

SEQENS

PERSONAL CARE

GLYCURON MARSHMALLOW

Mucilaginous plant for urban skin
and hair cocooning

ENTER THE SKINIFICATION OF HAIR ERA

- Urban skin & hair protector
- Protein carbonylation inhibitor
- Hair porosity minimizer
- Hair glow enhancer



Skinification: the new beauty trend



Since COVID-19, people are more **focus on their self care & beauty routines**. This has brought the birth of the **skinification** concept which leads to apply skincare routines and claims **to other beauty products category** such as body, make-up, hair.... Skinification can also be considered as the **skincare mimicry**.

The skinification of the hair : a new haircare routine

Hair is as affected as skin, this is why brands major **skincare routines are moving to the haircare product category**. Consumers are migrating to formulas and routines that resonate with their hair issues. We enter so into a new era: **360° hair care routine**. Customizable diagnostics designed to decipher the need of each consumer's scalp and hair is perceived as an upgrade in the beauty market.

This will help delivering **more personalized solutions** to consumers.

Haircare Claims & trends mirroring skincare: exfoliate, moisturize, protect, sheet mask, micellar water....
Hair treatment ranges: **complete and targeted**.

Marshmallow, a sweet plant to pamper yourself

This white to light violet flower-plant from the **Malvaceae** family has a **high polysaccharide content** as it is a well-known **mucilaginous plant**, this will help to **protect the skin** and stimulate the **wound healing process**. This property is at the origin of its scientific name: *Althaea officinalis*, from the ancient Greek Althaea meaning "to heal".

The Marshmallow plant is at the **origin of the current sweets** that we know. They come from the Egyptians who created the sweets by mixing crushed roots with honey.

Seqens experts developed **Glycuron Marshmallow** from the extraction of **organic marshmallow roots**. This active ingredient is rich in carbohydrates, **100% from natural origin, COSMOS certified**. Glycuron Marshmallow will help to **enhance the glow** of urban skin and hair.

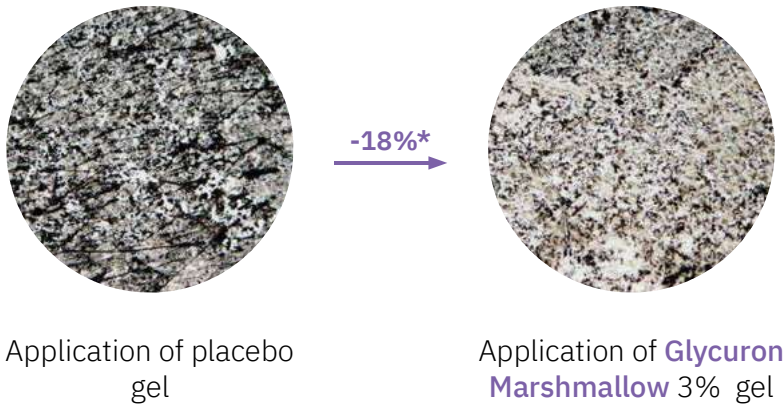


Skin : ex vivo

Mechanisms of action

Anti-adhesive action

PREVENTIVE EFFECT



* $p < 0.05$

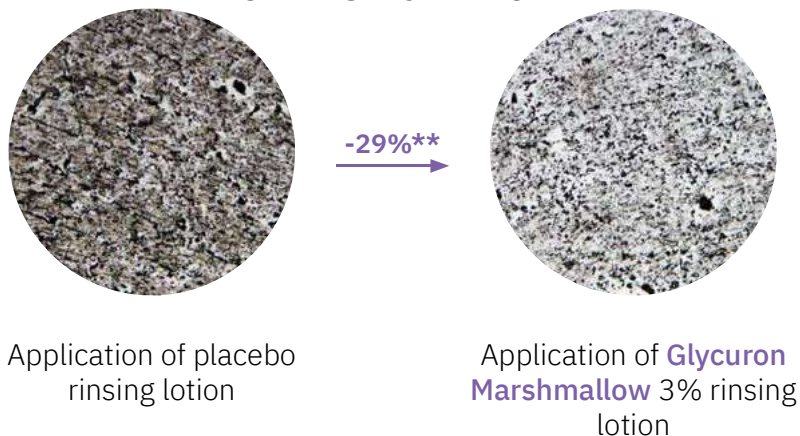
PROTOCOL

1. Application of placebo gel and Glycuron Marshmallow 3% gel on 2 different skin explants
2. Application of carbon powder (0-35 μm diameter) on skin explants.
3. Skin explant rinsing and drying
4. D-squame sampling.

Glycuron Marshmallow protects the skin with a botanical protective film by inhibiting the adhesion of particles by up to 18% versus placebo

Removal booster action

CLEANSING EFFECT

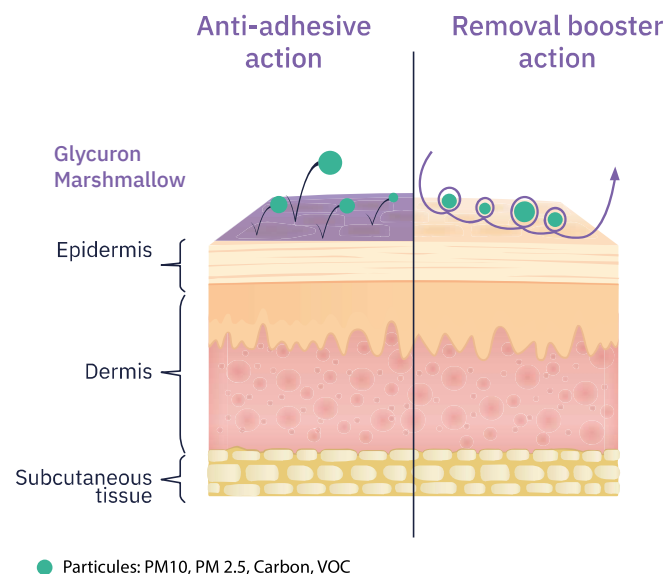


** $p < 0.01$

PROTOCOL

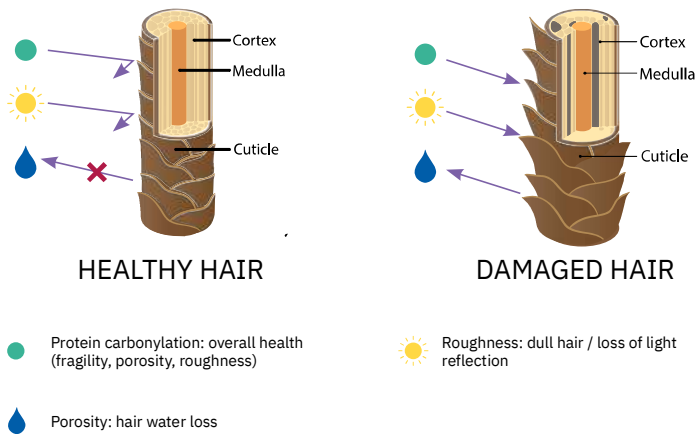
1. Application of carbon powder (0-35 μm diameter) on skin explants.
2. Skin explant rinsing with placebo lotion or Glycuron Marshmallow 3% lotion, and drying
3. D-squame sampling.

Glycuron Marshmallow helps to remove pollutants that would have asphyxiated the skin by up to 29% in comparison with the placebo



Hair : ex vivo

Evaluation of hair protein carbonylation



PROTOCOL

Blond hair strands were exposed to urban pollution [PM10-like and a UV-A irradiation] and put in a solution containing water or water with **Glycuron Marshmallow** at 1% or 3%.

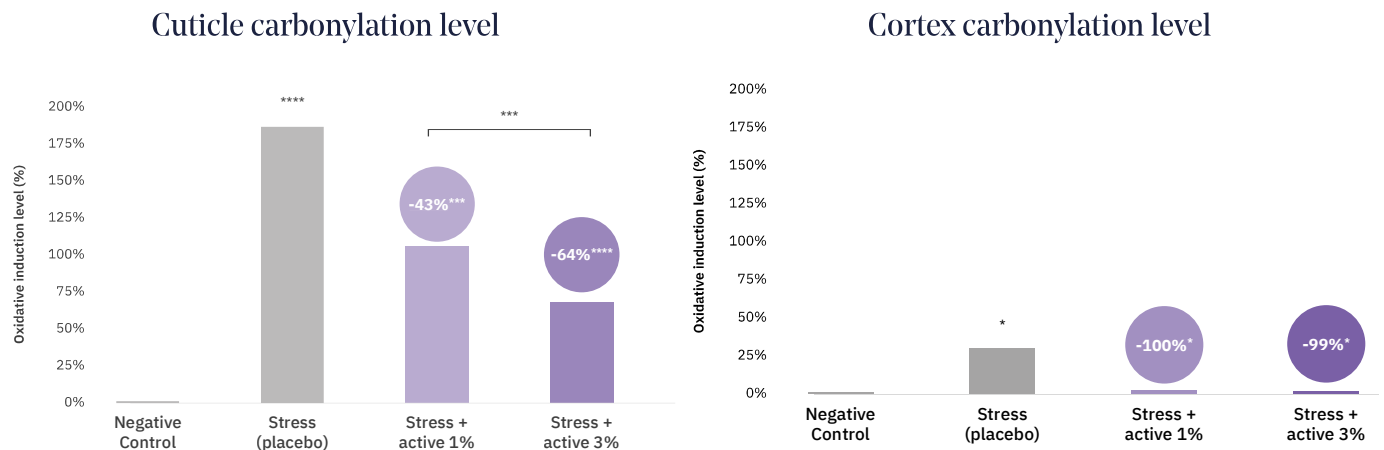
Evaluation with Rinse-off and Leave-on conditions on negative control, placebo (stressed and treated with water) and Glycuron Marshmallow treated strands.

Rinse-off condition: 5 post-stress cycles with 3 min of contact then rinsed and dried.

Leave-on condition: single post-stress application with 30 minutes of contact then dried.

Measurements: protein carbonylation, porosity and roughness

RINSE-OFF



Glycuron Marshmallow from 1% helps to reduce hair proteins carbonylation with a dose dependent.

Pictures of the carbonylation levels

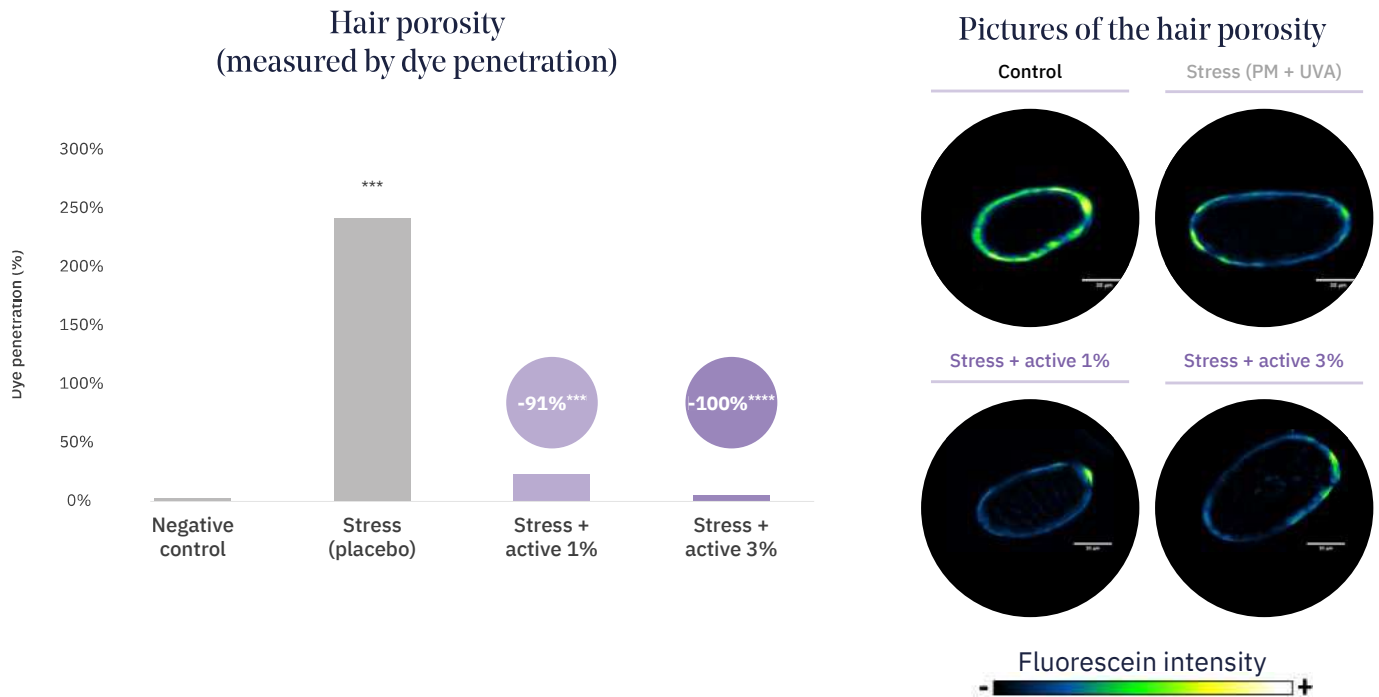


Glycuron Marshmallow helps to reduce hair carbonylation, and so reducing fragility, porosity and roughness of the hair, turning it strong, tight, soft and shiny.

Hair : ex vivo

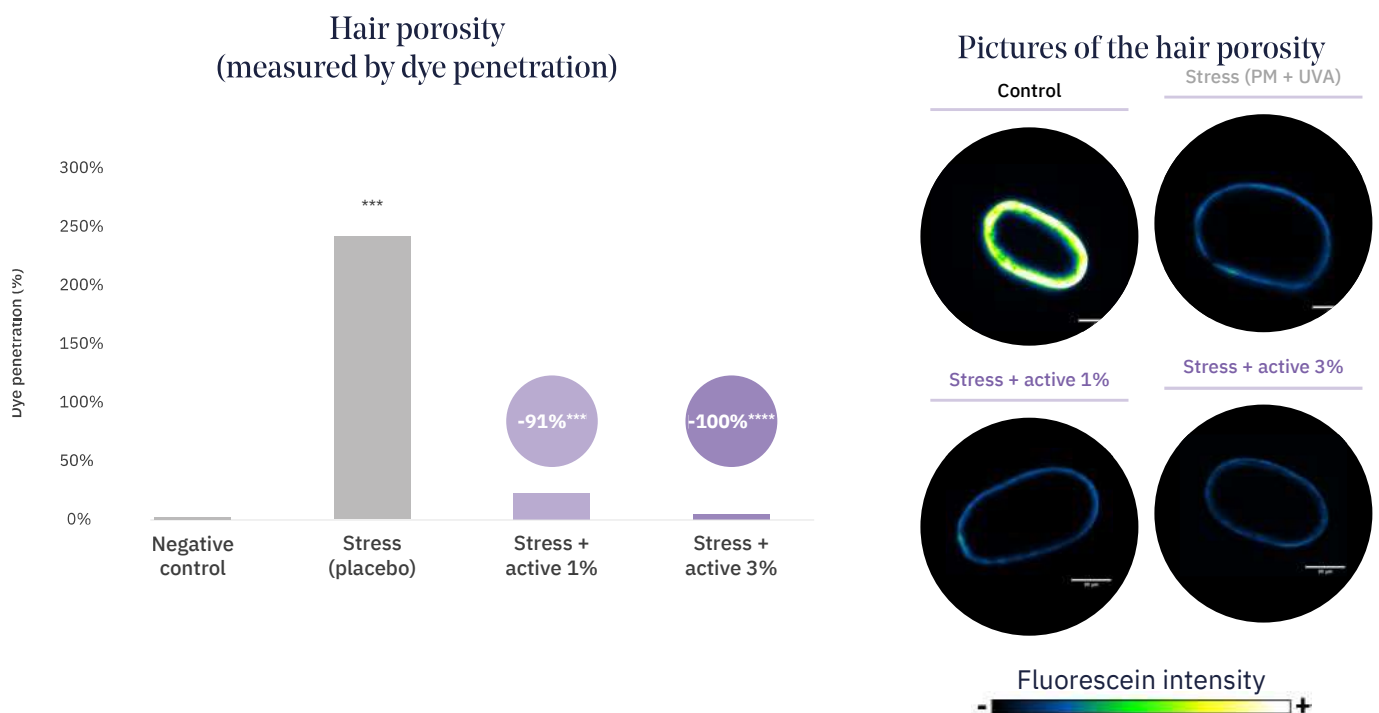
Evaluation of hair porosity

LEAVE-ON



Glycuron Marshmallow from 1% prevents stress-induced hair damage by maintaining low porosity and the structural integrity of the hair.

RINSE-OFF



Glycuron Marshmallow from 1% helps to reduce porosity, participating in maintaining the hair hydrated and shiny.

* p-value < 0.05
** p-value < 0.01

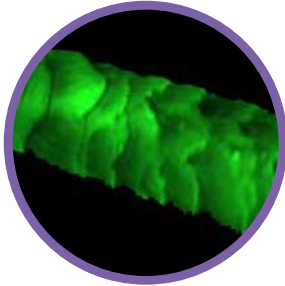
*** p-value < 0.001
**** p-value < 0.0001

Hair : ex vivo

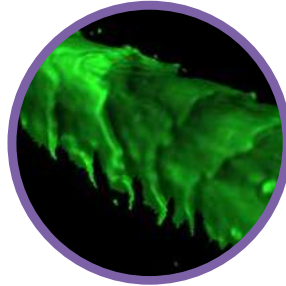
Evaluation of hair roughness

LEAVE-ON

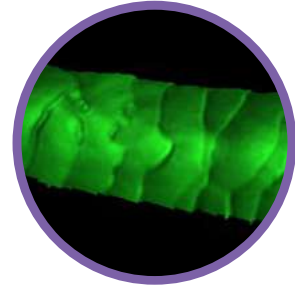
Control



Placebo

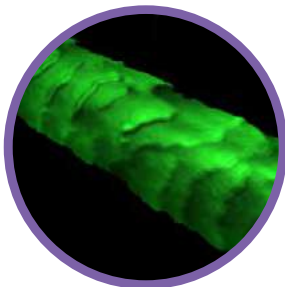


Stress + active 1%

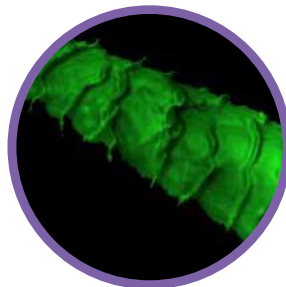


RINSE-OFF

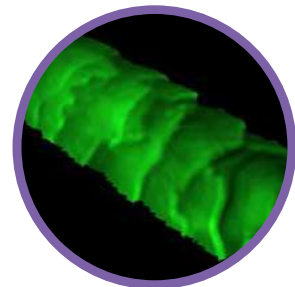
Control



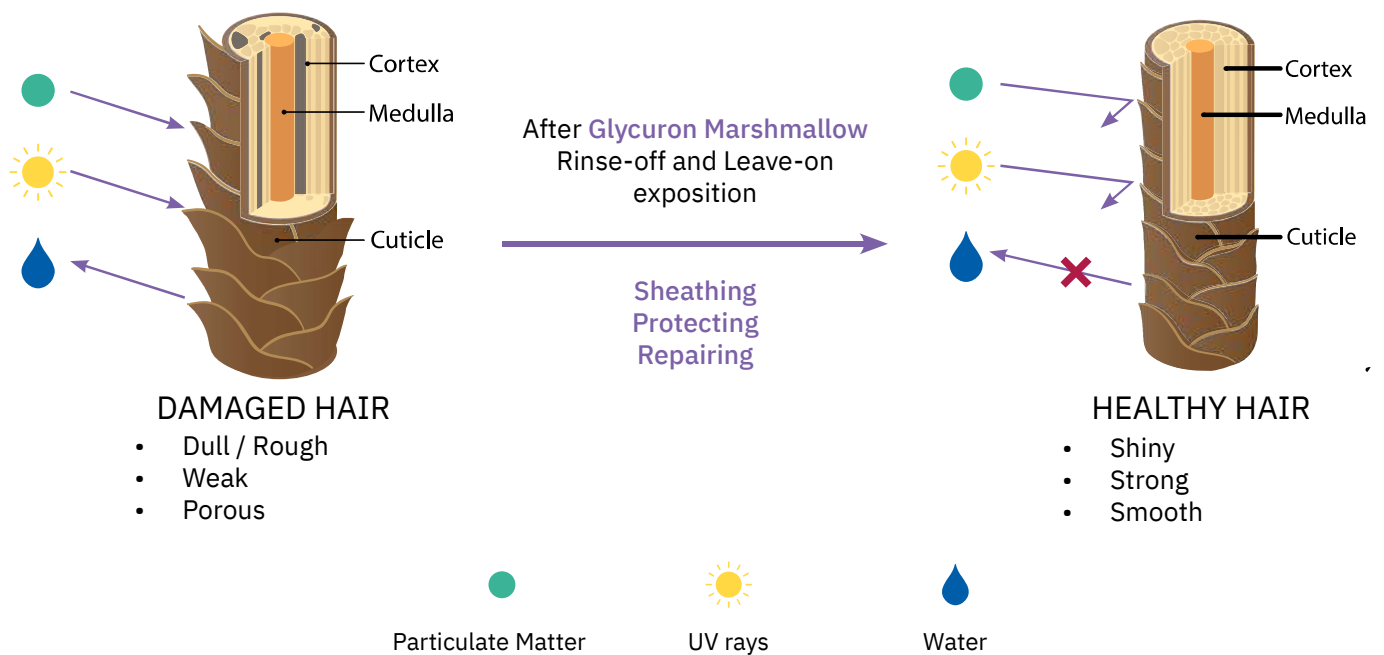
Placebo



Stress + active 1%



Glycuron Marshmallow at 1% decreases hair roughness in comparison with the placebo, bringing strength with smoothness and shine.



Product Information

Reference	BLG0-GUR-10 Glycuron Marshmallow
INCI	AQUA, GLYCERIN, <i>ALTHAEA OFFICINALIS</i> ROOT EXTRACT
China IECIC 2021	Listed

Product description

Physical form	Limpid liquid
Color	Pale to dark yellow
Odor	Characteristic

Use

Recommended percentage of use	1 to 3%
Formulation	Under request

Efficacy

Biological efficacy	Protects the skin with a botanical protective film by inhibiting the adhesion of pollution particles and helps to remove pollutants that would have asphyxiated the skin. Repairs and protects the hair by reducing hair carbonylation, porosity and rugosity caused by the environment. This supports hair to become more healthy, soft, shiny and strong.
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Marketing information

Cosmos status	Certified
Trademark	Glycuron Marshmallow
Origin	France

Claim suggestions

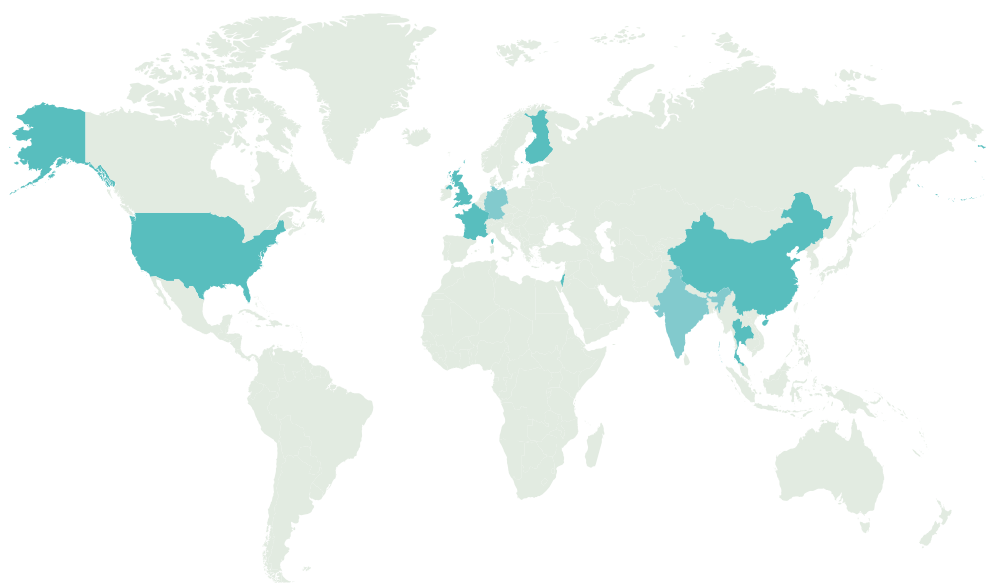
- Protects skin and hair from daily aggressions
- Helps to reduce particle adhesion
- Helps to increase particle removal
- Helps to fight against pollution
- Restructure the hair
- Soften the hair
- Makes the hair strong
- Makes the hair shiny

Trend applications

- Full urban protection skin care and hair care
- Skinification concept
- Exposome concept
- Cocooning concept
- Dehydrated hair
- Balm shampoo
- Shiny conditioner



Seqens, an integrated global leader in pharmaceutical synthesis and specialty ingredients



3,500
people



300
scientists, experts
and engineers



9
countries



10
R&D centers

ABOUT SEQENS

SEQENS is an integrated global leader in pharmaceutical synthesis and specialty ingredients, delivering outstanding performance, unrivaled market responsiveness and bespoke solutions to our customers.

ABOUT SEQENS PERSONAL CARE

Seqens Personal Care manufacture a wide range of active ingredients and functionals for the personal care market.

Our strong pharmaceutical heritage & health expertise allows us to provide:

- Strong expertise in synthesis from simple to complex molecules
- Strict respect of quality, global compliance, and environmental regulations
- Versatile R&D and large production capacities for new development and scale up activities
- FLAGSHIP technologies (flow chemistry, multi-catalysis, fractionated distillation)

A company committed to a CSR approach for over 15 years (Gold & Platinum Ecovadis certifications)



SEQENS

OUR SCIENCE FOR YOUR FUTURE

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