



# LIPEX® SheaLuxe TR™ for hair care

March 2025

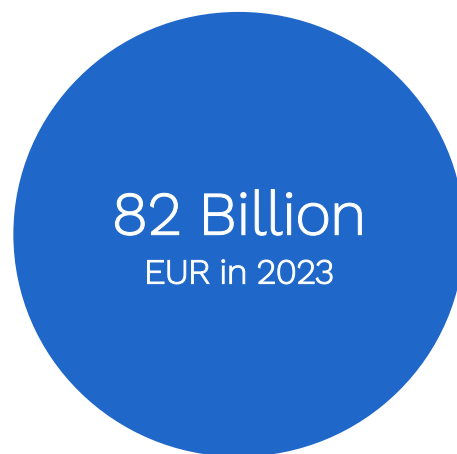
**AAK**

The Co-Development Company



## Size and outlook of the hair care market

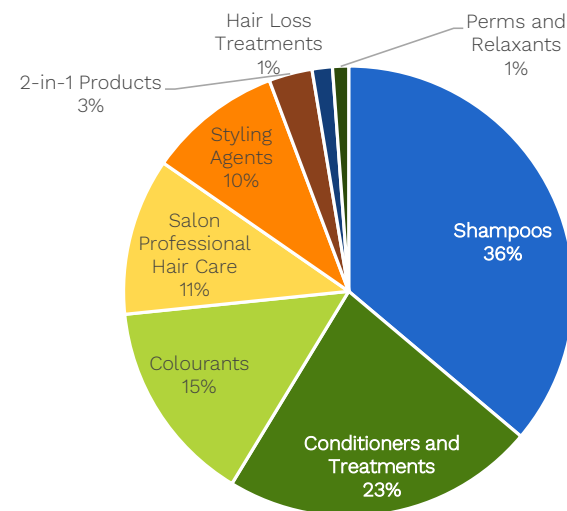
Hair care category value:



Forecasted 2023 – 2028 CAGR(%):

- 1.5% in volume
- 6.2% in value

Hair care segments, RSP, 2023



Conditioners and treatments, hair loss treatments and professional hair care are the biggest growing segments.

Retail sales price and Alternative volume data, Euromonitor.

82 Billion EUR represent ca. 15% of the overall PC market based on Euromonitor. Overall PC market growth estimated at 2% CAGR in volume and 6.3% CAGR in value

The Co-Development Company

23/03/2025

2

# Consumers are increasingly mindful of the ingredient formulations when purchasing hair care products

*When you purchased hair care, which of these “Green” Features influenced your choice? (vs 2020)<sup>1</sup>*

- 27% All natural ingredients (vs 25%) – Top 1
- 22% Ingredient transparency (vs 19%) – Top 2
- 16% Sustainably sourced – (vs 14%) Top 6

*% of launches containing free-from claims in 2023 (vs 2020)<sup>2</sup>*

- 22% paraben free (22%)
- 18% silicone free (15%)
- 17% sulphate free (16%)

1. Euromonitor International *Ingredient-Led Beauty: How Consumer Interest in Ingredients is Transforming the Hair Care Industry*, based on data from their *Voice of the Consumer: Beauty Survey*, fielded June to July 2022 (n=20.320)

2. Mintel, % of launches with free from claims in hair care, 2023 vs 2020





# Key market players are actively communicating about ingredient naturality and absence of controversial ingredients

Garnier Fructis Hair Food Ananas.  
L'Oréal, Switzerland – 2024



Nature Box Avocado Oil Repair Conditioner  
Schwarzkopf & Henkel, Austria -2024



Herbal Essences Passion Flower Volume Conditioner. P&G, USA - 2024



Mintel GNPD

**AAK**

The Co-Development Company

23/03/2025

4

# Sustainability & performance concerns have led to the search for alternatives to silicones

- Dimethicone is a widely-used silicone in the hair care industry. It creates a thin, protective layer over the hair shaft

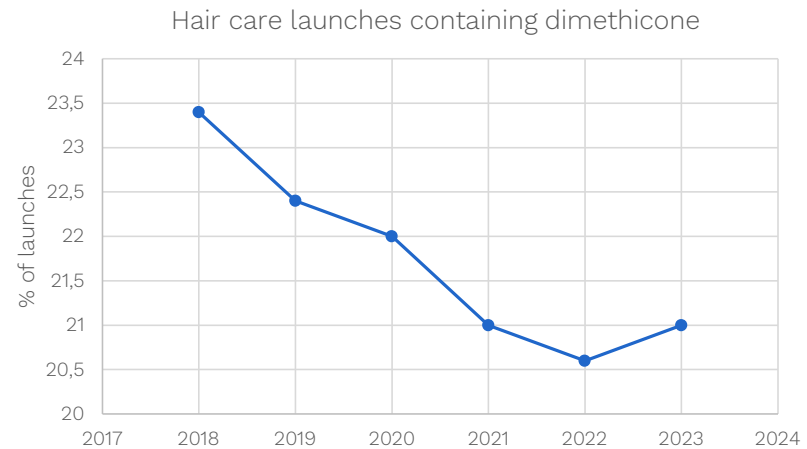
## FUNCTIONALITY CONCERNS

- Build up, leading to heavy and greasy hair.

## SUSTAINABILITY CONCERNS

- Biodegradability
- High energy intensity

- Less & less hair care products are being launched with dimethicones, but the transition is slow



Mintel GNPD. % of launches in the period 2018 to 2023 that contain the INCI dimethicone.

## Dimethicone functionality is appreciated and difficult to match

- Dimethicone is a widely-used silicone in the hair care industry. It creates a thin, protective layer over the hair shaft. It provides:
  - Hair shine & luster
  - Hair smoothness /anti-frizz
  - Detangling
  - Lightweight to the formulation
- Benefits attributed with dimethicones are linked to some of the top claims used in hair care products
- Dimethicone alternatives are believed to come with some tradeoffs – delivering only some of the functionality benefits.

[Swapping out silicone in our skin and hair products \(acs.org\)](https://acs.org)

[Dimethicone in Skin Care and Hair Care: What You Need to Know - L'Oréal Paris \(lorealparisusa.com\)](https://lorealparisusa.com)

[Silicone Alternatives - Joan Morais Cosmetics School](#)

[Dimethicone: What to Know About Silicones in Cosmetic Products \(healthline.com\)](https://healthline.com)



The Co-Development Company



## Introducing LIPEX® SheaLuxe TR™

- LIPEX® SheaLuxe TR™ is a climate-compensated emollient ester, derived from a segregated shea supply chain, traceable to our AAK direct sourcing program. It is derived from 100% natural and renewable sources.
- It has been expertly processed to be colorless, low viscosity, high spreadability and a light, dry, non-greasy sensory during and after application<sup>1</sup>
- It delivers strong short- and long-term anti-frizz and shine and has a similar combing ease effect as a low viscosity dimethicone.
- For all the above, it is a good alternative to low viscosity dimethicones in hair care applications

INCI: Ethyl oleate, Ethyl stearate  
Viscosity: 7 mPa·s @20°C  
Refractive index: 1,452

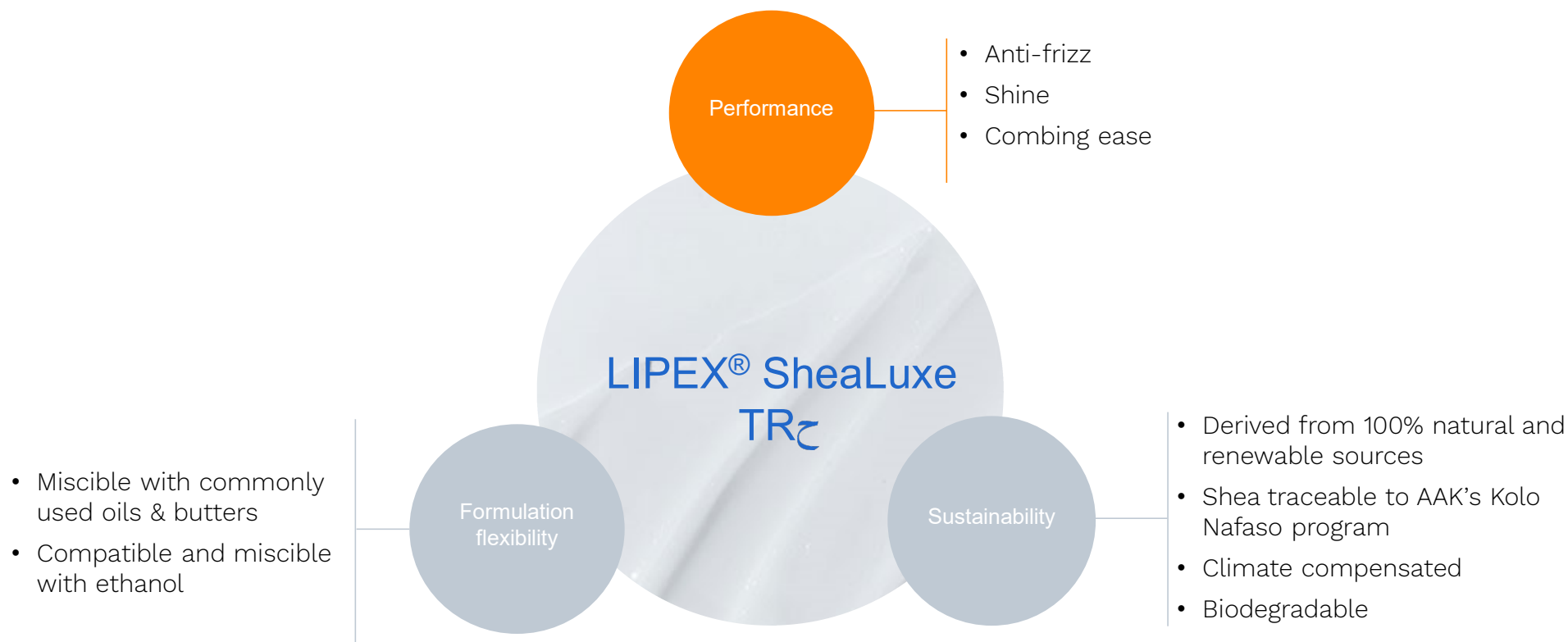
1. Sensory test with train panel of pure raw material on skin



The Co-Development Company



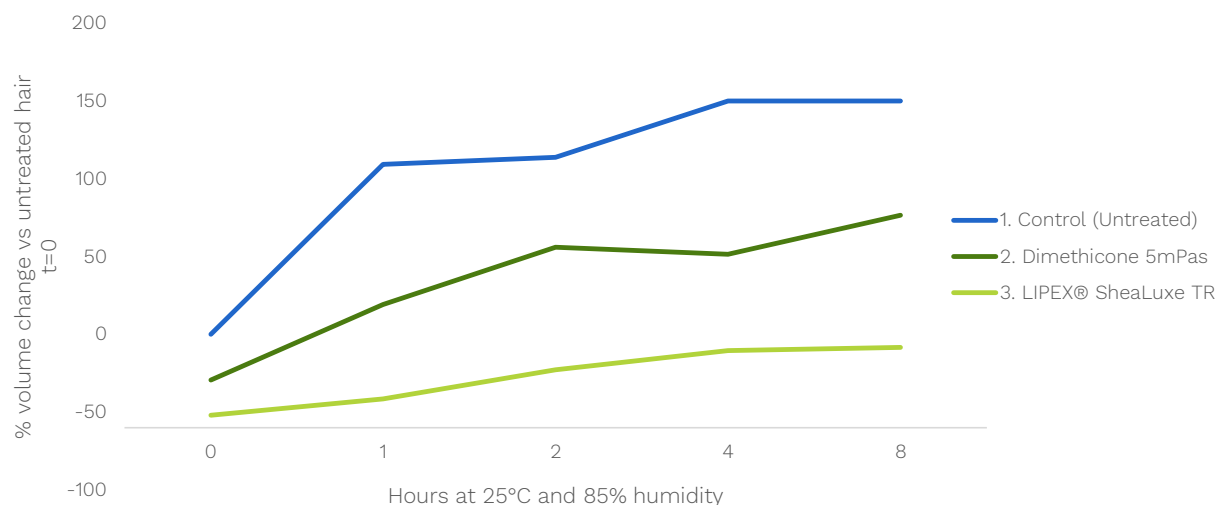
## The benefits of LIPEX® SheaLuxe TR™





# LIPEX® SheaLuxe TR has a superior short- and long-term anti-frizzing effect to dimethicone

1. Control (Untreated)
2. Dimethicone 5mPa.s
3. LIPEX SheaLuxe TR



- LIPEX® SheaLuxe TR has a superior effect reducing frizz at application, and excels at preventing frizz over time in a humid environment

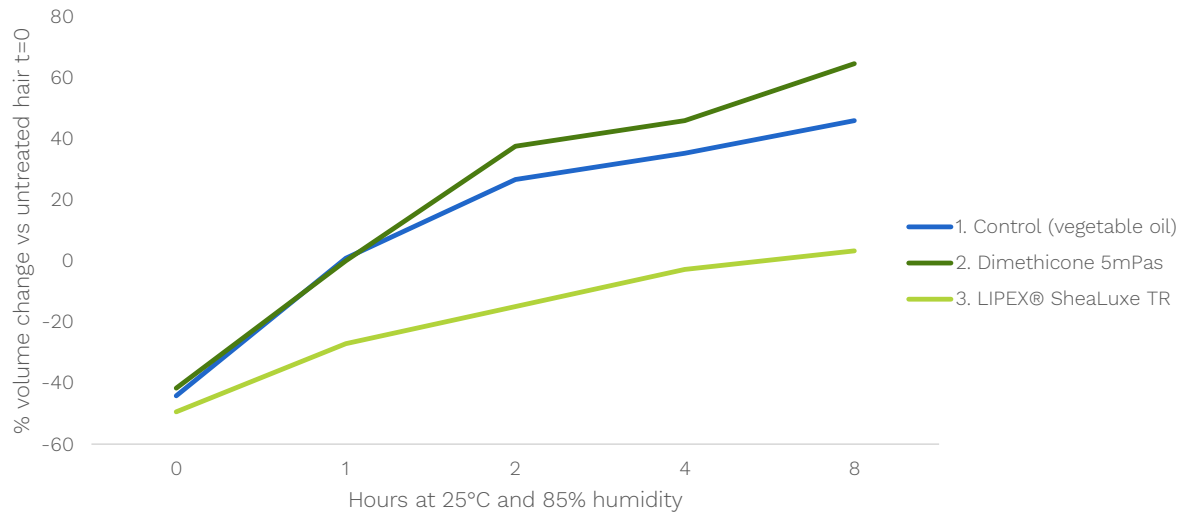
## Procedure:

- Clean a Caucasian hair tress of 7g with 1mL Sodium laureth sulfate solution pH 5.5.
- Dry the hair tress with a hairdryer for 5 minutes
- Comb and straighten the hair 4 times & measure – this is the reference (untreated t=0)
- Apply 4 drops (0.1g) of the pure raw material on a clean hair tress of 7g & measure (treated t=0)
- Place the hair tress in a humid chamber at 25°C with 85% humidity.
- Measure at different times (1,2,4 & 8 hours)



# LIPEX® SheaLuxe TR in formulation has a superior short- and long-term anti-frizzing effect to dimethicone

1. Control (vegetable oil)
2. Dimethicone 5mPa.s
3. LIPEX SheaLuxe TR



- LIPEX® SheaLuxe TR has a superior effect reducing frizz at application, and is the only one able to prevent frizz generation over time in a humid environment







**Procedure:**  
See prior slide

**Formulation:**  
Hair oil inspired from a market product: 20% Canola oil, 20% Argania spinosa kernel (Argan) oil, 10% Ricinus Communis (Castor) Seed oil, 10% Prunus Armeniaca (Apricot) Kernel Oil, 25% Test Product





## LIPEX® SheaLuxe TR has a higher long-term shine effect than dimethicone

	Untreated	Dimethicone 5mPa.s	LIPEX® SheaLuxe TR
T=0			
T=8			

- Right after application dimethicone delivers the highest shine – but both solutions deliver a good level of shine
- After 8 hours in a humid chamber LIPEX SheaLuxe TR delivers higher shine

### Procedure:

- Clean a Caucasian hair tress of 7g with 1mL sodium laureth sulfate Solution pH 5,5.
- Dry the hair tress with a hairdryer for 5 minutes
- Comb and Straighten the hair 4 times
- Take a photo of the clean hair tress = T0 under a light box with fixed “natural” light
- Apply 4 drops (0.1g) of hair serum or of the pure raw material on a clean hair tress of 7g
- Place the hair tress for 8 hours in a humid chamber at 25°C with 85% humidity
- Take a photo of the hair tress after 8 hours under a light box with fixed “natural” light
- The shine property of the materials is assessed by looking at the photos.


The Co-Development Company

23/03/2025

11

## LIPEX® SheaLuxe TR in formulation has a higher long-term shine effect than dimethicone

- All solutions deliver high shine, with dimethicone being slightly superior
- After 8 hours in a humid chamber, LIPEX SheaLuxe TR delivers the highest shine

	Untreated	Vegetable oil	Dimethicone 5mPa.s	LIPEX® SheaLuxe TR
T=0				
T=8				

### Formulation:

20% Canola oil, 20% Argania spinosa kernel (Argan) oil, 10% Ricinus Communis (Castor) Seed oil, 10% Prunus Armeniaca (Apricot) Kernel Oil, 25% Test Product

### Procedure:

See previous slide



The Co-Development Company



23/03/2025

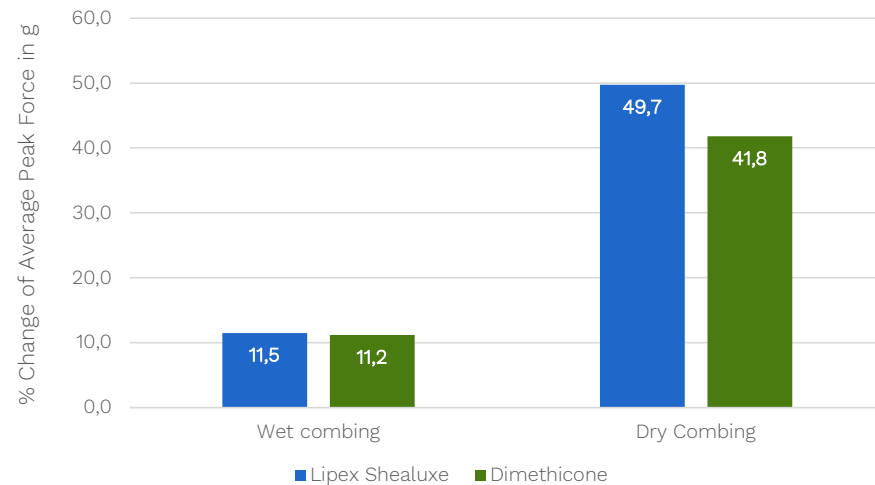
12





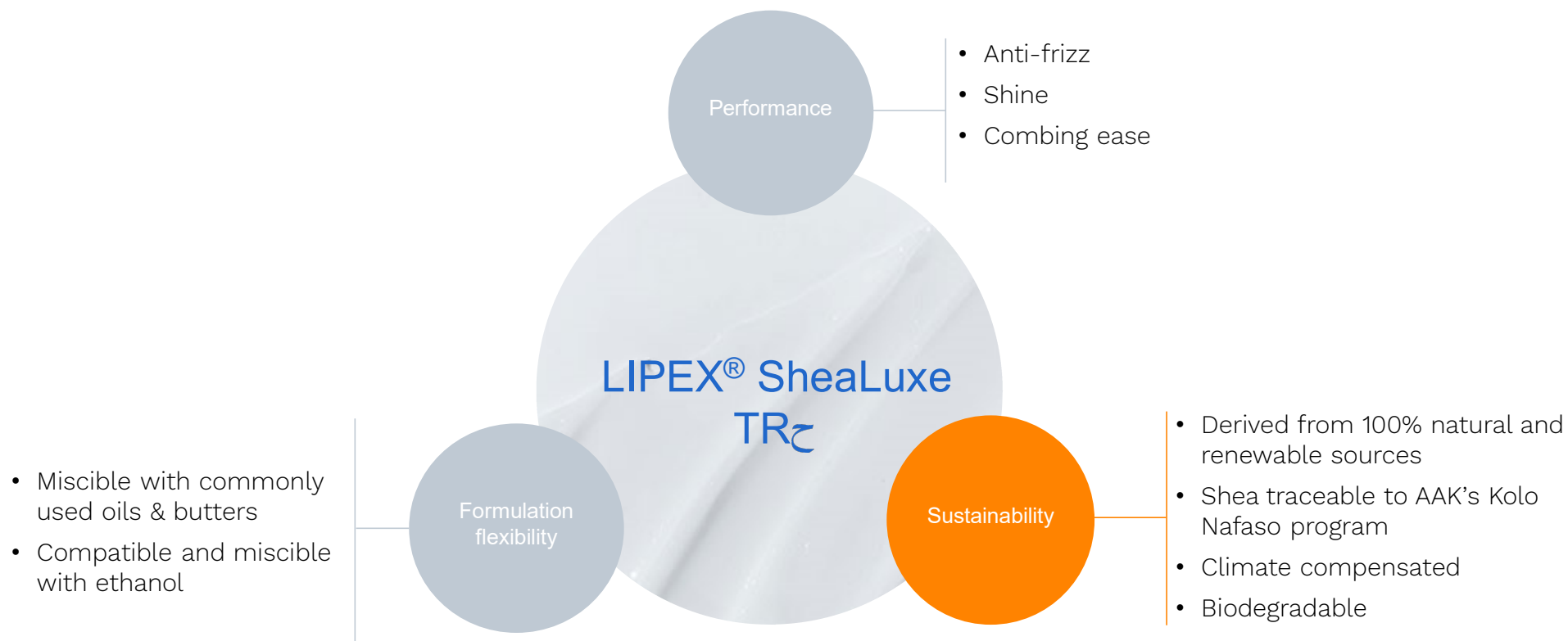
## LIPEX® SheaLuxe TR and dimethicone show a similar combing ease effect

Combing ease as pure raw materials:



- On wet combing, LIPEX® Shealuxe TR and Dimethicone 5mPa.s reduce the force equally
- On dry combing LIPEX® Shealuxe TR reduces the force needed slightly more than Dimethicone 5mPa.s

## The benefits of LIPEX® SheaLuxe TR™



## LIPEX® SheaLuxe TR™ is an excellent choice when looking for a natural & ethically sourced emollient ester

- Derived from 100% natural and renewable sources
  - Produced using only shea kernels from a segregated supply chain, fully traceable to the AAK Kolo Nafaso direct sourcing program in West Africa.
  - Esterified with ethanol from vegetable sources and low risk supply chain.
  - Renewable Carbon Index (RCI) = 100%
- Climate compensated
- ISO derived natural = 1
- Readily Biodegradable<sup>1</sup>
- Available certifications : Cosmos Natural, Natrue, China compliant

<sup>1</sup>. Biodegradability OECD 301F



## With LIPEX® SheaLuxe TR™, AAK will go one step further in reducing the climate impact of light emollients

One of the main criticisms towards silicones is how energy intensive they are

- The key feedstocks for the manufacture of dimethicone are Si metal and methyl chloride (CH<sub>3</sub>Cl),
- The Si is produced from Quartz sand, which is mixed with coke (carbon) and then heated to extremely high temperatures (up to 2200°C)
- The carbon used comes often from non-renewable sources.

Natural esters and alkanes can be produced using eco-friendly processes

- Alkanes and plant-based esters can be derived from 100% natural and renewable raw material, instead of other fossil-based ingredients as reactants.
- The production process is carried out at milder temperatures and lower pressure
- The catalysts being used are non-toxic to the environment.

With LIPEX® SheaLuxe TR™ AAK will go one step further by making it Climate compensated

- LIPEX® SheaLuxe TR™ is produced using an eco-friendly process (natural and renewable resources, milder processes, non-toxic catalysts)
- Its emissions will be offset with carbon credits linked to a cook stove initiative adjacent to the shea supply chain, making the product Climate compensated



A woman wearing a blue patterned dress and a headscarf is cooking in a large, dark metal pot over an open fire. She is using a long wooden stick to stir the contents of the pot. The fire is burning in a small, built-up stove structure. In the background, there is a traditional mud-brick house with a thatched roof. The scene is set in a rural, arid environment.

*AAK has partnered  
with the FairClimateFund  
to credibly and fairly  
reduce emissions in the  
shea supply base*

## The project in Burkina Faso Birds Bees and Business

### Focus:

- Protecting and re-establishing the shea tree parklands to secure future income for the shea collecting women

### Method:

- Conversion to energy-efficient cook stoves with less need for firewood
- Cook stoves are built from readily available materials. Method learned through training
- Applied to stoves used for daily cooking





## Burkina Faso Birds Bees and Business

### Result:

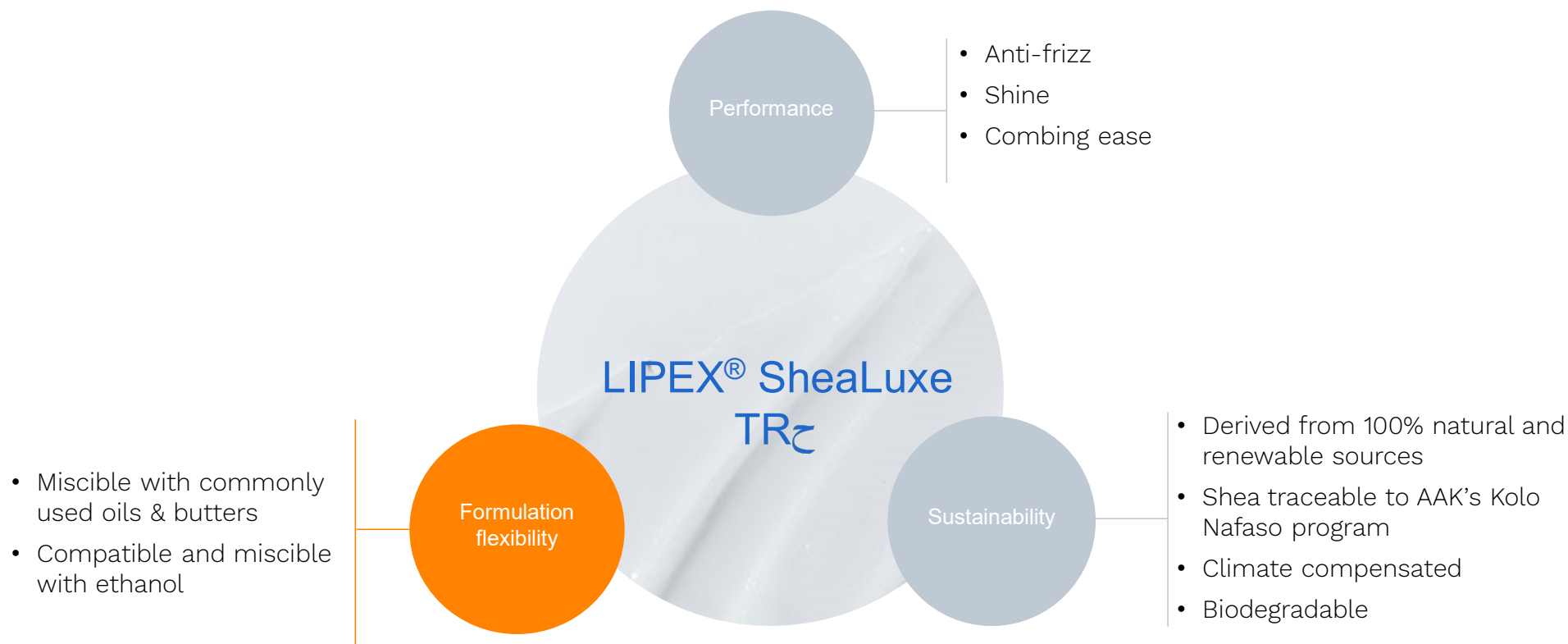
- Carbon emission reduction vs three rocket stoves is measured, and the use is monitored
- Carbon credits are issued based on the reductions – Gold Standard and Fairtrade
- The ownership of the technology (the improved cook stoves) generating the carbon credits is retained in the communities
  - Access to funds, the Fairtrade premium goes to communities
  - The communities decide how to use the funds for further climate-adaption measures.

# LIPEX® SheaLuxe TR™ is traceable to our AAK Kolo Nafaso direct sourcing program – the largest of its kind in West Africa

– It contributes to 9 of the SDGs: 1, 2, 5, 6, 7, 8, 9, 12, 17



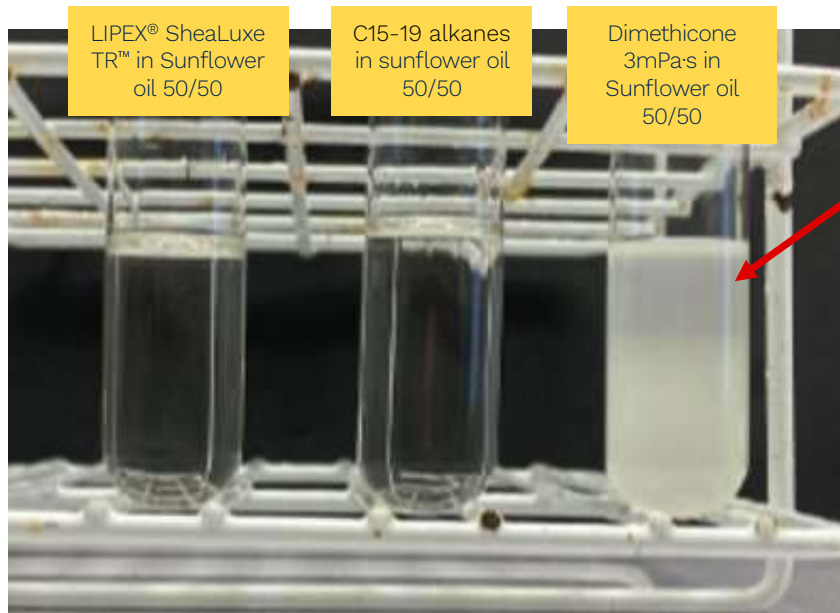
## The benefits of LIPEX® SheaLuxe TR™



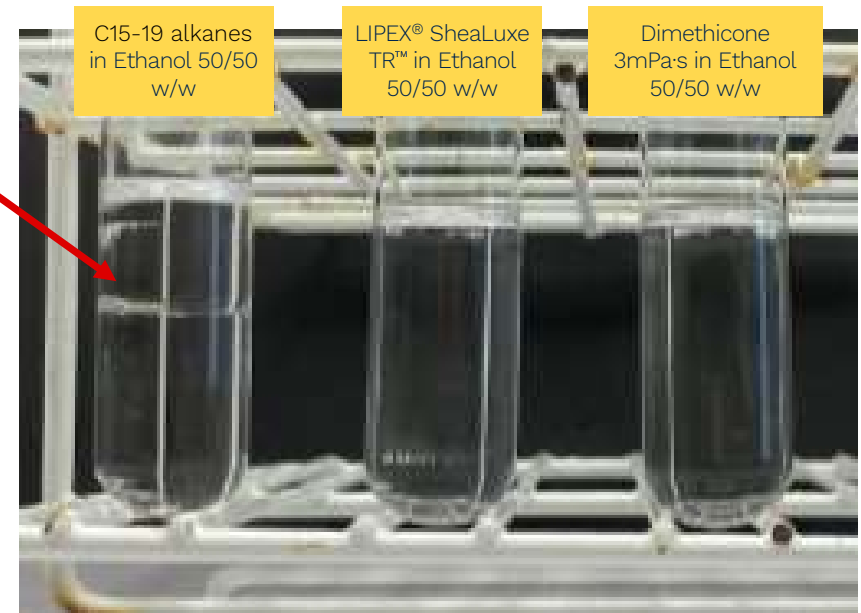


# LIPEX® SheaLuxe TR™ gives formulators flexibility when formulating

Due to its similar nature, LIPEX® SheaLuxe TR™ is miscible with commonly used plant-based oils and butters



LIPEX® SheaLuxe TR™ is compatible and miscible with ethanol



## LIPEX® SheaLuxe TR™ enables formulators to appeal to the rational and emotional side of consumers

LIPEX® SheaLuxe TR™ enables the production of hair care formulations that deliver a strong shine, anti-frizz and detangling effect while fulfilling the consumer desire for transparency and traceability.





# LIPEX<sup>®</sup> SheaLuxe TR haircare formulation kit

**AAK**



## Hydra'luxe Elixir

- A powerful blend of natural ingredients makes this multitasking hair oil a must-have for shine, softness, and protection. Whether you're dealing with dryness, dullness, frizz, or all three, just a few drops on damp or dry hair are all it takes to restore your locks to their glossy best. Packed with nourishing and hydrating properties, this formula combines shea, canola, sunflower, and gold of pleasure oils —rich in omegas 3 and 6—to support hair health. Say goodbye to bad hair days and hello to your best tressed self!
- Natural origin index NOI: 100%

Raw material	INCI Name	w/w %
<b>Phase A</b>		
Akosun™	Helianthus Annuus Hybrid Oil, Helianthus Annuus (Sunflower) Seed Oil	35.90
Fleur d'orient NATFLOR RT12058	Fragrance	0.20
LIPEX® Omega 3/6™	Olus Oil (and) Camelina Sativa Oil, Olus Oil (and) Camelina Sativa Seed Oil	35.90
LIPEX® PreAct™	Canola Oil, Canola oil	3.00
LIPEX® SheaLuxe TR™	Ethyl Oleate, Ethyl Stearate	25.00



## MallowWhip Curl Mousse

- Define and nourish very dry waves and curls with this rich yet airy styling mousse. Perfect for air-drying or diffusing, it tames parched, frizzy locks, enhancing the natural curl pattern without weighing down the hair or leaving a greasy, sticky or crunchy residue. The smooth, lightweight formulation melts into the hair, delivering intense hydration, long-lasting shape, and bounce. The result? Soft, touchable, effortlessly beautifully waves and curls with every use. **Natural origin index NOI: 98,8%**

Raw material	INCI Name	w/w %
<b>Phase A</b>		
Aquatex 14	Xanthan Gum	0.20
Avicel PC 611	Microcrystalline Cellulose, Cellulose Gum	0.50
Benecel™ E10M Hypromellose	Hydroxypropyl Methylcellulose	0.10
Glycerin 99.5%	Glycerin	5.00
Kelcogel CG-HA	Gellan Gum	0.15
Water	Aqua, Aqua	58.85
<b>Phase B</b>		
BBR ST720	Hydroxypropyl starch	5.00
Sistema SP30-C	Sucrose Distearate	2.00
Sistema SP70-C	Sucrose Stearate	2.00
<b>Phase C</b>		
LIPEX® CocoaSoft RA MB™	Theobroma Cacao Seed Butter, Theobroma Cacao (Cocoa) Seed Butter	11.00
LIPEX® IllipeSoft FFL™	Shorea Stenoptera Seed Butter	4.00
LIPEX® SheaLiquid TR™	Butyrospermum Parkii Butter, Butyrospermum parkii (Shea) butter	2.00
LIPEX® SheaLuxe TR™	Ethyl Oleate, Ethyl Stearate	8.00
<b>Phase D</b>		
Euxyl K900	Benzyl Alcohol (and) Ethylhexylglycerin (and) Tocopherol	0.80
FLEUR D'ARGAN SC 0827693	Fragrance	0.40

23/03/2025 25



## Sleek and Wet Glam Gelée

- Get on board with this season's sultry wet-look hair trend. Whether you're rocking a sporty, slicked-back bob, a sleek high ponytail, or embracing full-on mermaid-core with just-emerged-from-the-ocean waves, this silicone-free styling gel delivers fabulous, soft-to-the-touch, long-lasting tamed locks. Make a maximum splash with minimum effort on your next night out!
- **Natural origin index NOI: 99,9%**

Raw material	INCI Name	w/w %
<b>Phase A</b>		
LIPEX® Bassol C™	Canola Oil, Canola oil	21.00
LIPEX® SheaClear™	Butyrospermum Parkii Oil	21.00
LIPEX® SheaLuxe TR™	Ethyl Oleate, Ethyl Stearate	43.70
Lusplan DD-DDA7	Dimer Dilinoleyl Dimer Dilinoleate	8.00
<b>Phase B</b>		
Rheopearl MKL2	Dextrin myristate	6.00
<b>Phase C</b>		
Treve Nocturne RT12790	Fragrance	0.30

## DermaBalance Scalp Lotion

- Embrace the skinification trend in haircare with this highly effective leave-in scalp lotion, expertly crafted with a trio of plant-based emollients. Designed to nourish and soothe, it helps alleviate dryness and irritation while providing a protective barrier against environmental stressors. A well-balanced, healthy scalp is the foundation for beautiful hair—experience the difference for yourself!
- Natural Origin Index: 99%

Raw material	INCI Name	w/w %
<b>Phase A</b>		
Water	Aqua, Aqua	74.10
<b>Phase B</b>		
Aquatex 14	Xanthan Gum	0.40
Glycerin 99.5%	Glycerin	2.50
<b>Phase C</b>		
ColaFax CPE k	Potassium Cetyl Phosphate	1.00
<b>Phase D</b>		
Lanette O	Cetearyl Alcohol	2.00
LIPEX® PreAct™	Canola Oil, Canola oil	2.00
LIPEX® SheaLuxe TR™	Ethyl Oleate, Ethyl Stearate	16.00
LIPEX® SheaTris™	Butyrospermum Parkii Butter Extract	1.00
<b>Phase E</b>		
Cream and honey	Fragrance	0.20
Evicide K900	Benzyl Alcohol (and) Ethylhexylglycerin (and) Tocopherol	0.80