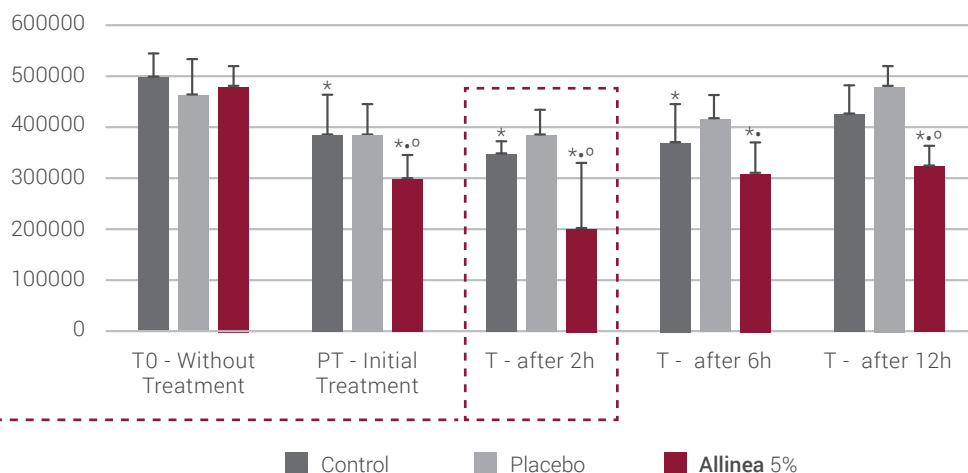
1. Volume assessment test in hair with leave-in formulation:



Assessment of volume of hair strands

Reduction of up to
58,6%
in volume

when compared to hair without treatment

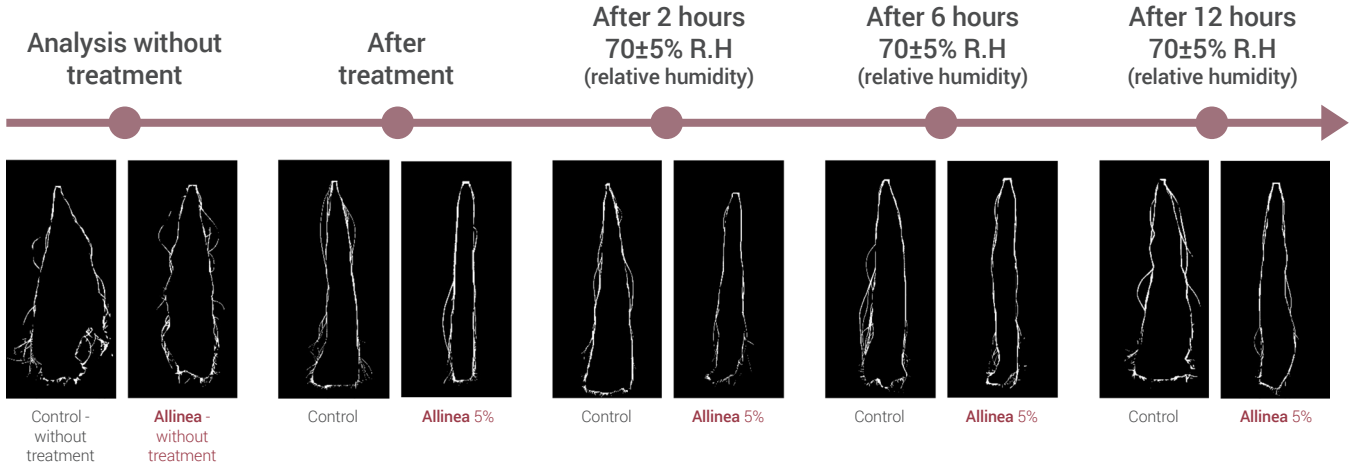


Notes

- * Significant difference compared to T0 (P<0.01). ° Significant difference compared to the Control group (P<0.005).
- Significant difference when compared to the Placebo group (P<0.005)

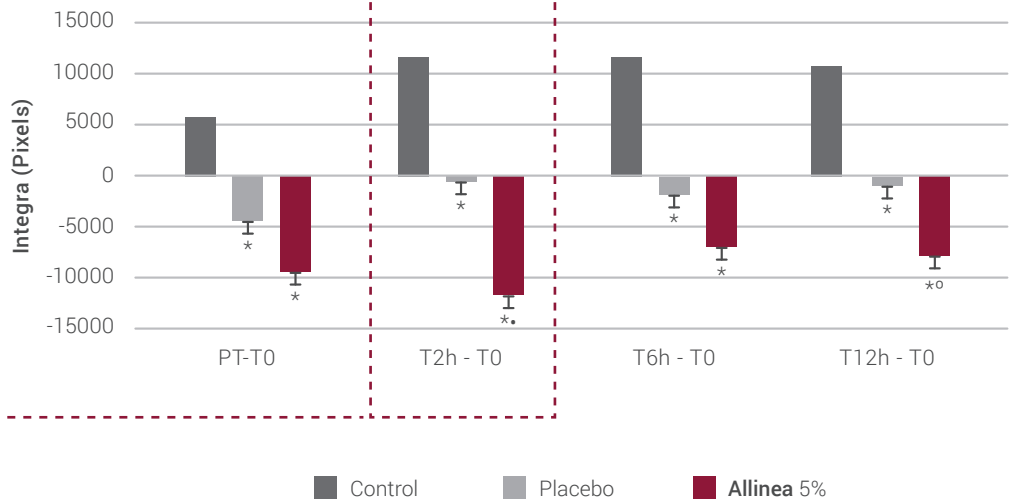
Efficiency

2. Frizz assessment test in hair with leave-in formulation:



Assessment of frizz of hair strands

Reduction of up to **30x** of frizz when compared to placebo



Notes

* Significant difference compared to the Control group (P<0.001) • Significant difference when compared to the Placebo group (P<0.001)
 ° Significant difference when compared to the Placebo group (P<0.01)

Benefits

- Hair protection against the effect of humidity for up to 24 hours – “Umbrella” effect
- Frizz control for up to 24 hours
- Reduces hair frizz up to 30x*
- Temporary hair alignment allowing many ways of finishing
- 58.6% reduction in hair volume*
- Hair volume control for up to 24 hours
- Active ingredient developed for the temporary realignment of hair fibers, providing reduction in hair volume and frizz



100%
biodegradable



Upcycling/Reuse
of lignin
(a waste from the paper industry)



95% NOC
(Natural Origin Content)

Notes

* Within 2 hours of exposure sob 70±5% of R.H (relative humidity)

Application

Conditioner, hair mask, leave-in, combing creams and blow-dry sprays.

Stability and Compatibility

Add at temperatures below 50°C in formulations of non-ionic or cationic bases, with a suggested pH between 2.0 and 5.5.

Concentration of Use

From 5% (w/w).

INCI

Water (and) Lactic Acid (and) Ethyl Linoleate (and) Ethyl Oleate (and) Trehalose (and) Polyglyceryl-10 Laurate (and) Glycolic Acid (and) Magnesium Aluminum Silicate (and) Cocos Nucifera (Coconut) Oil (and) Sodium Lignosulfonate (and) Behentrimonium Chloride.



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