



Wavemax[®]

Curls in their best shape



CHEMYUNION

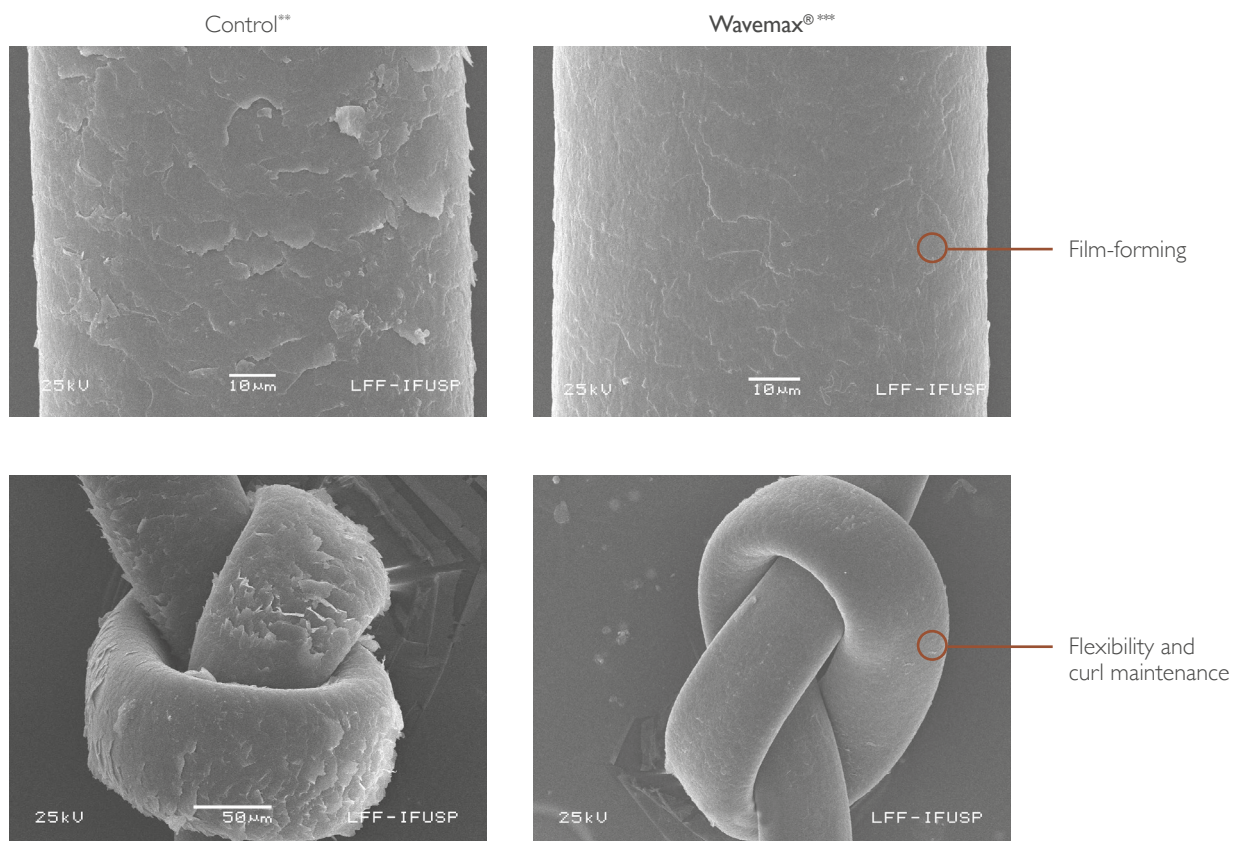
Inspiring Innovation

Wavemax®

Wavemax® is a plant-based active consisting of linseed and chia polysaccharides. Due to its bioadhesive properties, Wavemax® adheres to the hair fiber, forming a resistant and flexible film. This way, it provides natural and lasting curls without flakes formation.

Bioadhesive property

Images obtained by SEM* showed the bioadhesive property of Wavemax® forming a flexible film on the hair fiber:



Note

*SEM: scanning electron microscopy.

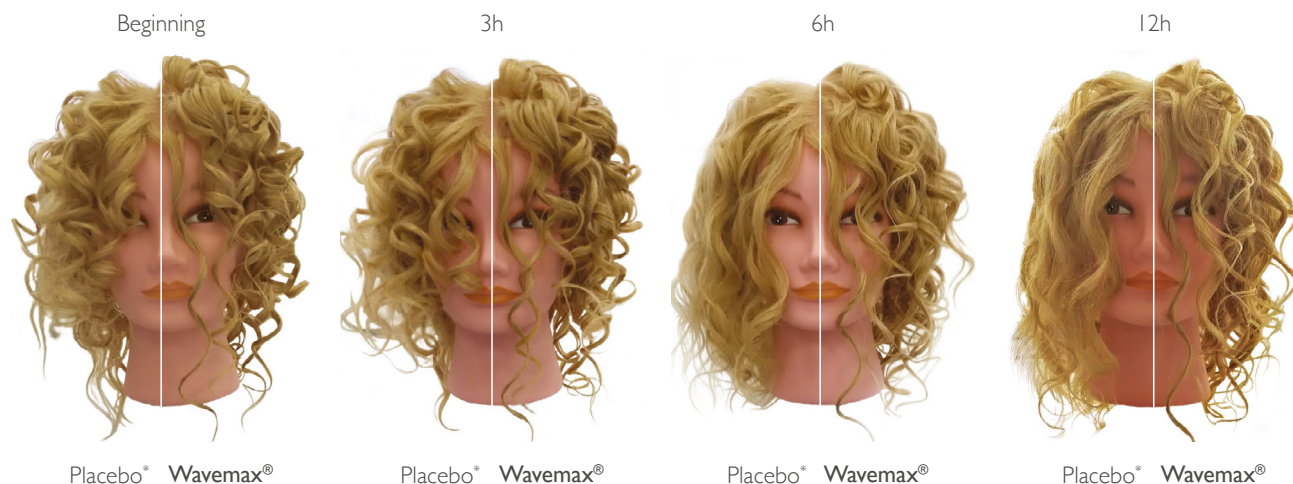
**Control: untreated.

***Hair fiber treated with Wavemax® at 3% water solution.

Efficacy

Wavemax® in natural straight hair

With the help of a curling iron, **Wavemax®** helps maintain the curls even after exposure to moderate wind and relative humidity between 70 and 80%.



Wavemax® in natural curly hair

Increases the definition of curls as well as reducing frizz and volume.



Note

*Placebo: finishing product without active.

**Control: water.

Benefits

- Curls maintenance
- Long-lasting effect
- Natural appearance
- Reduction of frizz and volume

Application

Shampoos, conditioners, masks and finishing products. The benefits of **Wavemax®** are enhanced in leave on products.

Stability and compatibility

Wavemax® is water soluble and must be incorporated to the formulation below 40°C.

Concentration of use

1% - 5% (w/w)

INCI

Water (and) Linum Usitatissimum (Linseed) Seed Extract (and) Salvia Hispanica Seed Extract

