MultiMoist CLR™

The natural essence for gorgeous hair

MultiMoist CLR™

- Protects against Lipid and Protein oxidation
- Improves hair suppleness, combing and manageability
- Improves color retention and shine
- Reduces hair breakage
- Reduces static flyaway and hair frizziness
- Makes hair feel: supple, moisturized, easy combable
- Increases Water penetration

INCI Name: Fructooligosaccharides, Beta Vulgaris (Beet) Root Extract, Water
Dosage: 1 %
pH-range: 3 - 8
Preservation: none

COSMOS approved

NaTrue certified

Halal certified

China compliant

MultiMoist CLR™

A bioactive synergistic complex of plant-based components:
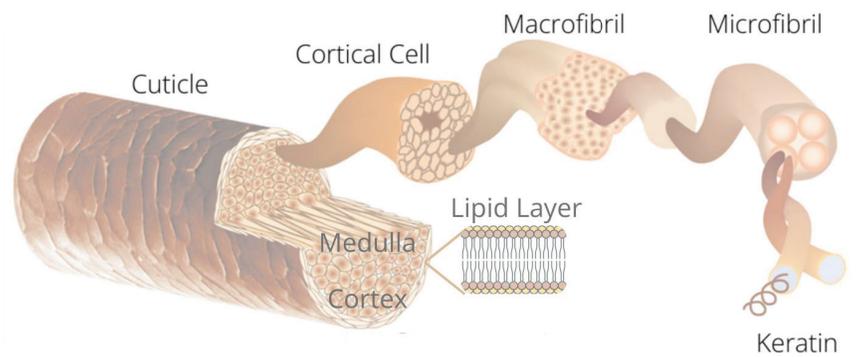

Beta vulgaris (beet) root has been cultivated for centuries and is prized today for its many health benefits and rich nutrient content, including vitamins, minerals, and dietary fiber.

Fructooligosaccharides (FOS) occur naturally in various fruits and vegetables and are well known for their prebiotic benefits in food applications.
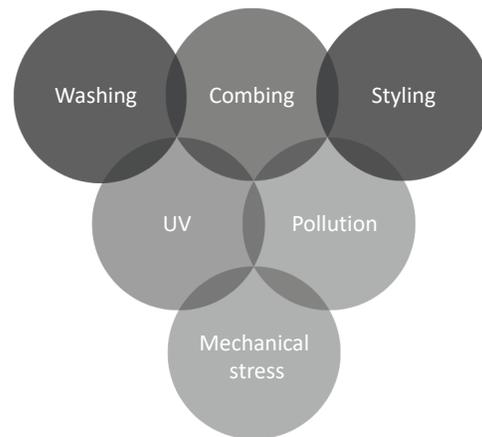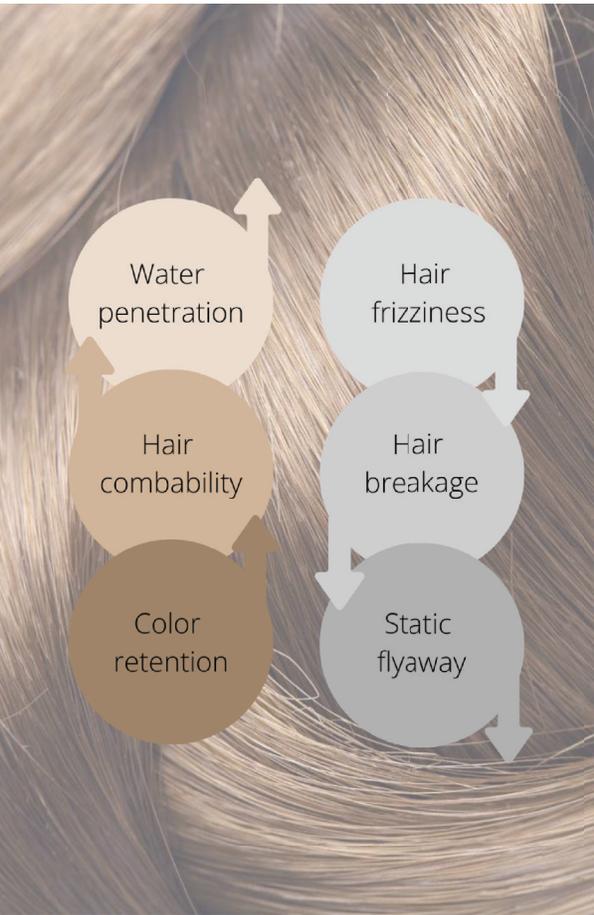
Hair architecture

The three main structural constituents of the hair fiber
are the Cuticle, the Cortex, and the Medulla.
Lipids and Keratin are the main components of hair and
essential for the hair health.

Daily hair challenges

Washing

Combing

Styling

UV

Pollution

Mechanical stress

Daily grooming, along with various external factors, can take a toll on hair health, leading to brittleness, dullness, and breakage.

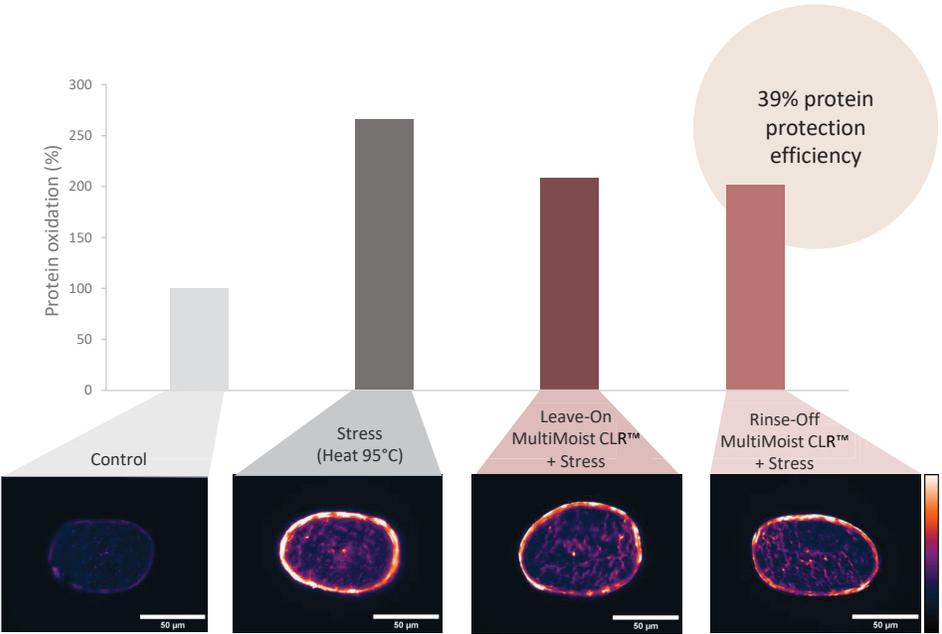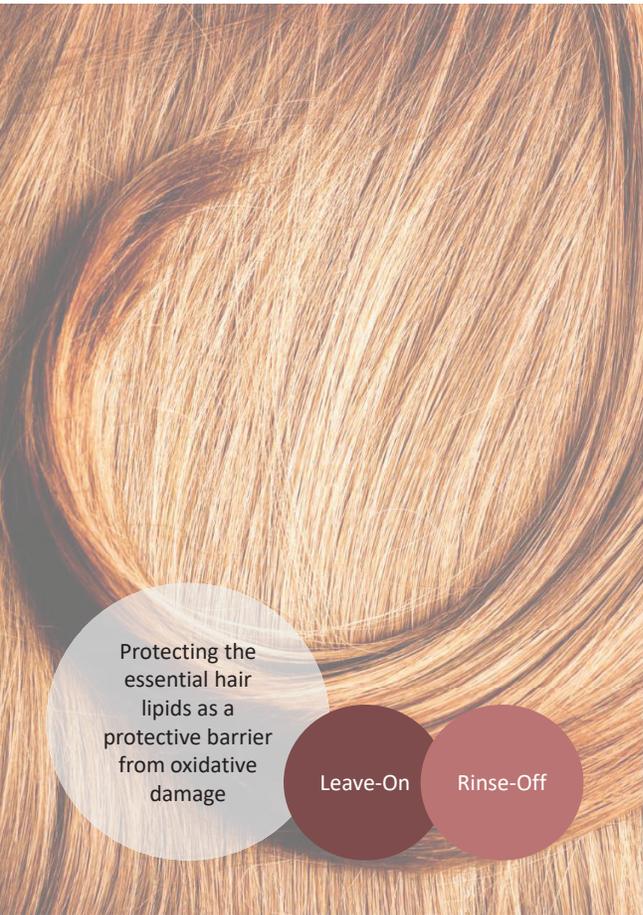# MultiMoist CLR™

Protein protection

Protecting the structural integrity in keratins and keratin-associated proteins from irreversible oxidative damage

Leave-On

Rinse-Off

39% protein protection efficiency

Protein oxidation (%)

Control

Stress (Heat 95°C)

Leave-On MultiMoist CLR™ + Stress

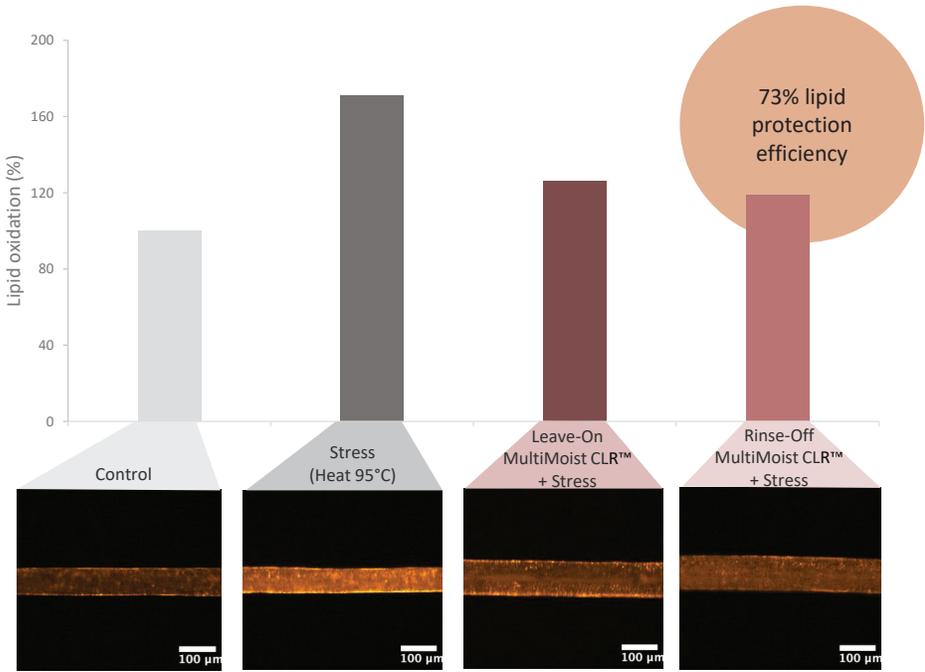Rinse-Off MultiMoist CLR™ + Stress

Carbonylation Levels

50 µm

Method: Grey human hair, in situ visualization of carbonylation levels on hair cross-sections, associated with oxidative damage on hair proteins among each hair compartment (cuticle and cortex). Protein oxidation was provoked by exposure to heat.

Lipid protection

Protecting the essential hair lipids as a protective barrier from oxidative damage

Leave-On

Rinse-Off

73% lipid protection efficiency

Lipid oxidation (%)

Control

Stress (Heat 95°C)

Leave-On MultiMoist CLR™ + Stress

Rinse-Off MultiMoist CLR™ + Stress

100 µm

100 µm

100 µm

100 µm

Method: Grey human hair, in situ visualization of 4-hydroxy-2-nonenal (4-HNE) biomarker of lipid peroxidation on hair fiber. Lipid oxidation was provoked by exposure to heat.
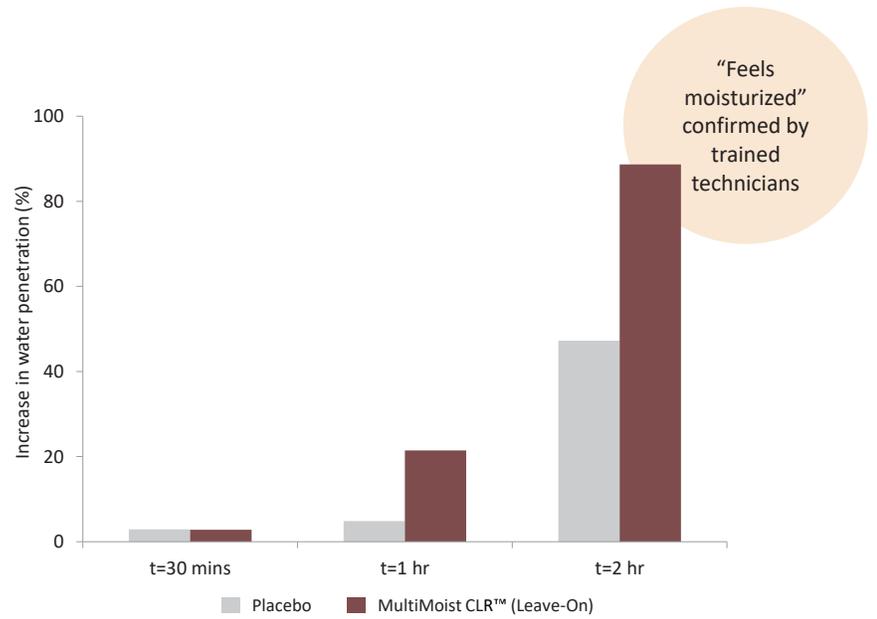
Water penetration

"Feels Moisturized" confirmed by trained technician via tactile evaluation of tresses treated with MultiMoist CLR™ in 85% of tested tresses.

Leave-On

"Feels moisturized" confirmed by trained technicians

Increase in water penetration (%)

	Placebo	MultiMoist CLR™ (Leave-On)
t=30 mins	~3	~3
t=1 hr	~5	~21
t=2 hr	~47	~89

Method:
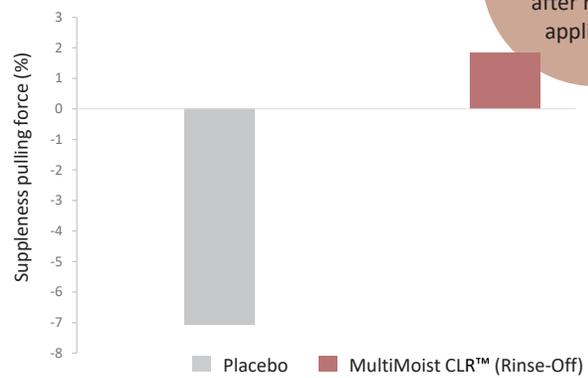Bleached hair, N=6, Corneometer CM 825 (Courage & Khazaka GmbH, Germany).
Values at t=0 are set at 0%.

Hair suppleness

Perceptable improvement in regards to supple sensation confirmed by trained technician

Rinse-Off

8% supple hair improvement after rinse-off application

Suppleness pulling force (%)

Placebo   MultiMoist CLR™ (Rinse-Off)

Method: Natural grey hair, N=7, Universal Test Machine (Zwicki Z0.5 TN, Zwick, Ulm).

Hair shine

Shine grader prefered tresses treated with MultiMoist CLR™ in 75% of cases.

Rinse-Off

Superior hair shine in 75% of tresses

Shine (%) — vertical axis (0, 20, 40, 60, 80)

Placebo · MultiMoist CLR™ (Rinse-Off)
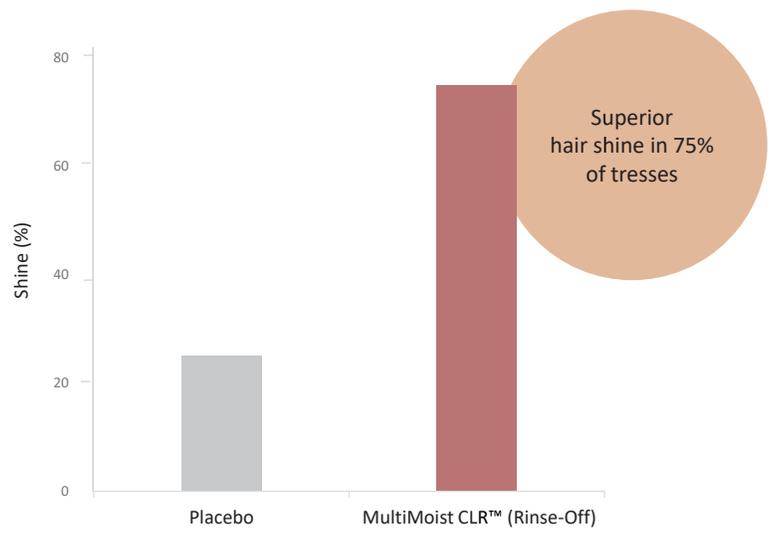
Method: Natural grey hair, N=3. The hair tresses were treated with MultiMoist CLR™ (1 %) from a rinse-off treatment. The evaluation carried out by 3 experts under standardized climatic and lighting conditions with artificial daylight. Hair swatches were clamped on rollers with a defined diameter. Hair gloss as direct (white) reflection and luminosity (color intensity).
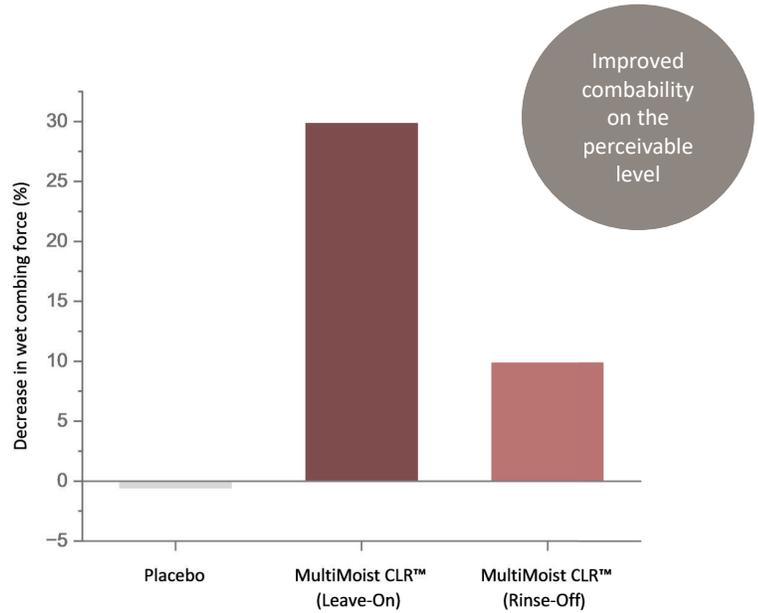
Hair combability

Improved hair combability smooth combing protects the hair from mechanical breakage

Leave-On Rinse-Off

Improved combability on the perceivable level

Decrease in wet combing force (%)

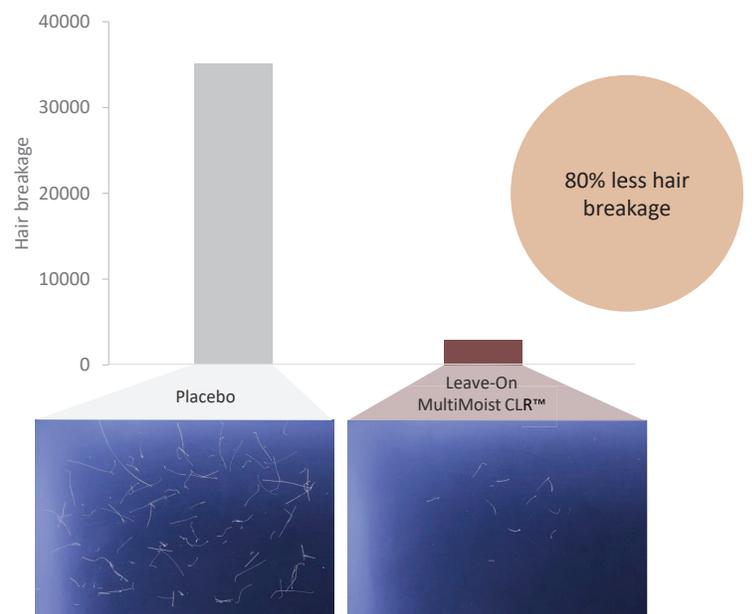Placebo | MultiMoist CLR™ (Leave-On) | MultiMoist CLR™ (Rinse-Off)

Method: Natural grey hair, N=5, Universal Test Machine (Zwicki Z0.5 TN, Zwick, Ulm).

Hair breakage

Application of Leave-On makes the hair smother and stronger, therefore less hair breakage is happening
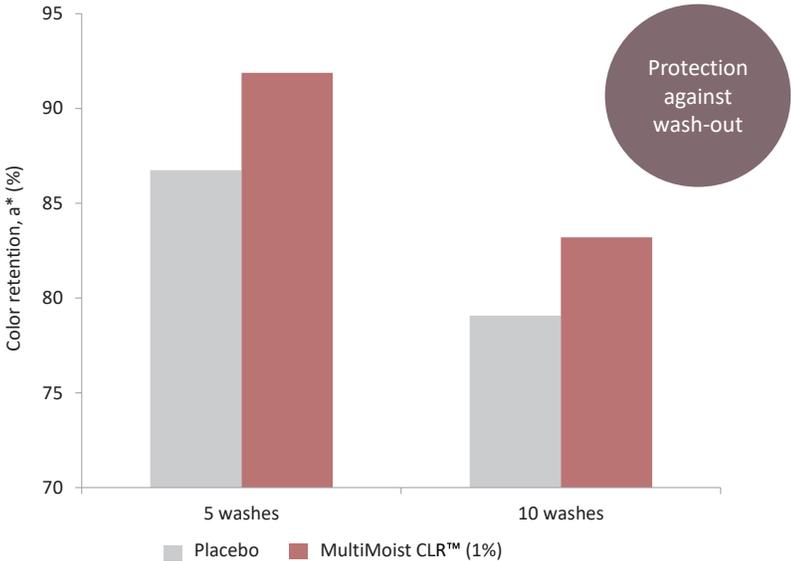
Leave-On

80% less hair breakage

Method: Bleached hair, N=10, Defined number of combings by an automatic combing machine. Pixel of the skeleton of broken hair segments were calculated per tress and treatment.

Color retention

Color protection effect against the washing out after coloration

Rinse-Off

Protection against wash-out

Color retention, a* (%)

5 washes — Placebo ~86.7, MultiMoist CLR™ (1%) ~92

10 washes — Placebo ~79, MultiMoist CLR™ (1%) ~83

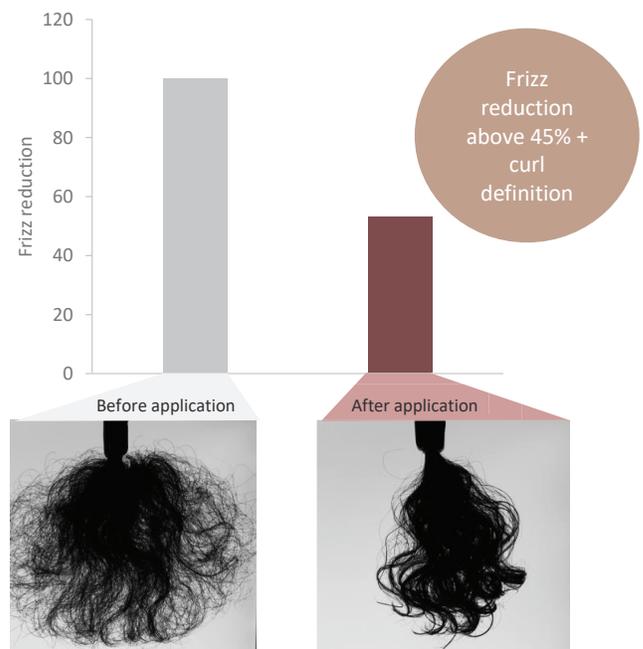Placebo   MultiMoist CLR™ (1%)

Method: Red dyed European hair. Measurements weTest products were applied and then tresses were washed with shampoo and shampoo was rinsed out. The tresses were then dried by blow-drying. After 5 and 10 cycles measurements took place. Performed with a Chromameter CR 300 (Minolta, Langenhagen, Germany).
Non-treated hair is set at 100%.

CLR

Hair frizziness

Perceptable improvement in regards to frizz and curl definition confirmed by trained technician

Leave-On

Frizz reduction above 45% + curl definition

Frizz reduction

120

100

80
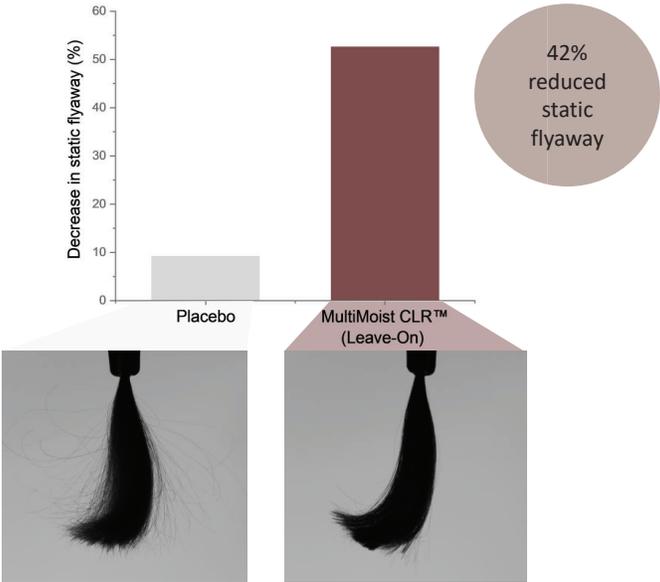
60

40

20

0

Before application

After application

Method: Natural frizzy human hair, N=8, Measurements then took place with a CCD black and white camera and a special device for turning the hair tresses at defined steps. Images were processed by image analysis.

Static flyaway

Reduced induction of flyaway effect leads to better manageable hair

Leave-On

42% reduced static flyaway

Placebo

MultiMoist CLR™ (Leave-On)

Decrease in static flyaway (%)

Method: Natural human hair, N=8 combed with a standardized method to induce static flyaway. Measurements took place with a CCD black and white camera. Number of single, flying hair separation from the main hair bulk was counted.

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