

PRESS RELEASE

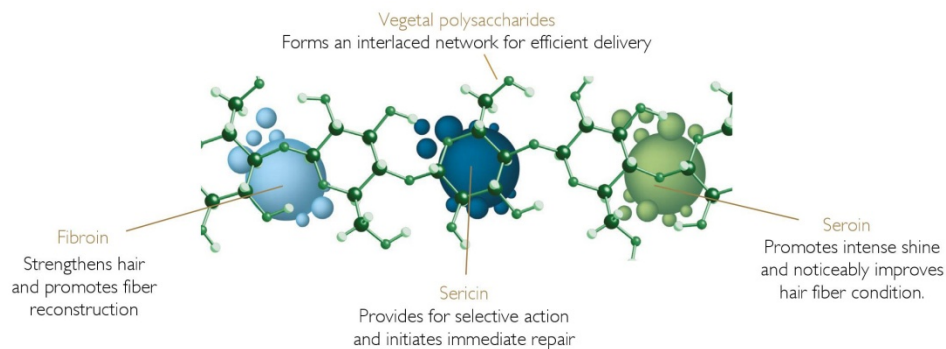
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GoBlond
Perfect Platinum and Safe Bleaching

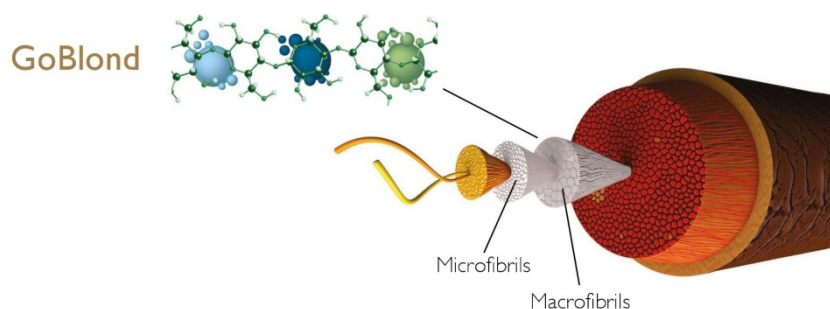
Influenced by fashion and trends, women throughout history have sought to change the look and style of their hair. The stress and damage brought on by physical and chemical methods like brushing, straightening, dyes and bleaches, are proven hazards. Of these methods, bleaching has always brought the highest risk of damage and structural change to the hair fiber – resulting in dull, dry, and brittle hair.

In order to successfully treat and minimize the damage to hair caused by the bleaching process, Chemyunion created **GoBlond**.

GoBlond is composed of silk proteins (fibroin, sericin and seroin), interlaced by a network of polysaccharides derived from linseed (*Linum usitatissimum* L.), that due to its unique technology provides an efficient delivery system, allowing the bleaching process takes place in its entirety, without compromising the integrity of the hair fiber. GoBlond protects the cortical regions (macro and microfibrils) and consequently the keratin chains and cuticles, through selective film formation.



Delivery System: selectively covers the macro and microfibrils, allowing the melanin oxidation and protecting the keratin chains.

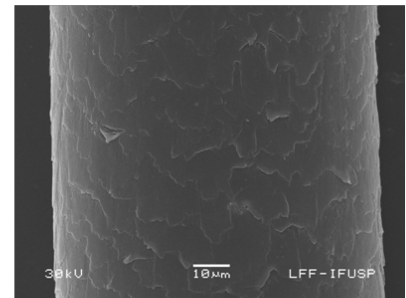
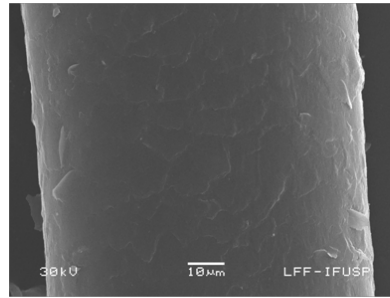
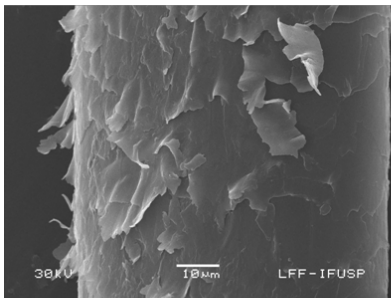
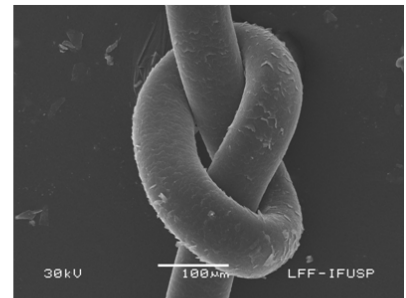
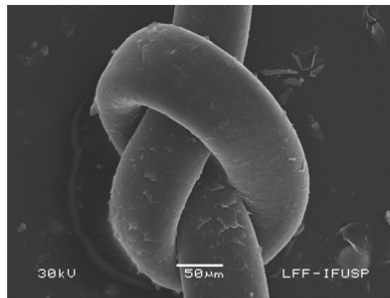
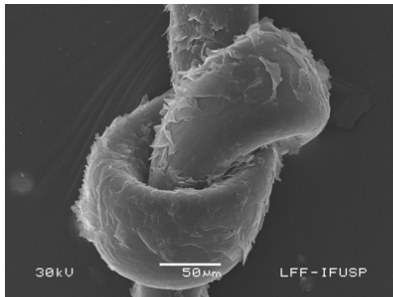


Benefits

- Protects hair during bleaching process
- Maintains and restores hair health
- Improves, strengthen and protects hair after treatment
- Improves manageability
- Strengthens hair fibers
- Increased lightening vs. benchmark

Efficacy Testing

SEM* - After bleaching (03 bleachings – 40v)



Control**

GoBlond

Benchmark

*Images obtained by SEM - Scanning Electronic Microscopy

**Bleaching Powder + Developer Lotion

Half-Head Test



Before bleaching

Bleaching with **GoBlond**

About Chemyunion

Chemyunion is a Brazilian company founded in 1992 that became an important supplier for the development and production of innovative ingredients for the cosmetic, dermocosmetic and health care sectors.

Our range of ingredients comprise actives for skin and hair care, vegetable origin preservatives, functional and sensorial excipients among others.

Our portfolio is present worldwide and it has been exported to more than 50 countries combining technological expertise and market trends to offer products and services with perceivable benefits to our customers.

We are inspired by innovation, committed to sustainability and are continuously investing in research and development of new products and services in order to be always our customers first choice.