



PERSONAL
CARE

INDORAMA
VENTURES



OXISENSE® R 1051

Conditioning booster for damaged hair
repair and protection



OXISENSE® R 1051 is a solution that repairs hair fibre, promoting cuticle sealing, softness, conditioning and improving combability. It also retains the essential proteins in hair, making it stronger and protected.

BENEFITS

Repair and seal cuticle



3x stronger hair*



2.5x more prevention against protein loss*



Boost conditioning performance



Restores shine



*versus control formulation

PROPERTIES



APPEARANCE
WATER SOLUBLE
VISCIOUS LIQUID

SHELF LIFE



18 MONTHS

RECOMMENDED
DOSAGE



FROM
1.0%

APPLICATIONS

Shampoos



Conditioners



Treatment masks



Combing creams



Ampoule

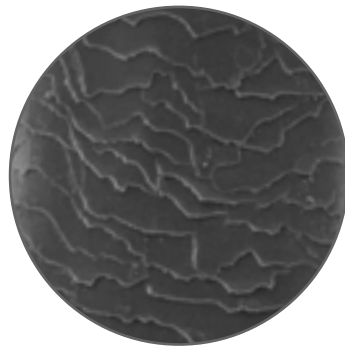


Leave-on

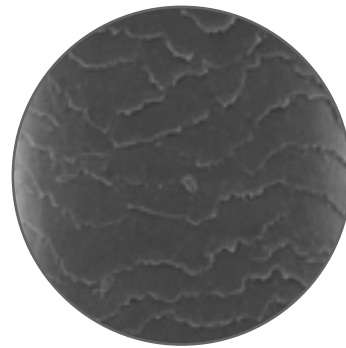




PERFORMANCE



BLEACHED HAIR



**BLEACHED HAIR TREATED
WITH OXISENSE® R 1051**

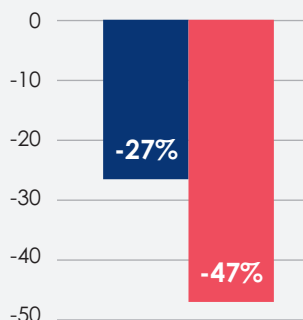


Replenishing the protective coating

- Sealed and aligned cuticles
- Recovered hair shaft integrity with less edges and fractures

Instrumental test: SEM (Scanning Electron Microscopy). Tested formulations: Shampoo (9.5% SLES, 2.5% CAPB, 2% OXISENSE® R 1051); Conditioner (4% Cetearyl Alcohol, 2% BTAC, 1% OXISENSE® R 1051) in 3 washing cycles. Triplicate with caucasian hair type I.

Reduction in Wet Combing Force

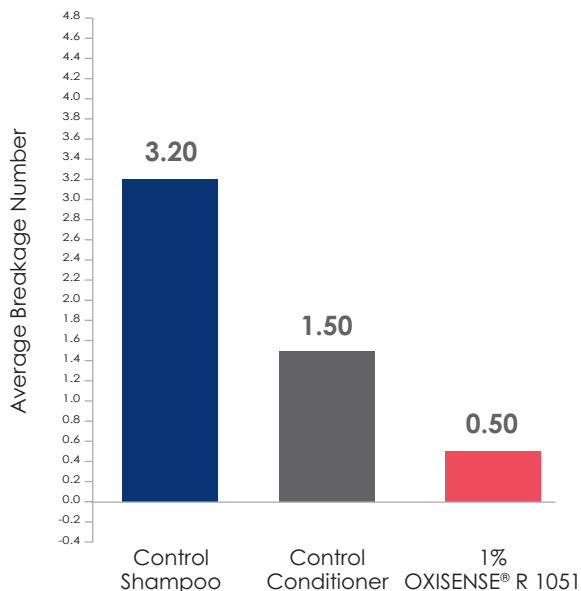


● Control Shampoo
● OXISENSE® R 1051

Boost conditioning performance

- Wet combing force 72% lower
- Less entanglements and improved softness

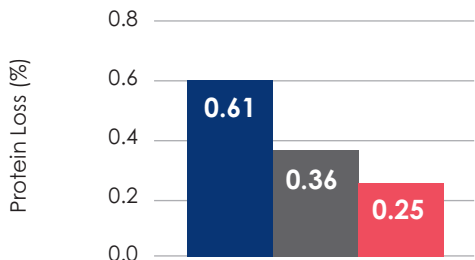
Instrumental test: wet combing measurement on 10 tresses of caucasian damaged hair type III with bleach. Tested formulations: Control Shampoo (9.5% SLES, 2.5% CAPB) and Control Shampoo + 2% OXISENSE® R 1051 in 5 washing cycles.



Hair stronger than ever

- **84%** less breakage
- **3x** stronger hair

Instrumental test: resistance to breakage by abrasion test. Tested formulations: Control Shampoo (9.5% SLES, 2.5% CAPB), Control Conditioner (4% Cetearyl Alcohol, 2% BTAC) and Control Conditioner + 1% OXISENSE® R 1051 in 3 washing cycles. 6 tresses of Caucasian hair type III.



- Control Conditioner
- 1% OXISENSE® R 1051
- 2% OXISENSE® R 1051

Improved shield on the cortex

- **60%** less hair's essential proteins loss
- **2.5x** more protection against future damage

Instrumental test: Lowry's proteins test. Tested formulations: Control Conditioner (4% Cetearyl Alcohol, 1% Paraffinum Liquidum, 0.5% Behentrimonium Chloride, 0.3% Cetecareth-20, 0.15% Guar Hydroxypropyltrimonium Chloride, 0.1% Glycerin); Control Conditioner + 1% OXISENSE® R 1051; Control Conditioner + 2% OXISENSE® R 1051 in 5 washing cycles. Triplicate with Caucasian hair type I.