



# The benefits of LIPEX® SheaSolve™ in hair care

AAK Personal care, Q3 2022



## Hair care is a resilient category!

The hair market has been resilient throughout the COVID-19 pandemic, fueled by self-care trends and consumers taking hair coloring and other salon treatments in-house.



There's no other category in beauty and personal care like it. Hair care enjoys a very high usage rate according to a study from The NPD Group. The only industry with a higher usage is food.



(1) Hair Products Market Statistics & Industry Trends - The NPD Group

(2) Natural Ingredients In Shampoos & Conditioners Benefit Scalp & Hair – HAPPI

Covid-19 has impacted the hair care category in 3 main ways

More time at home due to restrictions, lock down and limited access to hair salons



More focus on wellness and self-care



More focus on eco-conscious beauty



# More time at home and more self-care means more conditioning and specialized treatments for our hair

- Consumers are looking for their hair to be well conditioned; it should be smooth, de-tangled and shiny. This is associated with good hair health<sup>(1)</sup>.
- For example, the top-3 ingredient search in Google within the hair care category in 2021 were: olive oil, biotin and collagen<sup>(1)</sup>. All of them focusing on moisturizing, protecting and improving hair health
- Additionally, the shampoo and conditioner segment has not really suffered during the pandemic. The number of launches never really diminished vs pre-pandemic years as can be seen in Mintel GNPD.



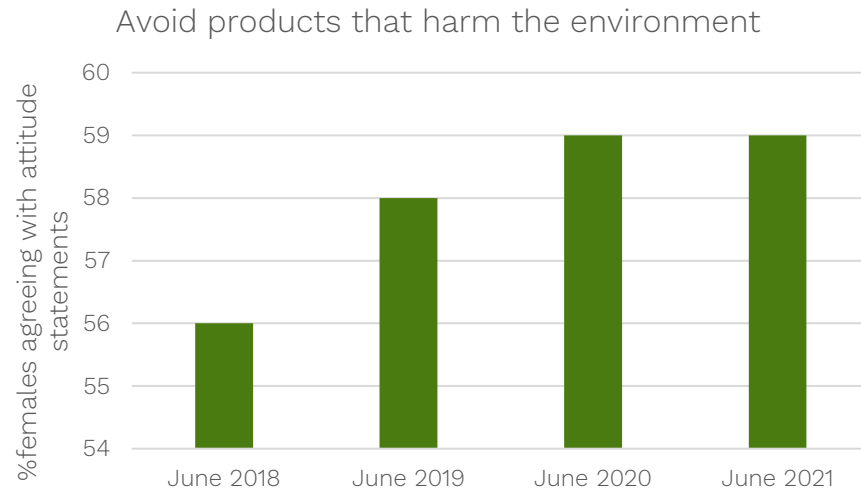
Source: Mintel GNPD

(1) Top 8 Haircare Category Google Search Trends | American Salon



# Globally, consumers are also looking for more sustainable choices

The pandemic has impacted what consumers demand from products and there is a need to make a conscious choice when buying cosmetics.



Source: Kantar. Worldpanel Division. June 2018-2022. GB/DE/FR/ES

Therefore, eco and natural claims are in demand across markets

This impacts the NPD in different ways:

- Selection of ingredients: more naturals and less synthetics
- Type of formulation: solids are growing
- Type of packaging: refills are increasing



# However, this translates differently depending on the market...

## EUROPE

Consumers look for: natural, simple, minimal ingredient formulas and with reduced environmental impact

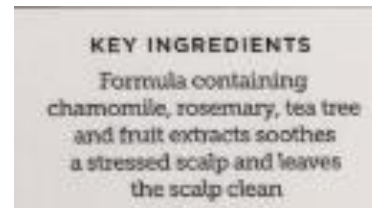


PuroBio for Hair with natural ingredients.

It goes beyond standard 'for oily' or 'for dry' segmentation, also caring for 'real needs' of stressed, treated, brittle or dull hair.

## APAC

Consumers look for: natural and free-from claims. These are perceived as safer and gentler



Passion & Beyond was relaunched in South Korea with a new formulation.

It contains herbal ingredients and fruit extracts and claims to improve scalp conditions and to moisturize. It also features Eco Farming complex where the extracts have been grown in unpolluted soils.

## AMERICAS

Consumers are looking for natural, eco and ethical claims, with increased interest in products that are healthier and safer for the planet



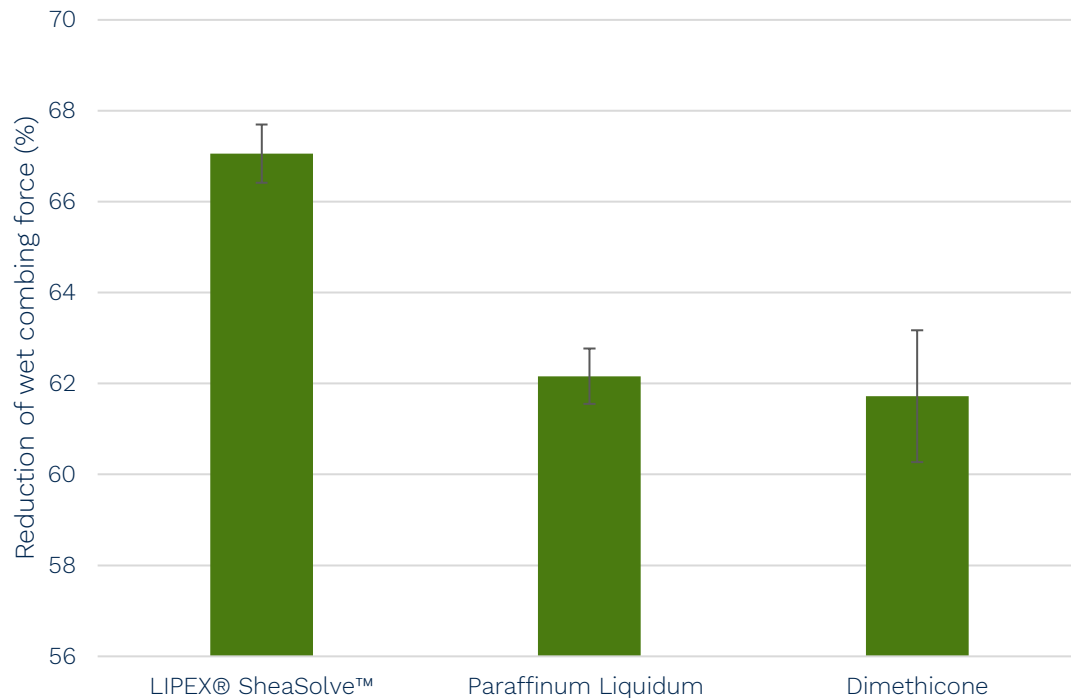
Mirage's Waterless Shower-Activated Shampoo Tabs is marketed as zero waste, clean formula and plastic-free.

The tabs are made with plant-derived foaming agents and botanical ingredients/oils and housed in a recyclable and biodegradable paper tube storing 30 tabs.

# The benefits of LIPEX® SheaSolve™



# Lipex SheaSolve is superior to synthetic alternatives in reducing hair breakage



In vitro study conducted at proDERM Institute for Applied Dermatological Research GmbH.  
Instrumental measurements: Zwicki Z0.5 TN, Zwick, Ulm.  
Hair tresses: European natural human hair bleached in a standardized procedure (4g, 21 cm of length)

Formulation containing: Aqua 89,5%, Cetrimonium Chloride 4%, Cetyl Alcohol 2%, Ceteareth-20 1%,  
*Emollient* 3%, Sodium benzoate 0,5%, Citric acid.

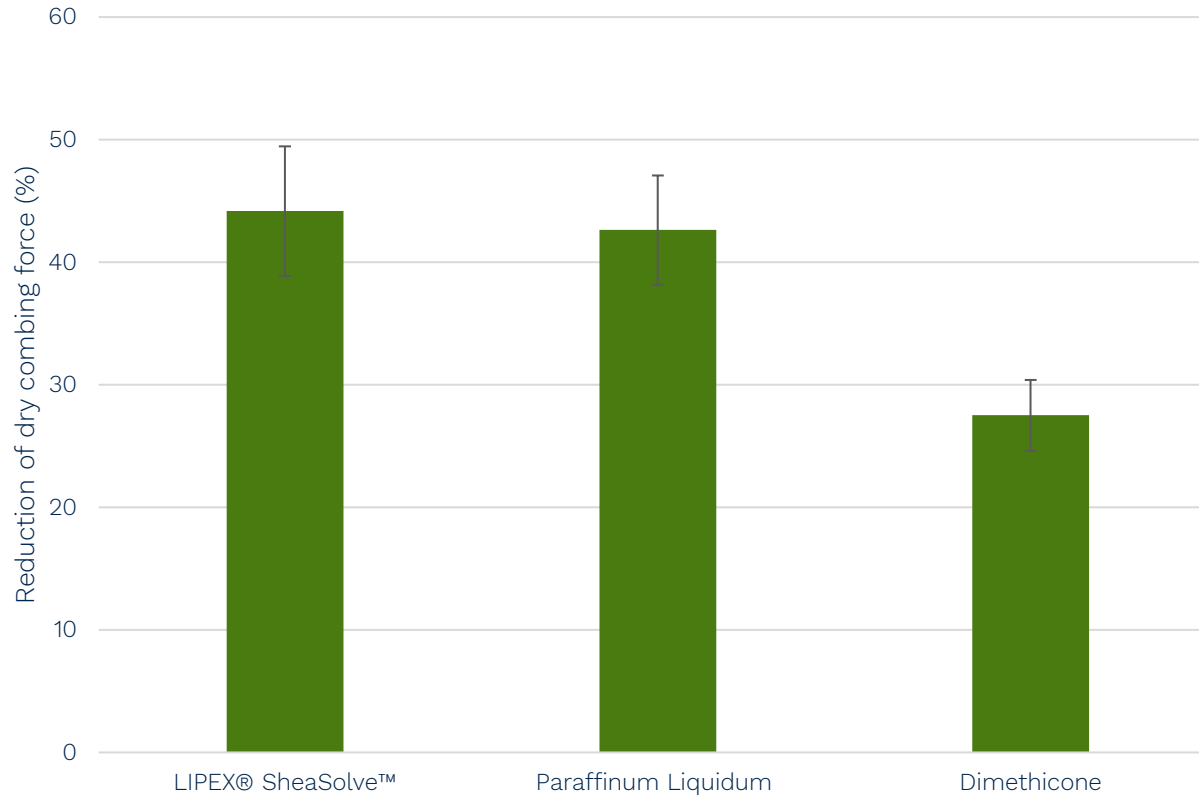
- Lipex SheaSolve shows significant improvement in wet combing force compared to the synthetic alternatives
- Reduction in wet combing force reduces breakage of hair fibers



- Low viscosity, high polarity and good spreadability ensure uniform coating of hair fibers with a thin film, which improves combability.



# Lipex SheaSolve outperforms dimethicone in reducing dry combing force



- Lipex SheaSolve provides much better performance in a dry combing test compared to dimethicone and same results when comparing to paraffinum liquidum.
- The results show that Lipex SheaSolve can significantly improve the ease of combing and the conditioning effect compared to dimethicone.
- The improved combability is due to the physical characteristics of Lipex SheaSolve allowing a uniform coating of the hair fibers

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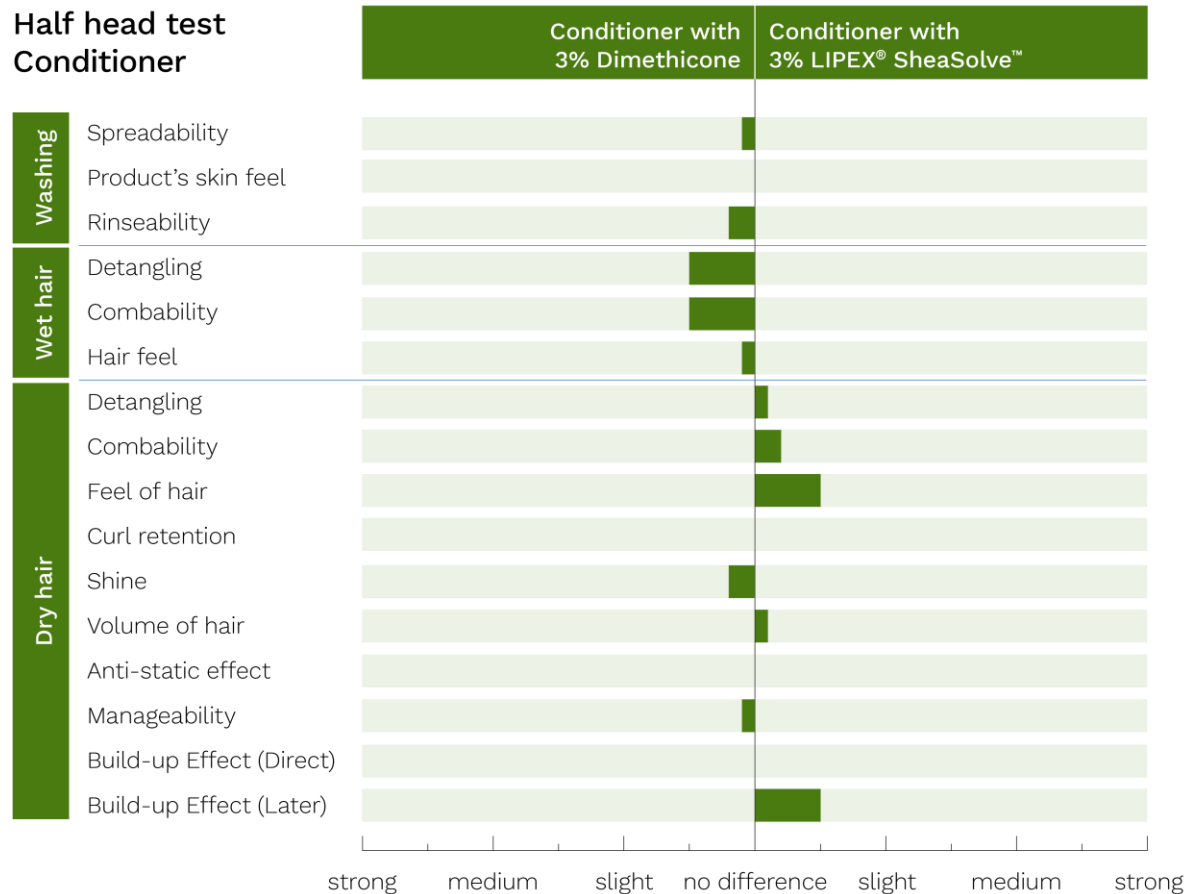
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# The benefits of LIPEX® SheaSolve™



# Lipex SheaSolve offers the same properties in both wet and dry hair compared to linear, low molecular silicones

## Half head test Conditioner



- During the washing procedure: LIPEX® SheaSolve™ provides the same sensory benefits, spreadability and rinsability as dimethicone.
- When evaluating the performance on both wet and dry hair, it can be concluded that LIPEX® SheaSolve™ compared to dimethicone secures:
  - same level of manageability
  - same ease of detangling, combing and hair feel
  - same hair appearance: volume, shine and build up

Study conducted by Institute Dr Schrader Creachem GmbH.  
Half Head Test with 20 female panelists age 35-72, run by trained hairdressers.

Formulation containing: Aqua 87%, Cetearyl alcohol 5%, Behentrimonium chloride at 4%, Emollient 3%, Preservative 1%.

# Lipex SheaSolve usage levels

- As a light moisturizer and softening agent:
  - 0,5% in shampoos
  - From 3% in conditioners
- As detangling and anti-frizz agent: 3-5% in leave in conditioners
- As moisturizer agent in hair oils: from 10-70% in the oil phase
- To reduce greasiness of concentrated formulations such as scalp treatments: 3-5%





# Formulation 1

AAK-22-004, Smooth, Detangle, Hydrate  
3in1 Leave in Conditioner

Raw material	INCI Name	w/w %
<b>Phase A</b>		
Glycerin	Glycerin	1.00
PuraBeet	Betaine	1.00
Water	Aqua, Aqua	81.00
<b>Phase B</b>		
Akocare Coconut RA SG™	Cocos Nucifera Oil	3.00
Lanette O	Cetearyl Alcohol	2.00
LIPEX® SheaSolve™	Shea Butter Ethyl Esters	5.00
Variosoft TA 100	Distearyldimonium Chloride	4.70
<b>Phase C</b>		
Nipaguard SCE	Sorbitan Caprylate, Propanediol, Benzoic Acid	1.00
<b>Phase D</b>		
Panthenol	Panthenol, Panthenol	1.00
<b>Phase E</b>		
Fragrance: Mythic Olive 3016/16	Perfume, Perfume	0.30

## Concept

Formulated to detangle, hydrate and protect hair, this easy combing leave-in conditioner is intended to tame frizz, control hair volume and protect against external stress, restoring the hair 's natural beauty.

## Functional and technical benefits

LIPEX® SheaSolve enables a non-greasy formula bringing a silky soft feel and a pleasantly refreshing sensation.

Akocare Coconut RA SG™ has been added because of its high concentration of lauric acid which a high affinity for hair proteins.

For information on this formulation and other inspirational material, go to our customer portal: [Formulations \(aakpersonalcare.com\)](https://aakpersonalcare.com)

# Formulation 2

## AAK-14-225, Moisturizing Scalp Serum

Raw material	INCI Name	w/w %
<b>Phase A</b>		
GC	Hydrogenated Vegetable Glycerides Citrate	1.40
GMS	Glyceryl Stearate	0.60
LIPEX® Collect™	Phytosteryl Canola Glycerides, Phytosteryl canola glycerides	0.50
LIPEX® SheaSolve™	Shea Butter Ethyl Esters	3.00
LIPEX® SheaTris™	Butyrospermum Parkii Butter Extract	0.50
Sodium Stearoyl Lactylate	Sodium Stearoyl Lactylate, Sodium Stearoyl Lactylate	0.20
Stearic acid	Stearic Acid, Stearic acid	1.00
<b>Phase B</b>		
Preservative	Preservative	1.00
Water	Aqua, Aqua	90.60
<b>Phase C</b>		
Carbopol Ultrez 10	Carbomer	0.20
LIPEX® PreAct™	Canola Oil, Canola oil	1.00
<b>Phase D</b>		
NaOH 20% in water	Sodium Hydroxide, Sodium Hydroxide	0.00

### Concept

An elegant, moisturising, well spreading massage cream based on natural lipids intended to relax stressed, dry scalp.

### Functional and technical benefits

LIPEX® SheaSolve provides a light, non-greasy feel.

LIPEX® PreAct™, LIPEX® Collect™ and LIPEX® Shea Tris™, three naturally derived bioactives, help to soothe and improve skin health while bringing moisture to fight dryness.

For information on this formulation and other inspirational material, go to our customer portal: [Formulations \(aakpersonalcare.com\)](https://aakpersonalcare.com)

# The benefits of LIPEX® SheaSolve™



Feel safe using Lipex SheaSolve, produced with sustainably sourced raw materials, in an eco-designed way, and with all relevant approvals



*Produced with  
mass balance shea  
from Kolo Nafaso*



*It is eco-designed*



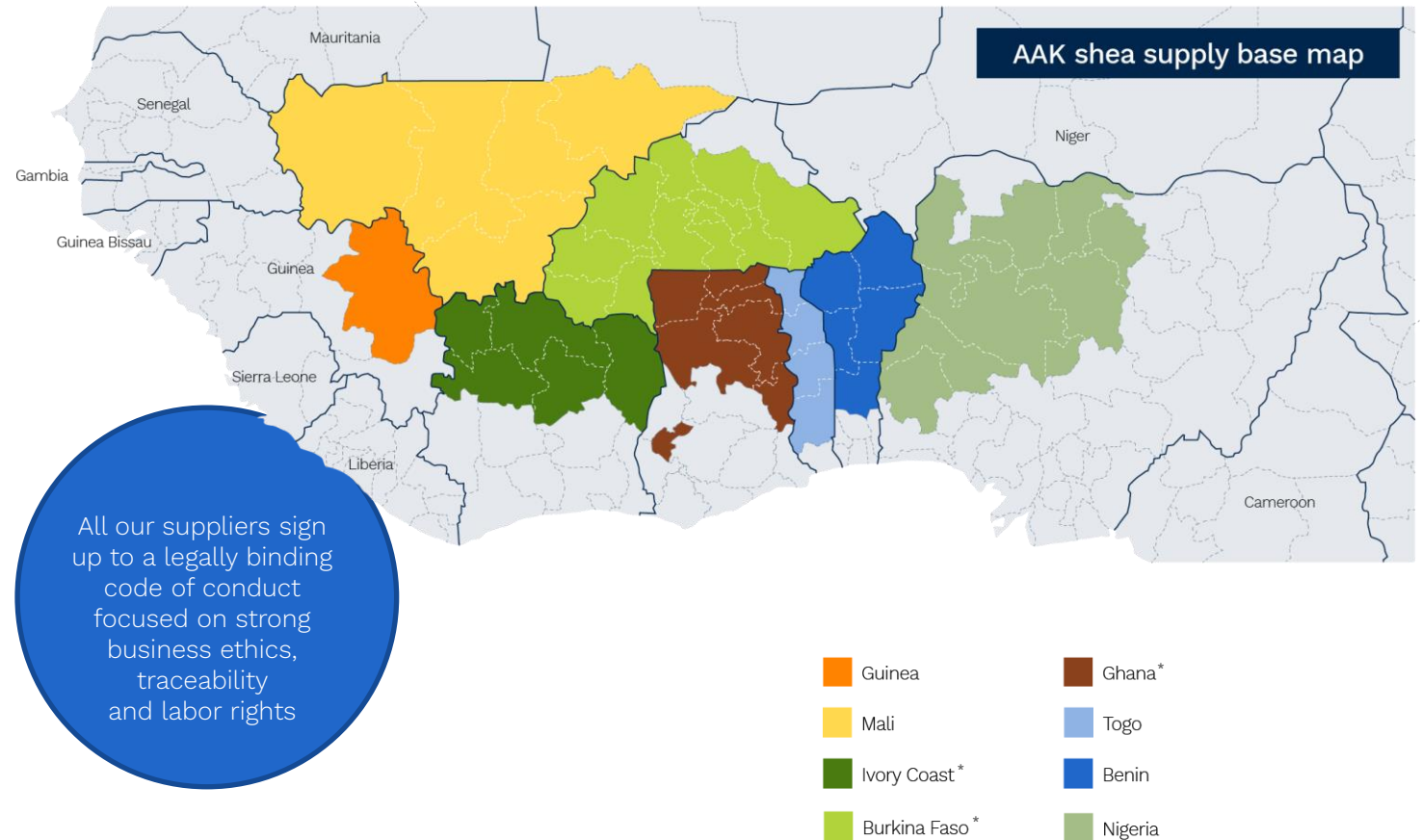
*It is 100% derived  
natural according  
to ISO 16128  
amongst other  
approvals*



# AAK provides ingredients derived from ethically sourced shea through two supply chains

Our AAK shea is sourced from eight West African countries using two parallel supply chains to serve our food, confectionery and personal care divisions.

We work directly with the women's groups engaged in our AAK Kolo Nafaso program and with conventional shea traders, who play an important logistical function in transporting kernels from remote areas to big towns.



\*Countries with Kolo Nafaso program

# A short intro to our direct sourcing program: Kolo Nafaso

## Kolo Nafaso

- Established in 2009 by AAK
- The largest verified shea sustainability program in West Africa focusing on: poverty alleviation and women empowerment
- Through direct trade, interest free micro-credits and training.

## Social and economic impact

- 3 countries: Burkina Faso, Ghana, Ivory Coast
- Engaging more than 350,000 women shea collectors, which equates to 8% of the 4 million estimated to work in the shea export trade



[Link to video in Youtube AAK PC channel](#)

# The difference between a 100% traceable and a mass balance shea-derived ingredient


The continued growth of our AAK direct sourcing program and an established, responsible conventional supply chain has enabled AAK to offer Kolo Nafaso segregated (traceable) and mass balance shea-based products to its Personal Care customers.

Watch the following video to learn more!





If you formulate with Lipex SheaSolve, which is Mass Balance Kolo Nafaso, these are possible claims on pack



Ethically sourced shea  
Or,  
Responsibly sourced shea  
Or,  
Sustainably sourced shea

Option 1



Option 2

Supporting women  
shea collectors  
Or,  
Empowering women  
through shea  
Or,  
Supporting the  
future of shea

Full guidelines on mass-balance messaging, claim definitions, proof points and impact are available separately.



# Lipex SheaSolve is an eco-designed ester which is derived from 100% natural and renewable sources

## Shea

mass Balance Kolo Nafaso program

## Ethanol

from vegetable sources  
from low-risk supply chain



**LIPEX® SheaSolve™**



We do not use synthetics  
as reactants



Milder temperatures  
are used compared to  
other ester production  
processes



Catalysts that are  
non-toxic to the  
environment are  
used



Shea-derived ester  
containing 100% carbon  
from renewable sources

# Other relevant parameters and certifications

Parameter	Lipex SheaSolve
Halal approved	ongoing
Natrue approved	Yes
Cosmos approved	Yes
Natural derived ester according to ISO 16128	Yes, 100%
Biodegradability according to OECD 301 F	Readily biodegradable



INCI: Shea butter ethyl esters or  
Ethyl oleate (and) Ethyl stearate (and) Ethyl linoleate (and) Ethyl palmitate (and) Butyrospermum Parkii (shea butter) unsaponifiables

## To sum up: Lipex SheaSolve

### Ingredient features

- Superior performance in reduction of wet and dry combing forces compared to dimethicone
- Delivers the same performance as dimethicone in conditioners through the whole washing process

### Formulation benefits

- Good alternative to synthetic dimethicone and other natural emollients from exotic origin
- Enables the creation of more natural formulations for hair care

### Sustainable benefits

- It is ethically sourced: AAK provides a mass-balance claim from our verified sourcing program Kolo Nafaso
- It is produced in an eco-designed process selected by AAK



The Co-Development Company

