



Wavemax[®]

Curls in their
best shape



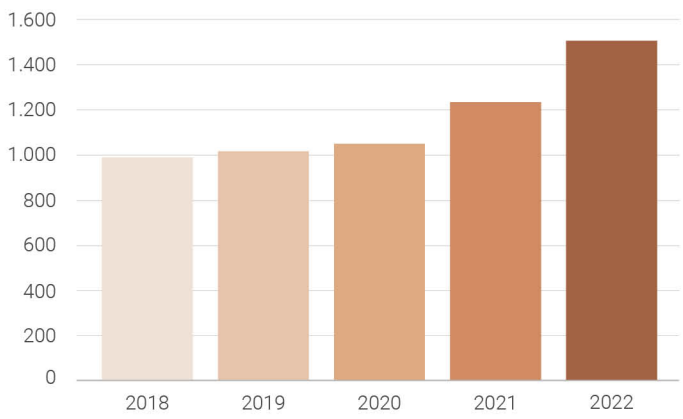
CHEMYUNION
Inspiring Innovation

Plant-based technology rich in polysaccharides extracted from flaxseed and chia mucilage, that provides longer-lasting natural curls, and contains bioadhesive capacity, making it possible for immediate sensory improvement in the strands and frizz reduction.

Also available as **Wavemax® NB** (with natural COSMOS-certified benzyl alcohol).

The need to sustainable styling

Products for the styling of strands

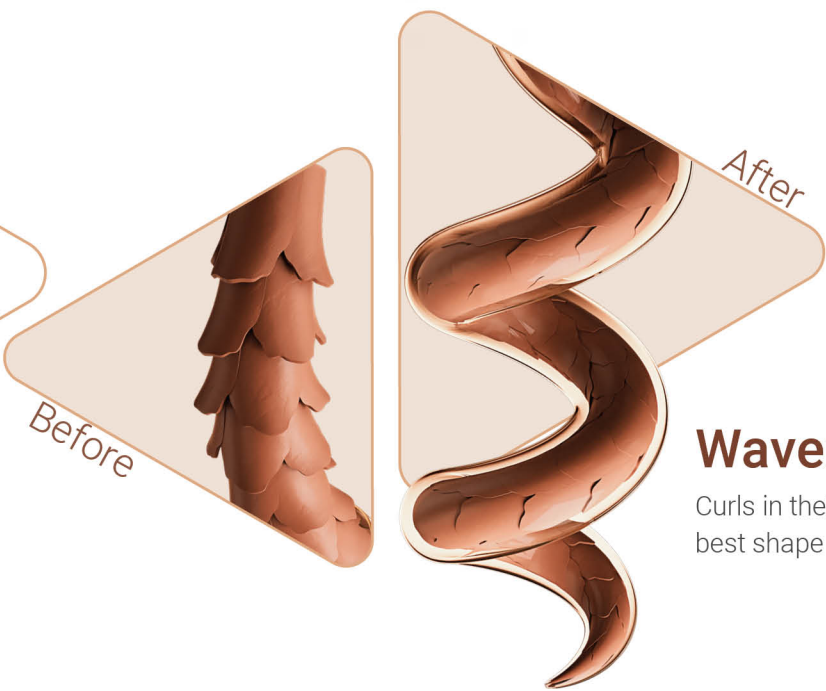


+60%
of women have curly or texturized hair

That's why the **search for products dedicated to the styling of strands** have grown yearly*

Action Mechanism

The mechanism takes place by intermolecular interactions of hydrogen bonds between hydroxyl groups (OH-) present in the polysaccharides, corroborating with the polar side groups containing hydroxyl (OH-) and amino (-NH2) groups of the amino acids present in the chemical structure of keratin.



Wavemax®

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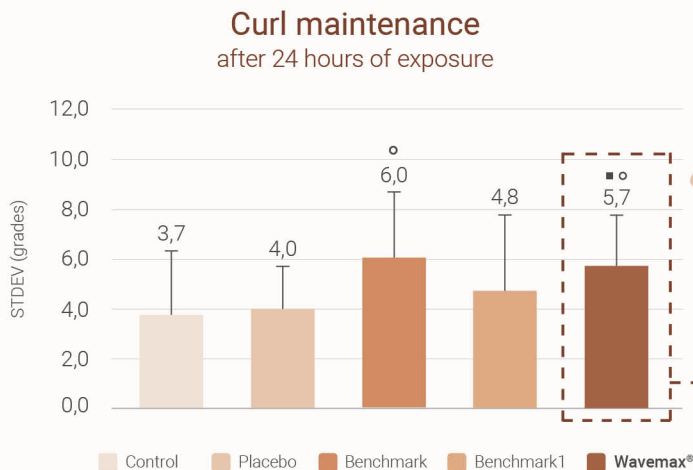
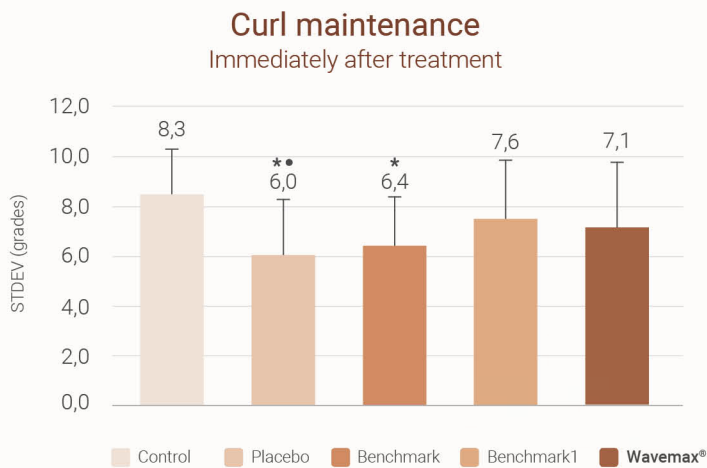
Note

*Sources: Mintel, GNPD (graph)/WGSN (text)

Efficacy

Evaluation of curls formation and maintenance in hair locks

Protocol: Locks were conditioned at a relative humidity of 50+5 and a temperature of 23+2 °C, for 24 hours, before the tests were started. The evaluation of curl retention was determined using the RUMBA equipment (Bossa Nova Technologies, USA). Measurements were taken, in a controlled environment, before and after treatment. Later, the same analysis was performed 2 h, 6 h, and 24 h after the treatment to evaluate styling maintenance.

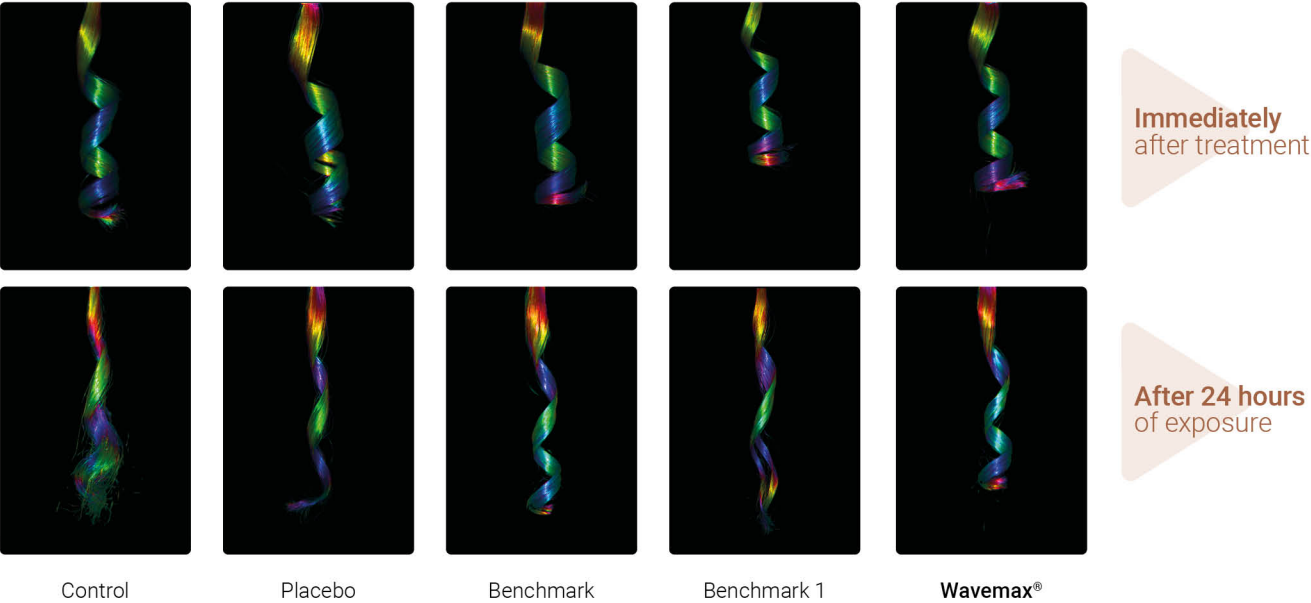


Superior
curl
definition at
42%**

Notes

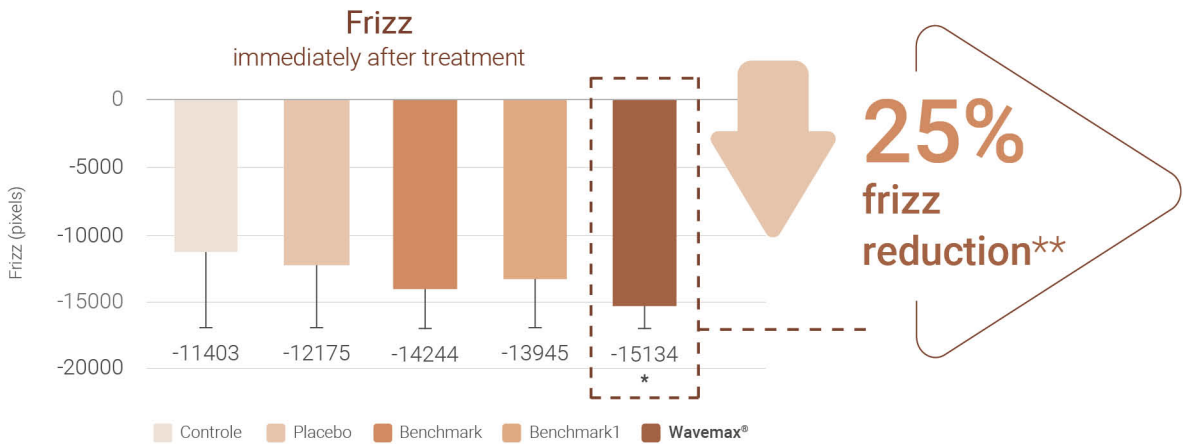
- * Significant difference compared to the Control group ($p = 0.0010$; $p = 0.0070$)
- Significant difference compared to the Benchmark 1 group ($P = 0.0133$)
- Significant increase compared to the Control group ($p = 0.0189$; $p = 0.0005$)
- o Significant increase compared to the Placebo group ($D = 0.0212$; $D < 0.0001$)
- ** When compared to placebo

Efficacy



Frizz evaluation in hair locks

Protocol: Locks were conditioned at a relative humidity of 50+5 and a temperature of 23+2 °C, for 24 hours, before the tests were started. Frizz evaluation was determined using the RUMBA equipment (Bossa Nova Technologies, USA). Measurements were taken, in a controlled environment, before and after treatment. Later, the same analysis was performed 2 h, 6 h, and 24 h after treatment to evaluate the frizz.

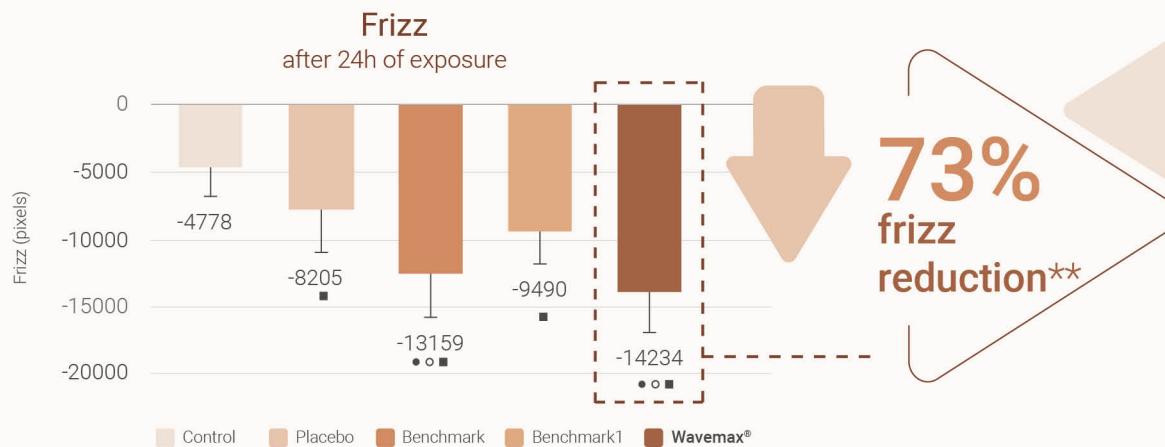


Notes

* Significant reduction compared to the control group (P = 0.0219)

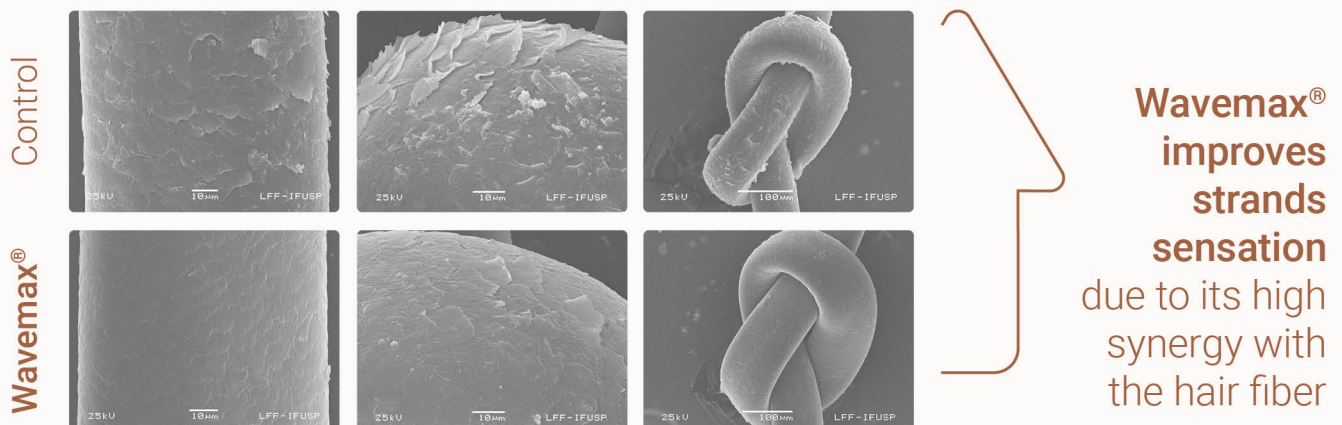
** When compared to placebo

Efficacy



Assessment of hair cuticle protection by SEM (Scanning Electron Microscopy)

Protocol: The evaluation of the hair fiber relief was performed using a Scanning Electron Microscope (SEM), 6460LV (JEOL). The study comprised a collection of images of secondary electrons, samples of hair strands from the groups treated with a 3% solution of **Wavemax®** and a second untreated group (control) collected randomly.



Notes

- Significant reduction compared to the Benchmark 1 group ($p = 0.0003$; $p = 0.0113$)
- Significant reduction compared to the Control group ($p = 0.0309$; $p < 0.0001$; $p = 0.0004$)
- Significant reduction compared to the Placebo group ($p = 0.0003$; $p = 0.0041$)
- ** When compared to placebo

Benefits

- Keeps curls defined for up to 24 hours
- Alternative to synthetic polymers made from vegetables
- Natural, long-lasting effect
- Immediate improvement in sensory perception
- Reduces frizz from the first use

Application

Shampoos, conditioners, hair masks, and leave-on in general

Stability and Compatibility

Compatible with ionic, cationic and non-ionic bases.
Soluble in water.

Concentration of Use

- The indicated percentage

INCI

Water (and) Linum Usitatissimum (Linseed) Seed Extract (and) Salvia Hispanica Seed Extract

Want to know more?

