

HYDRAFEEL-3

PURPOSE

Skin and hair protection and surface hydration (“moist feel”)
TEWL decrease
Substitution of silicones for skin feel and aesthetics

ORIGIN

Vegetal and synthetic

INCI NAME

Polyglyceryl-3 PCA

APPLICATIONS

Natural skin lifting serum
Skin lightening treatments
Moisturizing emulsions
Skin care, Hair care, Body care, Baby care, Bath and shower, Fragrances, Men’s grooming, Sun care, Deodorants, Soaps, Color cosmetics water based only (liquid foundation, mascaras, tinted creams, W/O lipsticks)

FORMULATIONS

Water soluble. Can be employed at both high and low temperatures

ACTIVE MATTER

Min. 99%

RECOMMENDED DOSAGE

Hair care 0,5 – 3 %;
Skin care 0,5 – 3 %

TOILETRIES

Leave on 0,2 – 0,5 %,
Rinse off 0,5 – 1,5 %
Skin care 0,5 – 2 %

GMO

It doesn’t contain GMO components or derivatives and is accepted by the main organic certification organizations

PROPERTIES AND CHARACTERISTICS

HYDRAFEEL-3: natural moisturizer

Skincare: The natural regulation properties of HYDRAFEEL-3 help skin to retain vital moisture and maintain cell water balance. By improving epidermal cell cohesion, transepidermal water loss (TEWL) is reduced, showing a stronger skin barrier; this allows skin to re-hydrate itself quickly and naturally.

Haircare: HYDRAFEEL-3 also delivers multiple moisture-retention benefits in hair applications. It adds strength, gloss, softness and flexibility to hair, moreover it also makes the application of hair dye colours longer lasting.

Color Cosmetics: HYDRAFEEL-3 shows benefits in lips moisturization if formulated in lipsticks and improves the condition of eye lashes if formulated in mascara.

HYDRAFEEL-3: natural protection

Skincare: HYDRAFEEL-3 strengthens the skin barrier by increasing the tight junction integrity and epidermis cell cohesion to help prevent the penetration of harmful substances.

Haircare: HYDRAFEEL-3 protects hair against damage from over-heating, coloring, bleaching and straightening, while increasing its strength and elasticity.

HYDRAFEEL-3: sensory benefits

Skincare: a key benefit of HYDRAFEEL-3 is its ability to give a luxurious thickness and consistency to the skin surface. It gives a rich texture and a rich, silky feel.

Haircare: HYDRAFEEL-3 makes dry hair wet and softer, providing a more conditioned feel, leaving hair with a natural, shiny appearance.

HYDRAFEEL-3 improves natural formulations: 1-3% of HYDRAFEEL-3 in creams or emulsions avoids the “white-look” during the application, what usually happens with dimethicone.

CONCLUSIONS

The below graphs show the protective activity of a “Leave-on” HYDRAFEEL-3 0,2% spray, applied after a colouring treatment, on colour resistance, colour uniformity and hair gloss, with hair washing every 3 days for 18 days. All the tests were conducted on ex vivo natural hair tresses.

