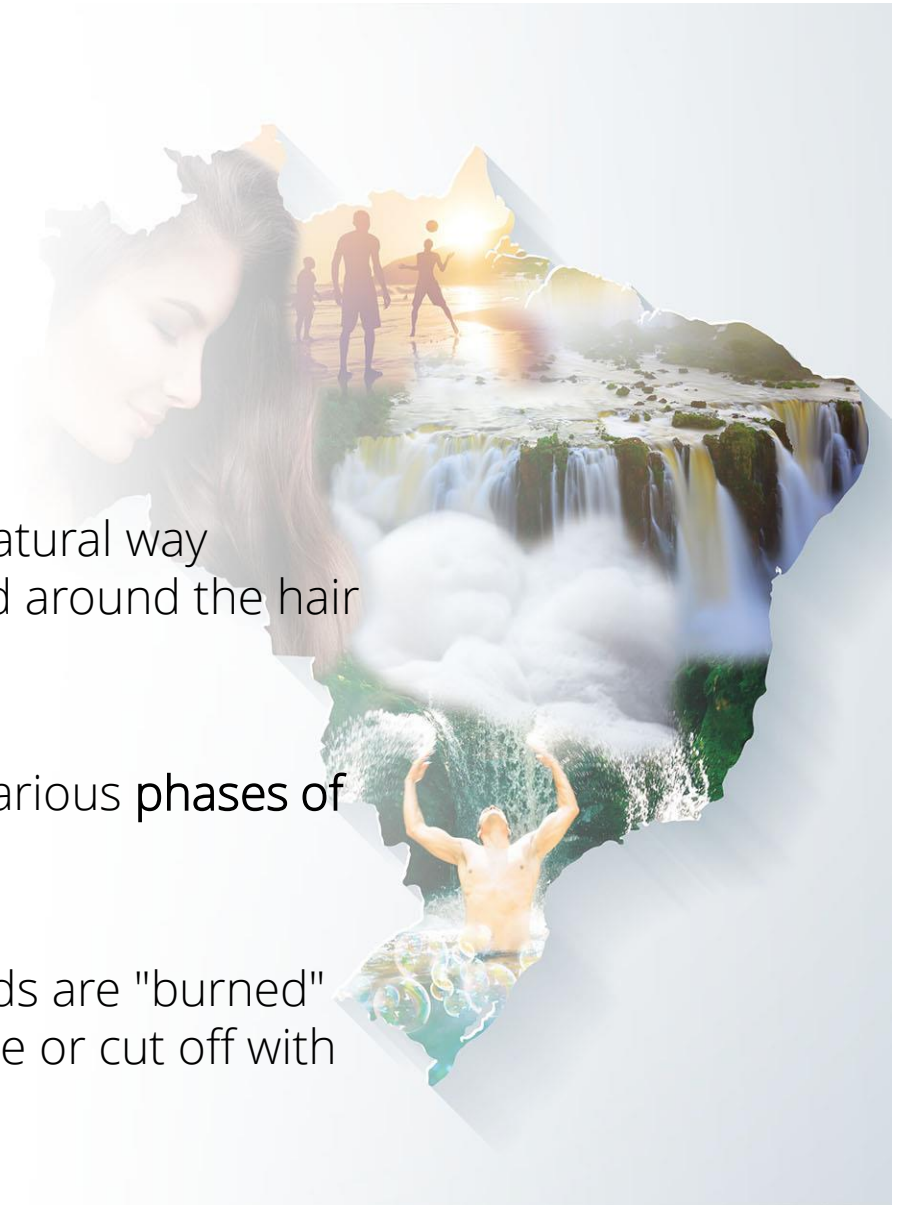


Brazil

Hair care – not a nightmare

Brazilian tips and tricks for hair

- **"Toca de Cabelo"**, this technique straightens hair in a natural way without the use of heat. A scarf is tied around the hair after it has been put up.
- Cutting hair in accordance with the various **phases of the moon**.
- **Treating split ends with heat**, split ends are "burned" from the hair with the help of a candle or cut off with so-called "heat scissors".



Hair care – Not a Nightmare

Global Trends and New Ideas

- Solid shampoos
- Personalised products – simplified routines
- Eco-friendliness and sustainability (zero waste and silicone free, etc.)
- Specialised care - pre-care treatments
- Scalp care with focus on protection against UV and pollution
- Products that can both style and care for hair

Follow the trends but do not forget
suitable care...



All-in-one Bar for Men

Shampoo, Beard and Body



Water- and soap-free Shampoo bar – mild cleansing and care for your skin, scalp and hair.

Formulated with:

- **Virgin Maracuja Oil:** high in tocotrienols, tocopherols and linoleic acid. It strengthens the skin's barrier function and protects it from external aggressive factors
- **HydraSynol DOI:** a cost-effective solution for improving skin hydration, barrier homeostasis and epidermal architecture
- **Amisoft GS-11P:** mild powder surfactant for gentle cleansing
- **Sisterna A10E-C:** formulation stabiliser

All-in-one Bar for Men

Formulation



St	Substance	INCI Name USA	% w/w	Manufacturer
1	Tego Alkanol 1618	Cetearyl Alcohol	29.30	Evonik, DE
	TEGO Feel C 10	Cellulose	1.00	Evonik, DE
	Sisterna A10E-C	Sucrose Tetrastearate Triacetate	2.50	Sisterna B.V., NL
	HydraSynol DOI	Isosorbide Dicaprylate	2.00	Sytheon Ltd, US
	Coconut Oil refined, organic	Cocos Nucifera (Coconut) Oil	3.30	All Organic Trading GmbH, DE
	Cacao Butter Pellets	Theobroma Cacao (Cocoa) Seed Butter	2.00	Henry Lamotte Oils, DE
	Tego SMO V	Sorbitan Oleate	0.20	Evonik, DE
	Virgin Maracuja Oil	Passiflora Edulis Seed Oil	7.00	Laboratoires Expanscience, FR
	Dermofeel Sensolv	Isoamyl Laurate	1.00	Evonik, DE
	Dermosoft GMCY	Glyceryl Caprylate	0.50	Evonik, DE
2	Dermofeel Toco 70 non-GMO	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	0.20	Evonik, DE
	Amisoft GS-11P	Sodium Palmoyl Glutamate	20.00	Ajinomoto, JP
3	Elfan AT G	Sodium Cocoyl Isethionate	30.00	Akzo Nobel Chemicals GmbH, DE
	Energise Man	Fragrance	1.00	Aromatic Flavours & Fragrances Europe Ltd., GB

CELLACTIVE®

Carbon Neutral Essential Cell Boost Factor

New generation of climate-neutral cosmetic active ingredients



Pre your Hair &
Treat your Body

Use it as a pre-conditioner
before shampooing.

SCIENTIFICALLY PROVEN EFFECTS

- Increases the production of adhesion proteins involved in hair cell differentiation
- Enhances the production of extracellular matrix components involved in hair follicle cycling
- Improves quality of hair follicle and hair shaft



Pre your Hair & Treat your Body

Formulation

St	Substance	INCI Name USA	% w/w	Manufacturer	
1	Water demin.	Water	73.75	several	
	Amisoft HS-11P(F)	Sodium Stearoyl Glutamate	0.20	Ajinomoto, JP	
	Dermosoft MCA Variante	Dipropylene Glycol, Caprylyl Glycol, Glyceryl Caprylate	1.00	Evonik, DE	
	Kelcogel CG-LA	Gellan Gum	0.15	CP Kelco, DE	
2	Symbioprot V	Hydrolyzed Vegetable Protein, Sodium Citrate, Magnesium Stearate, Xanthan Gum	2.00	Evonik, DE	
	Meadowfoam Seed Oil	Limnanthes Alba (Meadowfoam) Seed Oil	4.00	Elementis Specialties, Inc., US	
	Tegin M Pellets	Glyceryl Stearate	1.00	Evonik, DE	
	Tego Alkanol 1618	Cetearyl Alcohol	0.60	Evonik, DE	
	Dermofeel Toco 70 non-GMO	Tocopherol, Helianthus Annuus (Sunflower) Seed Oil	0.20	Evonik, DE	
	Dermofeel Sensolv	Isoamyl Laurate	2.00	Evonik, DE	
	Myritol 312	Caprylic/Capric Triglyceride	10.00	BASF, DE	
	3	Citric Acid solution 10%	Citric Acid, Water	2.00	several
		CELLACTIVE®	Water, Chlorella Vulgaris/Lupinus Albus Protein Ferment, Sodium Benzoate, Potassium Sorbate	3.00	RAHN AG, CH
	5	Parfum P769	Fragrance	0.10	Huber the Nose, CH



Moisture & Care

for Skin & Hair

Goodbye frizz and flyaway, hello soft and shiny hair!

Formulated with:

AQUARICH®

- Improves hair structure
- Prevents split ends
- Improves hair gloss and bounce-back

Sisterna L70-C and Sisterna PS750-C

- Mild sugar emulsifier a boosting effect on conditioning

Application

- Split-ends serum
- Styling product for...
 - emphasis of single strands
 - defined curls
 - wet look



Make ends meet –
Split end serum



RAHN

Make ends meet – Split end serum

Formulation



St	Substance	INCI Name USA	% w/w	Manufacturer
1	Glycerin 99.5%	Glycerin, Water	30.60	several
	Sisterna PS750-C	Sucrose Palmitate	2.00	Sisterna B.V., NL
	Water demin.	Water	5.00	several
	Silkgel	sr-Spider Polypeptide-1, Water, 1,2-Hexanediol, Caprylyl Glycol	1.00	AMSilk GmbH, DE
	AQUARICH®	Glycerin, Water, Avena Strigosa Seed Extract, Lecithin, Potassium Sorbate, Citric Acid	2.00	RAHN AG, CH
	Sisterna L70-C	Sucrose Laurate, Water, Alcohol	2.00	Sisterna B.V., NL
2	Myritol 312	Caprylic/Capric Triglyceride	57.00	BASF, DE
	Aloe Fresh	Fragrance	0.40	Aromatic Flavours & Fragrances Europe Ltd., GB

With RAHN

Create your Beauty Products of Tomorrow

Scalp microbiome (dandruff) => concept from RAHN:

- Formulation "[Transparent Body Oil, non-foaming*](#)" with mild Emulsifier [Sisterna L70-C](#) and [Sisterna PS750-C](#)
- Use [5-alpha-Avocuta](#) to decrease dandruff and reduce excessive secretions of sebum



Protection against pollution and prevention of hair damage/hair loss => concept by RAHN:

- Use [ELDEW® PS-203R](#) for hair protection, moisturisation and regeneration, [CELLACTIVE®](#) or [SKINHAIRGIUM® BIO](#) to stimulate hair growth, fortifies and revitalizes the hair by promoting healthy and strengthened hair follicles

*The formulation is on our website

Last Slide

Trend Brazil



RAHN