

HAIRCARE & SCALP TREATMENT: TRADITIONAL DEMANDS AND A NEW APPROACH

Haircare has been an important Personal Care sector for many years, and has always been dominated by traditional cleansing and conditioning products

Formulators have also developed new haircare product formats in order to remain competitive and respond to the rising expectations of consumers, as well as an increasing awareness of how the condition of the scalp can affect hair condition. The trend is to incorporate many ingredients in a single formulation, which can therefore provide a large number of benefits such as anti-ageing action, environmental protection, heat and colour protection, or hair thinning prevention. The prestige hair care market has also seen significant growth, and often incorporates high levels of active ingredients.

INNOVATIVE INGREDIENTS FOR HAIR AND SCALP CARE

Aston Chemical's R&D team have developed a Hair Care & Scalp Treatment Kit which focuses on the latest trends, product types and regimes, these primarily being sold as: Scalp Care, Anti-Hair Loss, Cleansing, Dry Shampoos, Anti-Pollution and Hair Oils.

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Aston Chemical's Hair Care & Scalp Treatment kit contains formulations to demonstrate the hair care benefits of many innovative raw materials, such as:

- **Pure Relief Scalp Mask** – designed to gently exfoliate the scalp to give hair a clean and refreshed look. Gentle exfoliation is provided by an Oligomer complex that solubilises Salicylic Acid in water without recrystallization (Biogenic Sallic-210), and a complex derived from indigenous Australian wild lime species including Caviar Lime (Wild Lime Harvest AF)
- **Hair Growth Booster** – strengthens and

improves the density of hair by combining the properties of extracts from two Super Leaves (Watercress and Indian Cress), with a dipeptide, Dermapep Pepanagen_S. These two ingredients promote effective hair nutrition and hair regrowth, and inhibit hair loss

- **Smoothing Sulphate-Free Shampoo** – uses a mild surfactant, Potassium Laureth Phosphate, to gently cleanse, moisturise and smooth hair, which helps to improve the ease of combing
- **Bouncy Foaming Hair Mask** – demonstrates how to create a novel texture when using SLES. It is a hybrid of a shampoo and a clay mask with a light, soft and bouncy consistency
- **Tint & Sheen Dry Shampoo** – optimised blend of powders (Perlite, Silica, Polysilicone-22, HDI/Trimethylol Hexyllactone Crosspolymer, Polymethyl Methacrylate) that removes oils and impurities without an excessive drying effect. It also adds shine, volume and subtle colour thanks to the content of Ecocert-approved, surface treated pigments
- **Complete Repair Rinse-Off Conditioner** – intensively repairs hair from the first application and reduces the number of split ends and broken hair. The key ingredient of the formulation is Rep'Hair (Behenyl/Stearyl Aminopropanediol Esters), a ceramide-like molecule that replaces missing lipids in the cuticle and smooths the hair
- **Protecting Day Conditioner** – developed to provide protection against any kind of pollution

(atmospheric, domestic and UV). Light formula with a mixture of emulsifying silicones (WaterDropSil), Biosaccharide Gum-4 (Pollustop) and Moringa extract (Kelimor) create a shield and protect the hair all day long

Consumers have used shampoos and conditioners for many years. Innovative new raw materials are making it possible to formulate a much wider range of products for the care of hair, and also the long neglected scalp. A new, skincare approach to hair care is a current trend which seems to be a driving force in hair care innovation. We expect it to grow to meet the rising expectations of knowledgeable consumers, who look for the same high quality ingredients and efficacy in haircare products as they do when choosing skincare brands.

**Aston Chemicals Ltd,
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