

NEW CUSTOMIZED SOLUTIONS FOR HAIR CONDITIONING APPLICATIONS

Prabhjyot Singh, Clariant International, USA
pj.singh@clariant.com

Market research shows that far more than 50% consumers globally consider their hair damaged, dry, or limp and lifeless. Analysis of consumers from key countries globally (TNS and Clariant, 2016) concluded that there are clearly differentiated segments of dry and damaged hair: heavily damaged hair due to chemical treatments, naturally dry hair due to everyday elements, and thin, limp and lifeless hair, either due to stressful lifestyle, or genetics, or ageing.

To better target those consumer needs, we have developed three new hair conditioning ingredients (Genadvance® range), with very specific performance profiles. Genadvance® is the new generation of conditioning ingredients, allowing for performance premium in consumer needs segments for hair that is very damaged, dry, or lifeless.

We will show that a careful design of the chemical structure leads to different mechanism of deposition on hair and thus providing better performance. Considerably different benefits areas can be accessed, resulting in that the formulation and conditioning space of conventional ingredients (quats) can be expanded to achieve new formulation formats and well substantiated claims for specific consumer needs.

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