

PHYTOSOOthe™ Ls 9766

Vegetal
BIOMIMETISM
for scalp
SOOTHING AND
HAIR BEAUTIFYING

- cost efficient, energy saving AND easy to HANDLE CANOLA STEROLS
- Leave - ON AND RINSE - off applications
- REDUCES scalp IRRITATION
- HAIR BEAUTIFIER

PHYTOSTEROLS for
IRRITATED, SENSITIVE scalp
ETHNIC care



LABORATOIRES
SÉROBIOLOGIQUES
Division de Cognis France

ACTIVE INGREDIENT FOR SKIN CARE

DEFINITION

Phytosterols have a soothing, anti-inflammatory effect, due to their cell membrane stabilizing and leucotriene inhibiting properties, an effect that is supported by literature data. They also have barrier function strengthening and repairing properties (a biomimetic effect due to their structural similarity to cholesterol) and are therefore particularly suitable for the treatment of dry and irritated skin and scalp.

PHYTOSOOTHE™ LS 9766 is a compound of phytosterols from canola (rapeseed) and cetearyl alcohol that is easy to handle and is energy and cost saving due to the lower heating requirements in production as compared to pure phytosterols.

Chemical hair straightening, also known as relaxing, is a widely applied treatment, especially for ethnic hair. The chemical hair relaxer formula is a highly alkaline solution that penetrates into the cortical layer of the hair and breaks the cross-bonds. Negative side effects of such treatments are scalp irritation, such as itching, tingling, burning, and hair damage.

Irritation of the scalp is also often experienced by people with sensitive scalp, people suffering from dandruff or dry scalp and it can be a side effect of hair growth treatments.

Phytosterols are known to have a hair conditioning effect and belong to the class of unsaponifiables, meaning that they are stable at high pH.

PHYTOSOOTHE™ can therefore be used not only in soothing shampoos or hair relaxer pre- or after-treatments, such as conditioners or hair masks, but even in the hair straightening treatment itself.

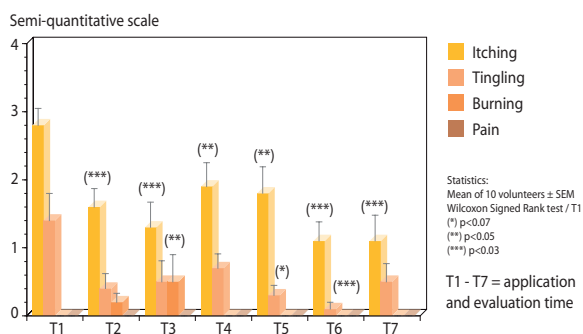
PHYTOSOOTHE™ has an anti-inflammatory effect, reduces scalp irritation and has an overall hair beautifying effect, providing hair repair, manageability and smoothness.

Other phytosterols offered by Laboratoires Sérobiologiques are GENEROL™ R (pure canola sterols) and GENEROL™ 122 N PRL (pure soy sterols). They offer soothing and moisturizing properties also for dry and mature skin.

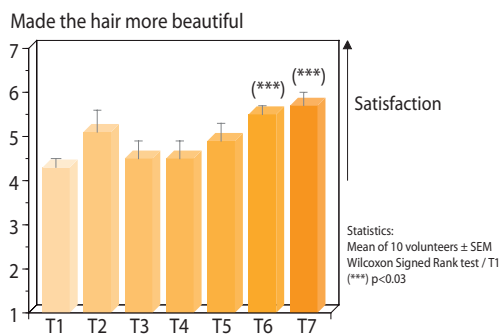
EFFICACY TESTS

Improvement of the clinical symptoms on the scalp and hair beautifying effect (clinical study)

Volunteers with clinical symptoms of irritation on the scalp due to prior hair straightening treatments. Treatment with shampoo and conditioner containing 3% PHYTOSOOTHE™ 3 times per week. In total 7 treatments were done (T1-T7).



Evaluation of the clinical symptoms on the scalp before product application.



Overall appreciation

PHYTOSOOTHE™ has significantly reduced irritation, i.e. itching and tingling of the scalp. PHYTOSOOTHE™ has an overall hair beautifying effect.

Complementary test:

- Anti inflammatory effect (in-vitro).

COSMETIC APPLICATION

- Soothing, repairing scalp and skin care.
- Ethnic hair care, both leave-on and rinse off.
- Hair beautifying shampoos and conditioners.

TECHNICAL DATA

INCI Name	: Brassica Campestris (Rapeseed) Sterols (and) Cetearyl Alcohol
Dose of use	: 1 - 3%
Aspect	: white powder with a weak odor.
Solubilité	: insoluble in water, dispersible in oils and fats.