

Hair vitality
GENADVANCE[®] LIFE



Challenge

WHY DULL AND THIN HAIR?

Thin and dull hair, with lack of volume, gloss and vitality, could have various origins. Sometimes we are just born with such hair. Or hair changes according to our lifestyle – high stress, poor diet and lack of exercise could all be the culprits. Additionally, hair gets thinner as we age. And finally, damaging treatments such as coloration add insult to injury. As a result, hair becomes fragile, limp and lifeless.



LIFESTYLE

diet, environmental
pollution, stress,
lack of exercise



AGE

natural aging
process



CHEMICALS

shampoos, perms,
colorants, relaxers



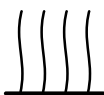
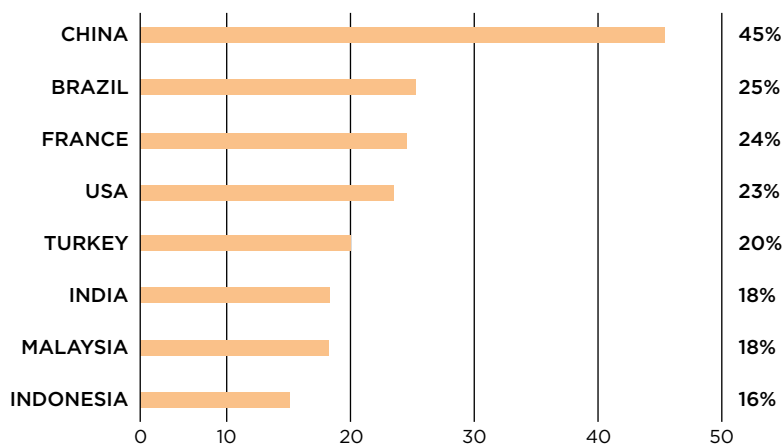
GENETICS

innate characteristics

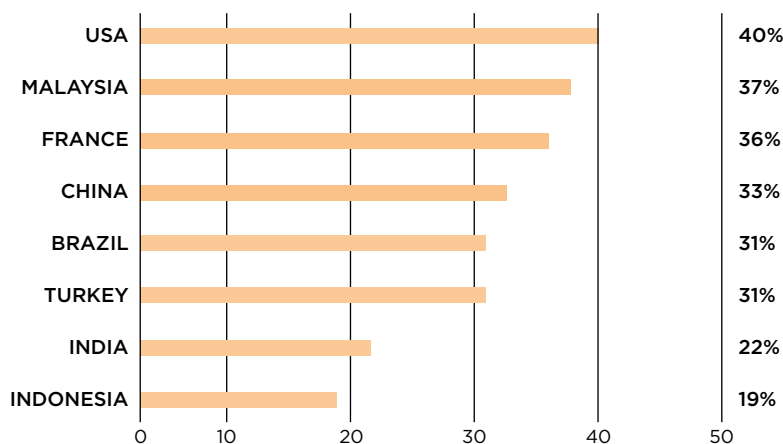
Latest data show that 1/3 of consumers experience dull hair with lack of volume



WOMEN EXPERIENCING DULL HAIR



WOMEN EXPERIENCING FINE HAIR



Key benefits OF GENADVANCE® LIFE

Genadvance® Life brings life back to hair. It is particularly efficient for thin and limp hair, delivering volume, shine and a breath of new life to the hair. It will not make hair frizzy, can be used in many hair care formats, especially in silicone-free products, and it is very eco-friendly.



**HAIR GLOSS
WITHOUT SILICONE**



MORE VOLUME



REDUCES HAIR FRIZZ



**LOW AQUATIC TOXICITY
NO ENVIRONMENTAL LABELLING**



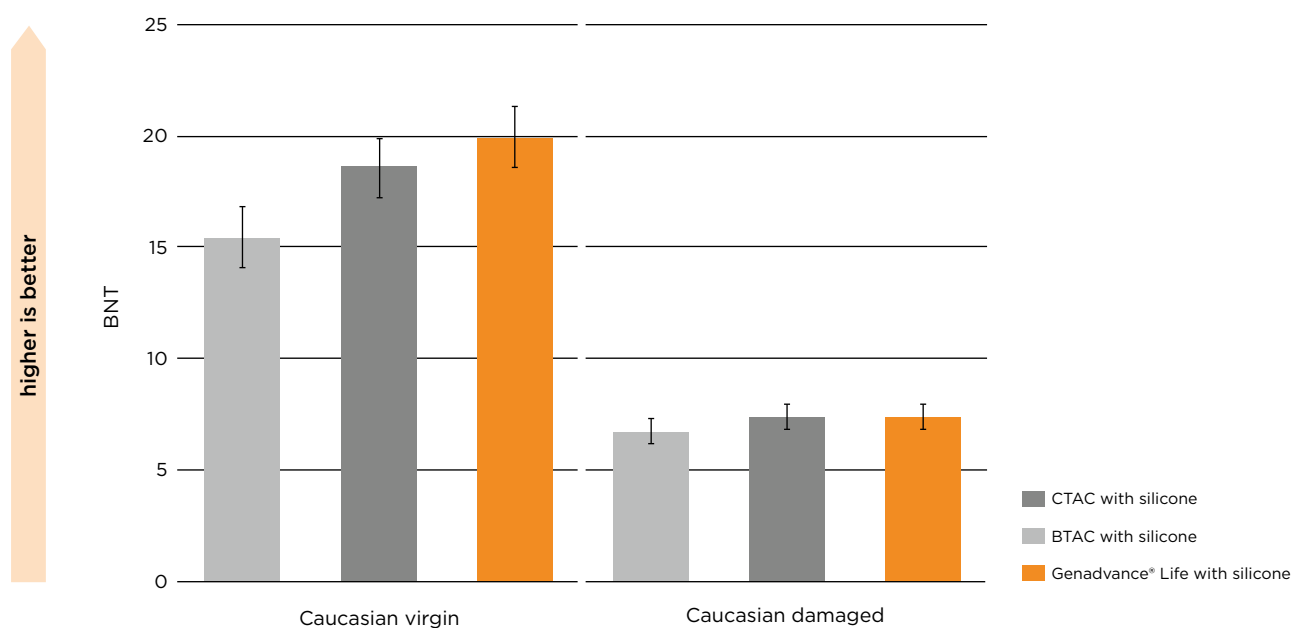
ECOTAIN®

Benefit: HAIR GLOSS



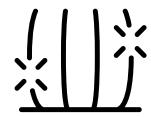
Over the years shiny hair has become a synonym of healthy hair, and many products have been developed to add the gloss to hair. Not every hair type, however, is fond of heavy leave-on products. In the hair conditioners' department, until recently the best shine has been achieved by BTAC – with the drawback of reducing volume and weighing hair down.

Hair gloss measurement of damaged hair, treated with a rinse-off conditioner



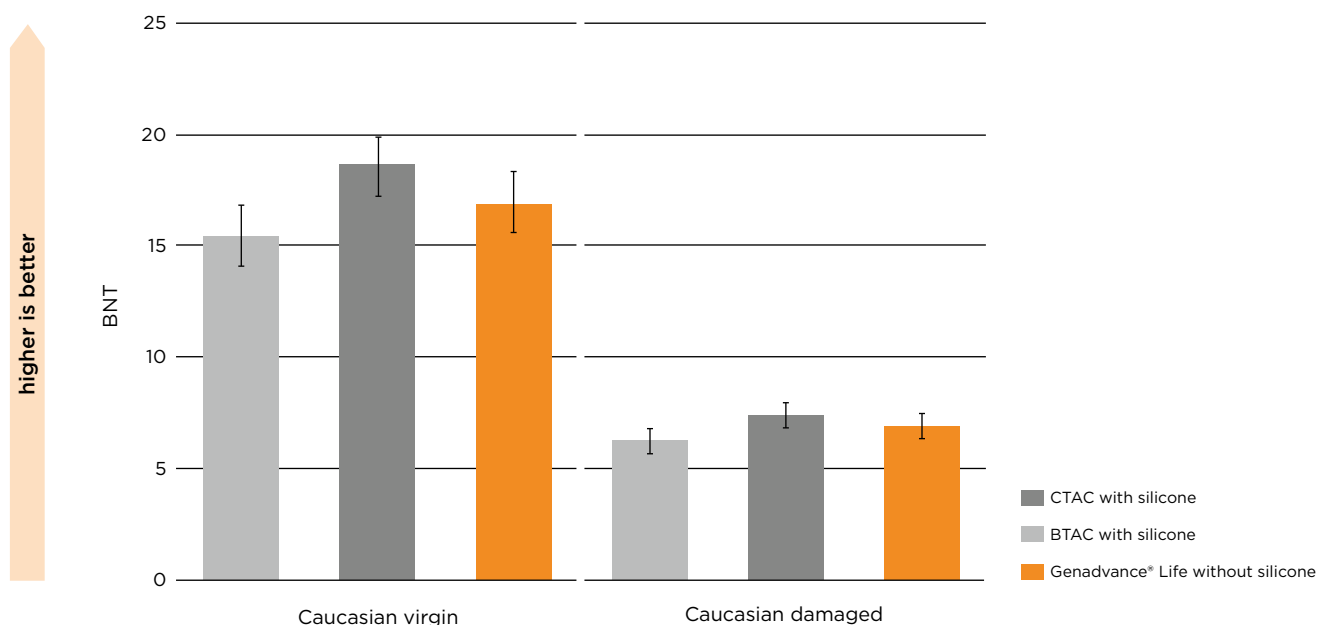
GENADVANCE® LIFE shows very high level of hair gloss and can be seen as an eco-friendly equivalent to BTAC, with the additional benefit of high hair volume.

Benefit: HAIR GLOSS WITHOUT SILICONE



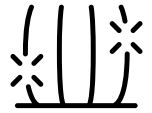
Silicones in hair care products are known for adding gloss to hair fibres. Consumers with thin and limp hair, however, choose silicone-free products to maintain good volume of the hair. And so do environmentally-conscious consumers.

Hair gloss measurement of Caucasian hair, treated with a rinse-off silicone-free conditioner

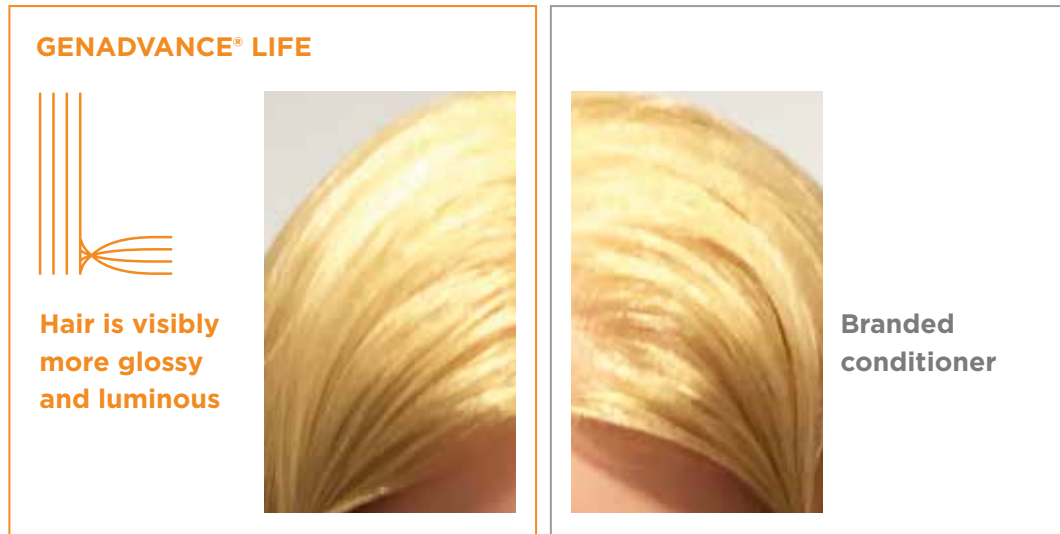


GENADVANCE® LIFE delivers a superior level of shine in hair-revitalizing, silicone-free formulations. Together with a great, conditioning effect and increased hair volume, this makes GENADVANCE® LIFE a preferred ingredient for hair revitalizing or volumizing formulations.

Benefit: **HAIR GLOSS**



Evaluation: Visibly more hair gloss

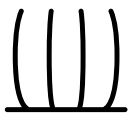


Shiny hair signifies healthy hair. Hair gloss produces the appearance of vitality, and is one of the most sought hair care benefits among consumers.

GENADVANCE® LIFE has been specifically designed for dull and lifeless-looking hair. It delivers a very high level of hair gloss, even in silicone-free formulations.

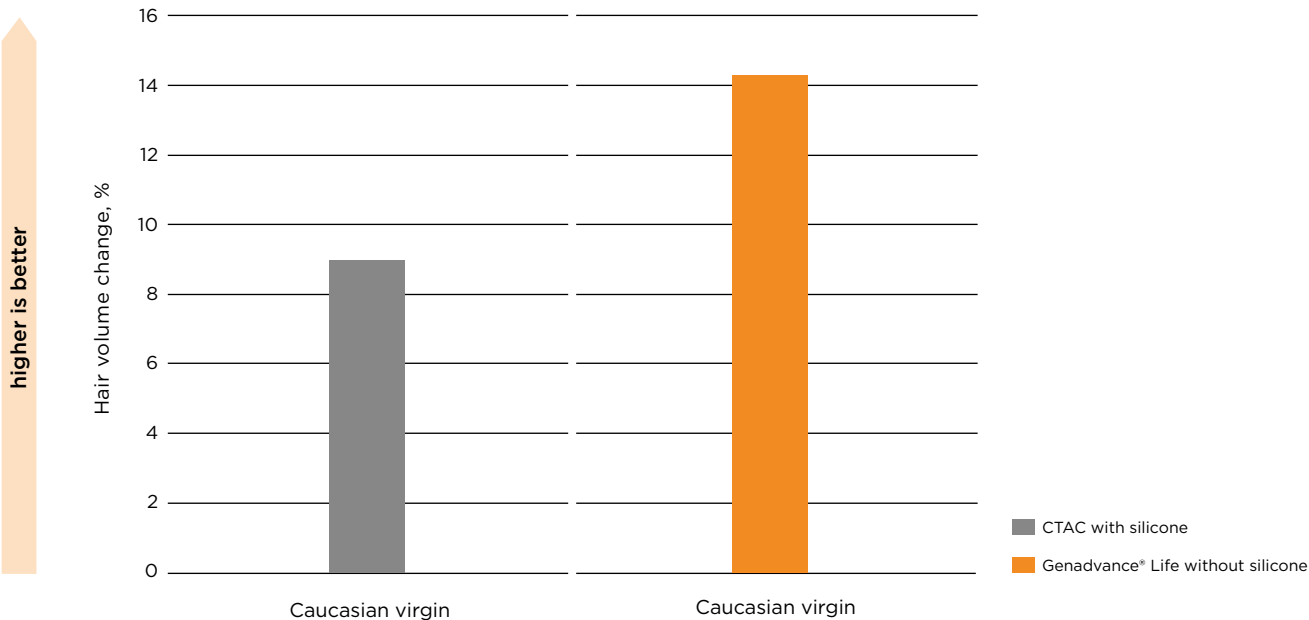
Benefit:

HAIR VOLUME



Consumers with thin and limp hair look for hair full of life – a more voluminous head, with manageable hair, and frizz-free. Achieving all those benefits at the same time is not straightforward, but with GENADVANCE® LIFE on their side formulators can now create volumizing hair products with excellent conditioning properties.

Hair volume measurement of Caucasian hair, treated with a rinse-off conditioner



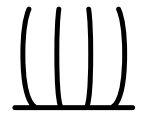
Hair volume measurements, via digital image analysis, show that GENADVANCE® LIFE boosts hair volume and does not have build-up effect with multiple applications.



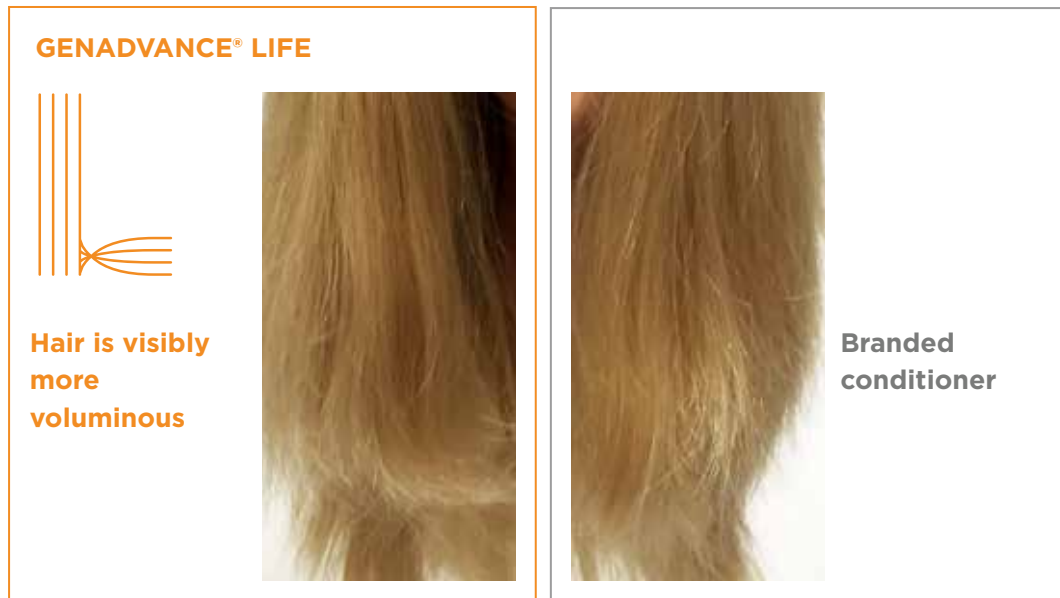
Outlines of the hair swatch image define volume and frizz

Formulations tested (active level): CTAC (Cetrimonium Chloride): 4% Cetearyl Alcohol, 2% Quat, 0.2% Amodimethicone, GENADVANCE® LIFE: 4% Cetearyl Alcohol, 1.7% GENADVANCE® LIFE, 0.3% CTAC. Volume calculated from images of 15 cm swatches of Caucasian virgin hair.

Benefit: **HAIR VOLUME**



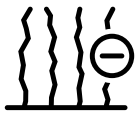
Evaluation: Visibly more hair volume



Similarly to hair gloss, volume is evaluated by consumers visually. Multiple tests on mannequin heads with human hair show very clearly that GENADVANCE® LIFE brings more volume to damaged hair. Hair is lifted and looks revitalized.

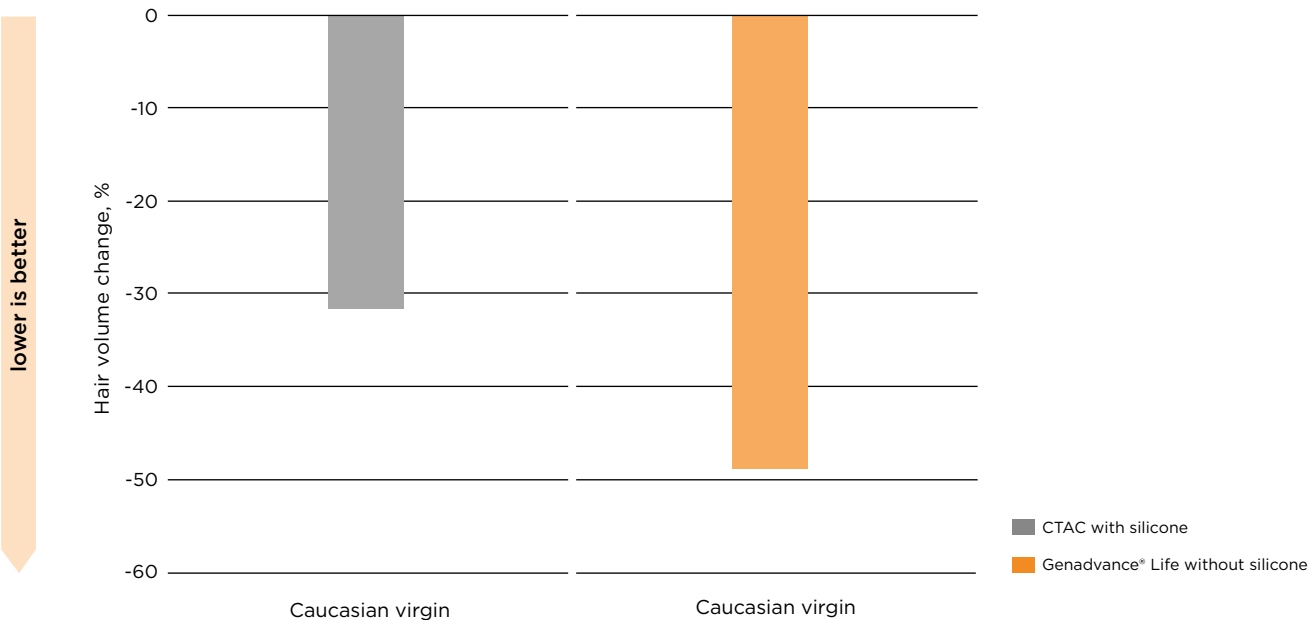
Benefit:

REDUCES HAIR FRIZZ



Hair frizz is the unwelcome component of volume. It negatively impacts hair gloss and makes fly-away hair fibres extremely prone to further damage, especially during combing or brushing. Moreover, frizzy hair looks dry and damaged.

Hair frizz measurement of Caucasian hair, treated with a rinse-off conditioner



Now the frizz problem can be reduced by using hair care products with GENADVANCE® LIFE, which has been specifically designed to increase volume with no compromise on conditioning. This means hair frizz is reduced, hair looks fuller and healthier.

Formulations tested (active level): 4% Cetearyl Alcohol, 2% CTAC (Cetrimonium Chloride), 0.2% Amodimethicone.
GENADVANCE® LIFE: 4% Cetearyl Alcohol, 1.7% GENADVANCE® LIFE, 0.3% CTAC. Calculated from images of 15 cm hair swatches (Caucasian virgin hair).

Benefit:

ECO-FRIENDLY AND LOW AQUATIC TOXICITY



GENADVANCE® LIFE is ideal for eco-friendly products because it has a favorable aquatic toxicity profile and good biodegradation, without compromise on performance. It will have no environmental hazard labelling.

	GENADVANCE® LIFE	BEHENTRIMONIUM CHLORIDE
Biodegradation	Readily biodegradable in 28 days (87%)	Biodegradable in 28 days
Toxicity to algae, EC ₅₀ , mg/l	Between 10 and 100 (no effect)	0.34
Toxicity to daphnia, EC ₅₀ , mg/l (48 h)	39.9	1.4

A higher EC₅₀ value means less toxicity to aquatic organisms.

Aquatic toxicity is represented by EC₅₀ values, which inform about the concentration of material needed to destroy 50% of the organism population in a controlled culture environment.

Formulation guide

GENADVANCE® LIFE

FORMATS	GENADVANCE® LIFE
Shampoo	●
Conditioner	●
Hair Mask	
Hair Styling	
Hair Oil	
Solid Bar	●
Transparent	

BENEFITS	GENADVANCE® LIFE
Moisturizer	
Volume	
Repair	
Silicone-free	
Hair gloss	
All-natural	



Dossier:

GENADVANCE® LIFE

INCI

Polyquaternium-116 (and) Butylene Glycol

CHEMISTRY

Oligoester of long chain fatty acid, a di-acid, and ethanolamines, quaternized with DMS

MOLECULAR WEIGHT

~2600 g/mol

APPEARANCE

Beige pellets, 80% active - storage at room temperature

CONCENTRATION IN USE

From 0.5 to 3%



GENADVANCE® LIFE



**GENADVANCE®
LIFE**



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