

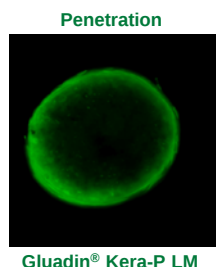
Gluadin® Kera-P LM

Vegan alternative to natural keratin

Performance Profile

“Vegan” proteins for natural hair rejuvenation

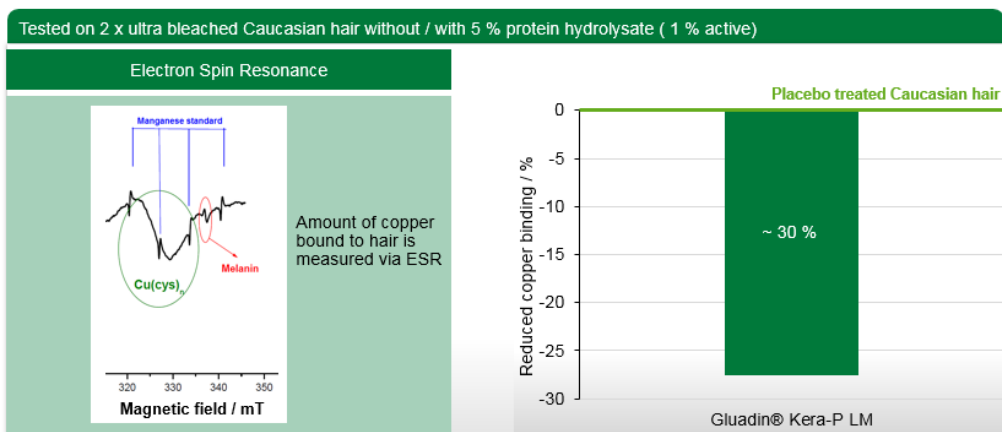
- Plant derived protein hydrolysate with an amino acid spectrum similar to keratin
- Advanced Protection:**
 - Reduce hair surface damage
 - Resisting power
- Deep** penetration
- For long-lasting **strong** hair
- Reduce hair surface damage
- Rejuvenate** hair surface – “Younger natural looking hair”
- Mildness
- Suitable for vegan concepts



Protection

Against copper binding on hair surface

Copper binding determination tested via ESR



Gluadin® Kera-P LM can protect against copper induced hair damage

Sustainability benefits Gluadin® Kera-P LM

- 100% derived from natural, renewable feedstocks
- Enzymatic process (non-GMO)
- Applied for COSMOS and NATRUE certifications
- Can be considered for products with EU Ecolabel and Nordic Swan
- Cold processable



Brief Overview Gluadin® Kera-P LM

INCI Name:

Hydrolyzed Vegetable Protein

Rec. dosage:

0.5 - 2%

Appearance:

Yellow to amber liquid with a characteristic inherent odor

Formulations

- Veggie Light Care Shampoo (HB-DE-15-173-14)
- “Phyto-care” Complex Conditioner (HB-DE-15-179-7)
- Protecting Heat Sealing Gel (HB-DE-15-179-19)
- Discipline Styling Mousse Kera-Refill (HB-DE-16-101-02)
- Kera-Protect Oil Infusion Shampoo (HB-DE-16-082-2)
- „No Limit Rejuvenation Shampoo” - Veggie Style (HB-DE-16-081-3)
- Phyto Rebalance Hair Therapy Conditioner (HB-DE-16-082-3)

Fields of Application

- Shampoo
- Conditioner
- Styling