

# AcquaSeal® Coconut

Anti-Aging + Nourishing + Moisturization



# AcquaSeal® Coconut



## Technical Information

**Product Code:** 20742

**INCI Name:** Cocos Nucifera (Coconut) Fruit Extract

**INCI Status:** Conforms

**Suggested Use Level:** 1.0 - 5.0%

**Suggested Applications:** Anti-Aging, Nourishing Moisturization, Improves Slip

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## Coconut Water Trend

- The use of Coconut Water in Health & Wellness Market:
  - Coconut water is the most rapidly growing wellness-oriented beverage
  - Exotic and has excellent consumer recognition
- Coconut water has an enduring history of use in medical applications:
  - Isotonic Solution
    - Replaces lost fluids & minerals when the body is dehydrated

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## Coconut Water Trend



- Revlon

- Lush

- Paul Pender



- Brands are capitalizing on the coconut water trends
      - Example: Hydrating Make-Up

- **Active Concepts** asks: *In topical applications, does coconut water really hydrate the skin?*
  - Coconut water is not how the coconut stays hydrated!

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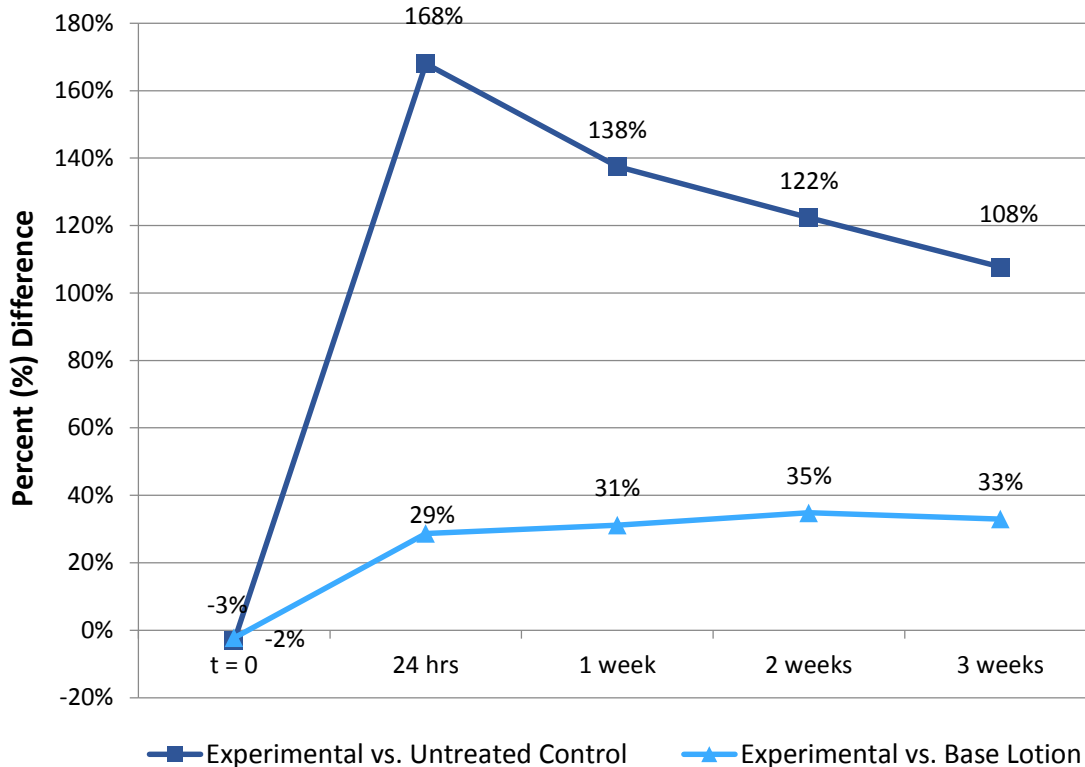


## Coconut Lipids

- **Coconuts answer to Moisture Retention:**
  - Coconut water is found suspended in the hydrophobic meat, or white/fleshy edible part of the coconut
    - Rich in MCT's – Contributing to cellular nutrition
    - Effective Levels of Sterols – Structurally similar to cholesterol – an essential component of proper cell membrane permeability & fluidity
    - MCT & Sterol constituents – Provide protection to the internal coconut water & dehydrating elements

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## Comparative Moisturization



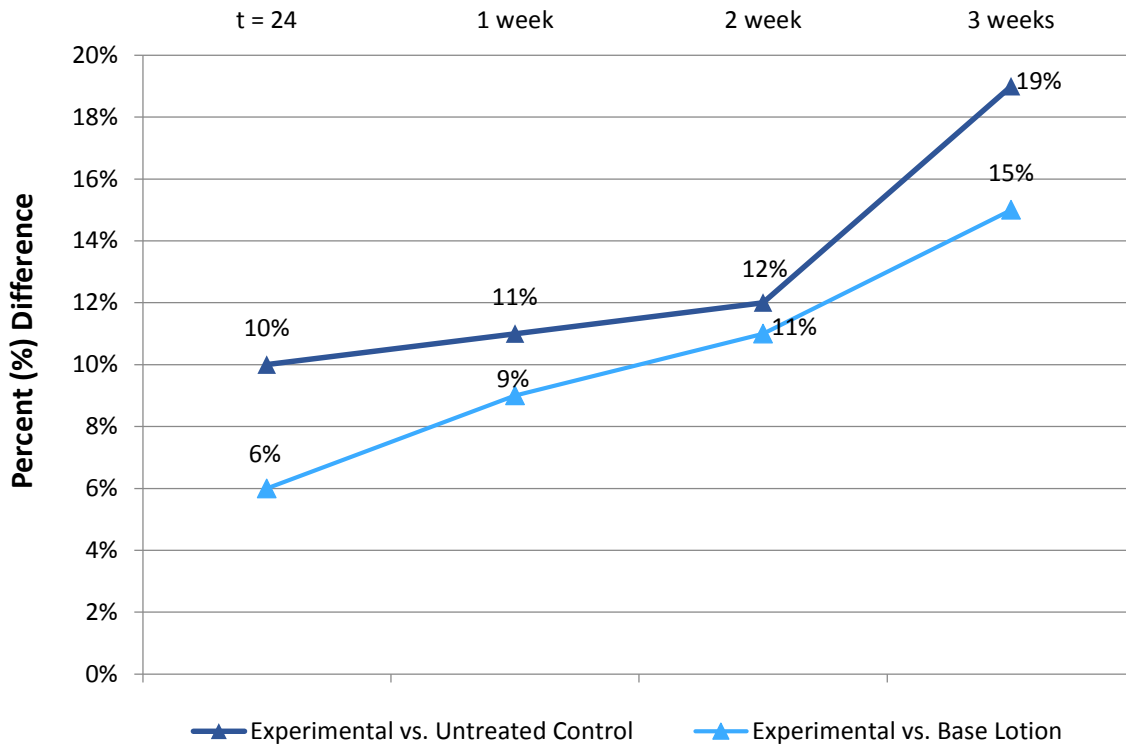
Improvements in moisturization following application of the test materials after a period of 3 weeks

## Protocol

- **Equipment:** DermaLab Combo
- **Principle of measurement:** Conductance, single frequency
- **Subjects:** 10 (m/f)
- **Test area:** Volar forearms
- **Concentration of active used:** 2.0%
- **Frequency of application:** Twice Daily

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## TEWL Comparison



Improvements in barrier function following application of the test materials after a period of 3 weeks.

## Protocol

- **Equipment:** DermaLab Combo
- **Principle of measurement:** Ultrasound Probe
- **Subjects:** 10 (m/f)
- **Test area:** Volar forearms
- **Concentration of active used:** 2.0%
- **Frequency of application:** Twice Daily

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## Half Head Study Protocol



- 5 participants with ethnic hair
- Concentration of active used: 2.0%
- Principle of measurement: Salon professional and volunteer assessed hair characteristics
- **AcquaSeal® Coconut** demonstrated the ability to smooth the cuticle of the hair, enhance combability, and increase shine



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## Half Head Study



Full Head Baseline Photo of Untreated Hair.



Half-Head Photo of hair treated with test and control shampoo/conditioner

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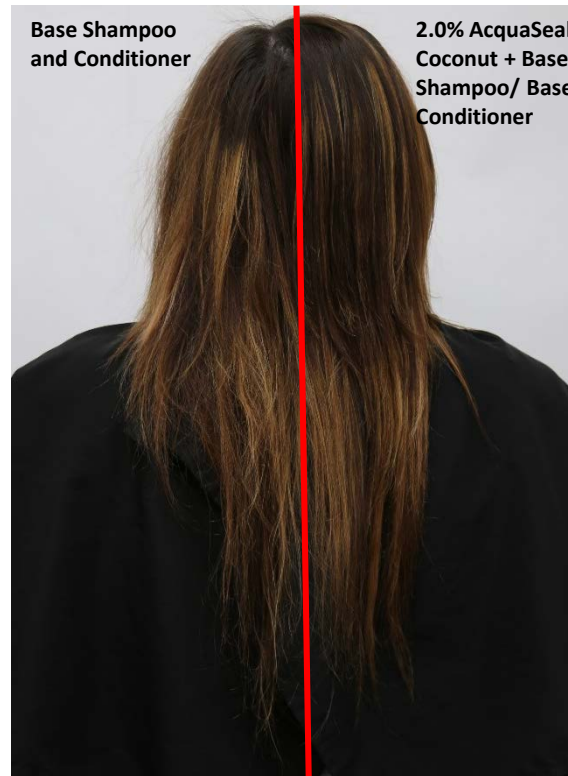
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