

IS THIS THE FUTURE OF DRY SHAMPOO?



Many women do not have time or energy to wash their hair every day. Clean, beautifully styled hair might be ruined by a sweaty work-out or become oily on a normal basis as the hair follicles produce sebum. Sebum is an oily substance that protects and moisturizes the scalp, when accumulated together with sweat and environmental dirt at the hair roots, the result is hair that feels greasy and looks flat.

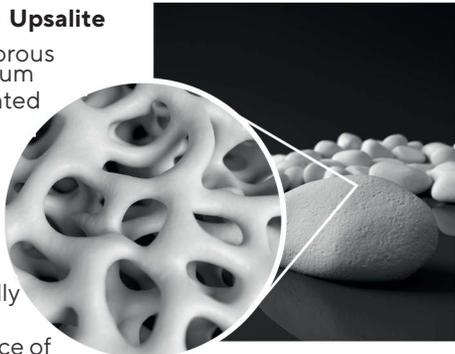
Powders have been used since ancient history to cleanse hair of excess dirt and oil, but the Dry Shampoo is a modern invention keeping the hair fresh for longer.

Dry shampoos consist of a carrier (normally ethanol), fragrance and various absorbing powders. The absorbing powders are normally talc, silica or starch, and since the performance of absorption is average or even low, it means that you need apply more often and use a lot of product. This leads to build up of residues at the hair roots, causing itchiness and dry hair and scalp. Other issues with the modern-day formulas are white residues or leaving your hair with too much texture instead of that newly washed feeling.

There is now an alternative on the market - Upsalite. Upsalite can improve the performance of dry shampoo formulas, absorbing more sebum with less product, it will last longer and eliminates the need for frequent re-application. It will not leave white residues and it leaves your hair with a very soft touch, it's a win-win for you and your hair!

The science behind Upsalite

Upsalite[®], a mesoporous amorphous magnesium carbonate, is a patented cosmetic ingredient with many special qualities including an outstanding absorption capacity. The material has been dermatologically tested, is safe to use and lays on the surface of the skin without penetrating or cause any irritation. The small particles contain a very large number of pores which can absorb both oil and water-based substances, such as sweat and sebum into its porous network structure, without drying out the skin beneath.



Superior formula with Upsalite[®]

Traditional dry shampoo formulas, as previously described, includes ingredients like talc or starch. These ingredients bind sweat and sebum on the outside of the particles, quickly becoming oversaturated and sticking together. Upsalite with its superior absorption capacity (see Figure 1), due to the big surface area, stays dry to the touch without sticking together

since excess sweat and sebum are absorbed on the inside of the particles.

When using a dry shampoo boosted with Upsalite, there is both instant and continuous absorption of unwanted moisture and sebum into the pores, resulting in a longer period between washes.



Oil absorption test (g oil/g dry shampoo)

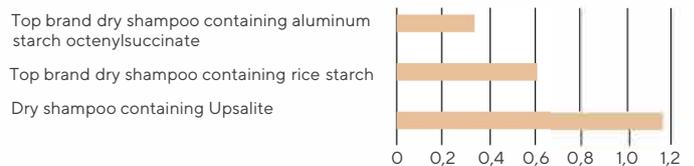
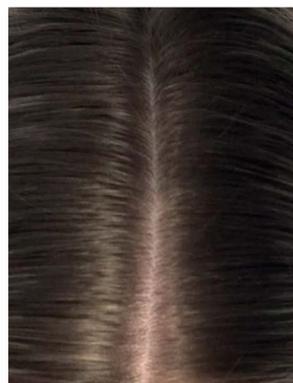


Figure 1. Visual comparison of oil absorption of two top brands versus a dry shampoo containing Upsalite. The Upsalite containing formula can absorb over 90 % more oil than the rice starch containing formula and more than 240 % than aluminum starch octenylsuccinate containing formula in this test.

Upsalite is translucent enough to blend in with the hair during application and not leave a dusty residue, which makes it look good in both light and dark colored hair.

As an ingredient, Upsalite will provide a very soft touch to the dry shampoo, enabling its use in various applications, from soft to volumizing or texturizing formulas.



Without dry shampoo



With Upsalite dry shampoo

Disrupting the market

The effectiveness of a dry shampoo boosted with Upsalite can help brands to stand out in a crowded market with one of the latest, premium innovations in the world of hair and beauty. By partnering with Disruptive Materials, you can upgrade and improve your existing products or expand your line to include a science-based formulation.

Contact Mary Sundborg to book a meeting and get further information at mary.sundborg@disruptivematerials.com