

ACB Kale Protein Blend

Moisturizing + Film-Forming + Nourishing + Conditioning



Tomorrow's Vision... *Today!*[®]

ACB Kale Protein Blend

Technical Information:



Product Code: 20036

INCI Name: Hydrolyzed Kale Protein & Hydrolyzed Carrot Protein & Hydrolyzed Lemon Protein

INCI Status: Proposed

Suggested Use Levels: 1.0–10.0%

Suggested Applications: Moisturizing, Film-Forming, Nourishing, Conditioning

Kale

Health Benefits:



Vitamin A and E

- Increases hydration
- Increases elasticity
- Boosts collagen production

Vitamin C

- Helps make the collagen needed for skin strength
- Antioxidant

Carrots

Health Benefits:



Antioxidants

- Protect and heal while also providing anti-aging benefits to skin

Vitamin A (beta-carotene)

- Most advantageous antioxidant packed into this vegetable
- Provides protection from damage-causing free-radicals
- Nourishes overly photo-exposed skin and plays an essential role in skin maintenance
- Aids in repairing skin damage
- Helps to balance and hydrate the skin's cells to alleviate dry, chapped or scaly skin

Lemons

Health Benefits:



The Juice

- Source of Alpha Hydroxy Acid (AHA) citric acid
 - Typically contains between 5 and 8 percent citric acid
- Vitamin C
 - Fresh lemon juice has been recommended in some herbals as a treatment for sunburn
- Natural skin lightener
 - Relatively high acid content, coupled with antioxidant activity

The Peel

- Antioxidant properties
- Anti-tyrosinase activity
 - Balances skin tone

In-vivo Efficacy Data: ACB Kale Protein Blend

Protocol:



Purpose:

To determine whether **ACB Kale Protein Blend** enhances shine, dry and wet combability, manageability and smoothness of the hair in addition to volume, conditioning, and moisturization

Materials & Methods:

2.0% **ACB Kale Protein Blend** vs. a control shampoo

2.0% **ACB Kale Protein Blend** vs. a control conditioner

Sensory evaluation was conducted for baseline, participants rated hair 1-10

½ Subject's head washed with control, ½ washed with **ACB Kale Protein Blend**

Subject's hair was dried using round brush and hair dryer

Sensory evaluation was conducted for each side, participants rated hair 1-10

In-vivo Efficacy Data: ACB Kale Protein Blend

Half Head Study:



Figure 1. Full Head Baseline Photo of Untreated Hair



Figure 2. Half-Head Treated

In-vivo Efficacy Data: ACB Kale Protein Blend

Half Head Study:



Figure 3. Full Head Baseline Photo of Untreated Hair

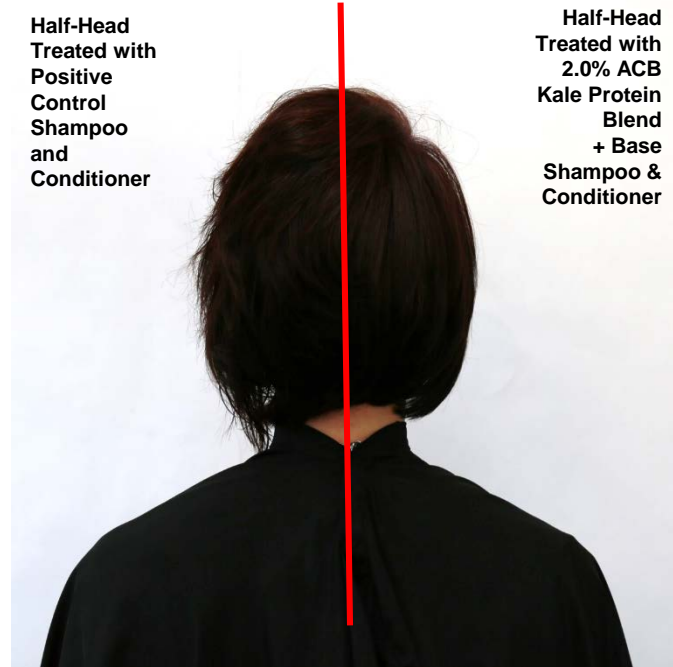


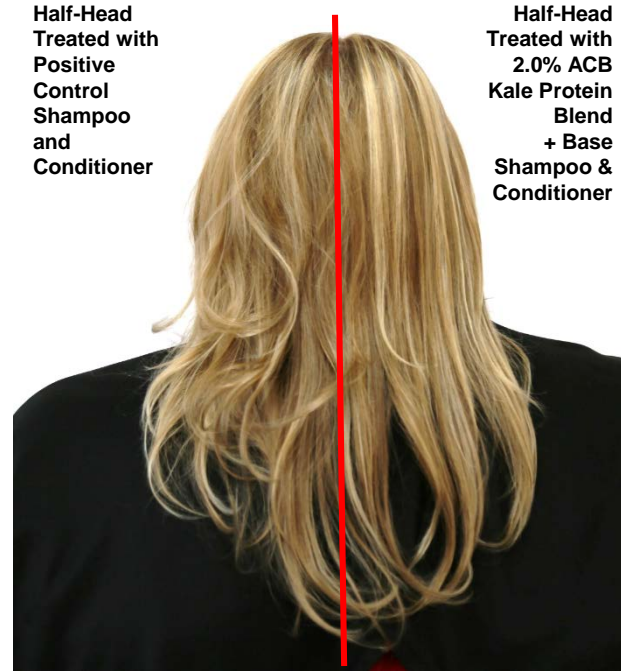
Figure 4. Half-Head Treated

In-vivo Efficacy Data: ACB Kale Protein Blend

Half Head Study:



Figure 5. Full Head Baseline Photo of Untreated Hair



Half-Head
Treated with
Positive
Control
Shampoo
and
Conditioner

Half-Head
Treated with
2.0% ACB
Kale Protein
Blend
+ Base
Shampoo &
Conditioner

Figure 6. Half-Head Treated

In-vivo Efficacy Data: ACB Kale Protein Blend

Assessment of Hair Characteristics

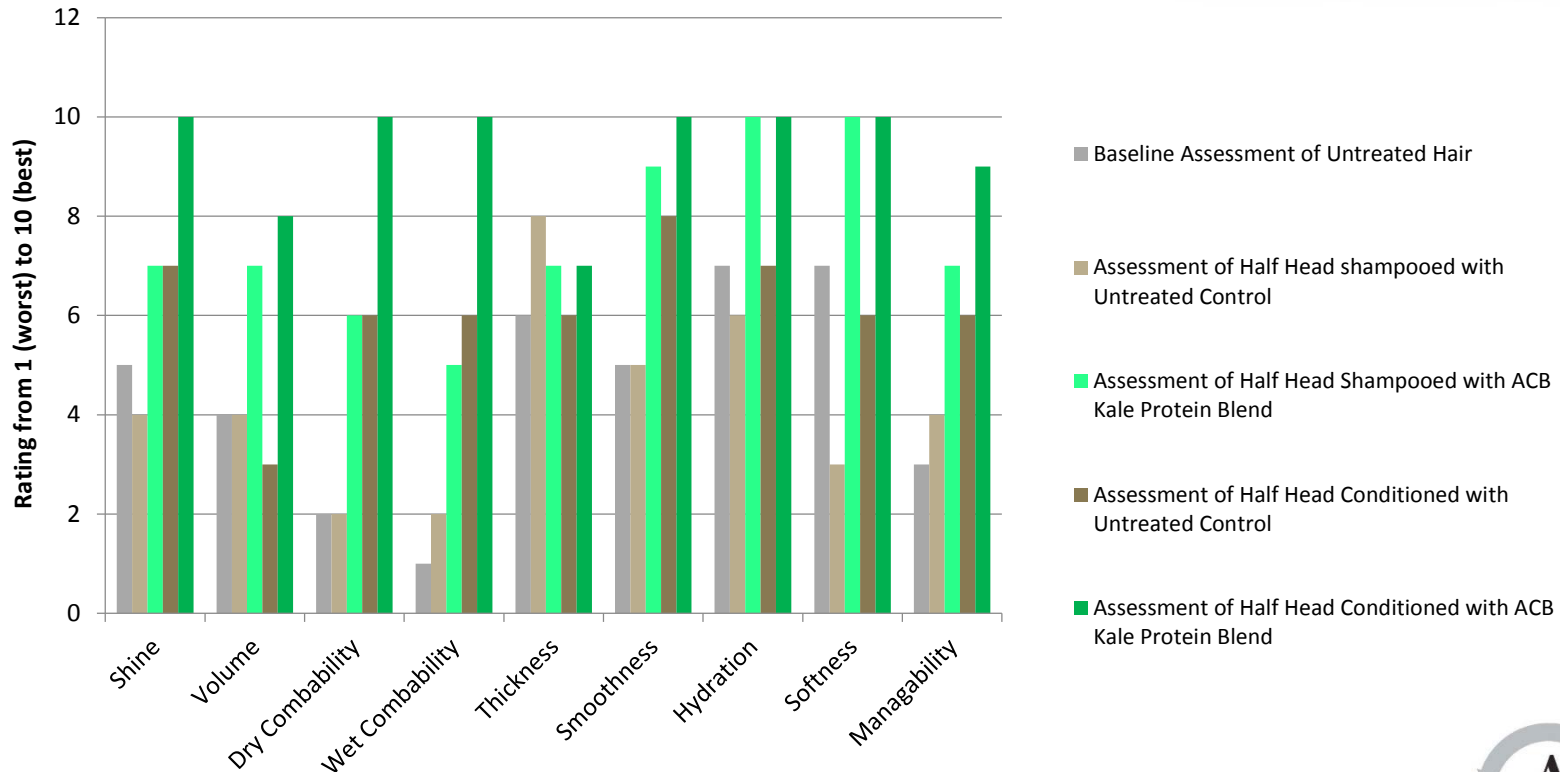
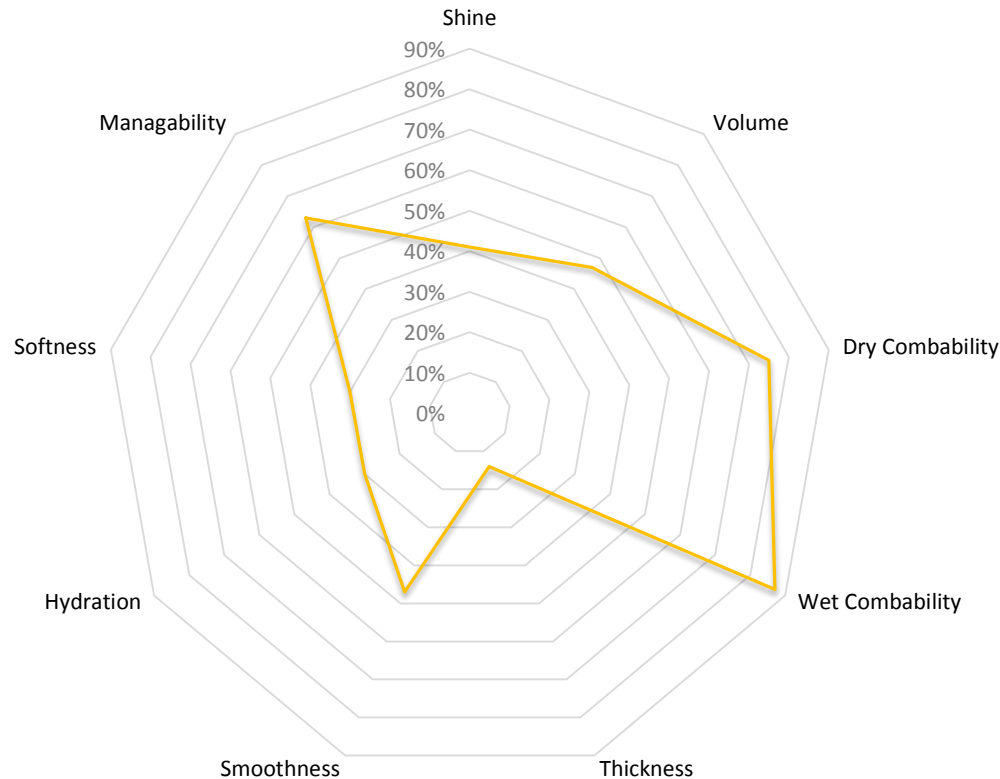


Figure 10. Rating of hair characteristics (1-10) following sensory assessment

In-vivo Efficacy Data: ACB Kale Protein Blend



Changes in Hair Characteristics from Baseline to Post Style



Percent Difference:

Shine: 41%

Volume: 47%

Dry Combability: 75%

Wet Combability: 87%

Thickness: 14%

Smoothness: 47%

Hydration: 30%

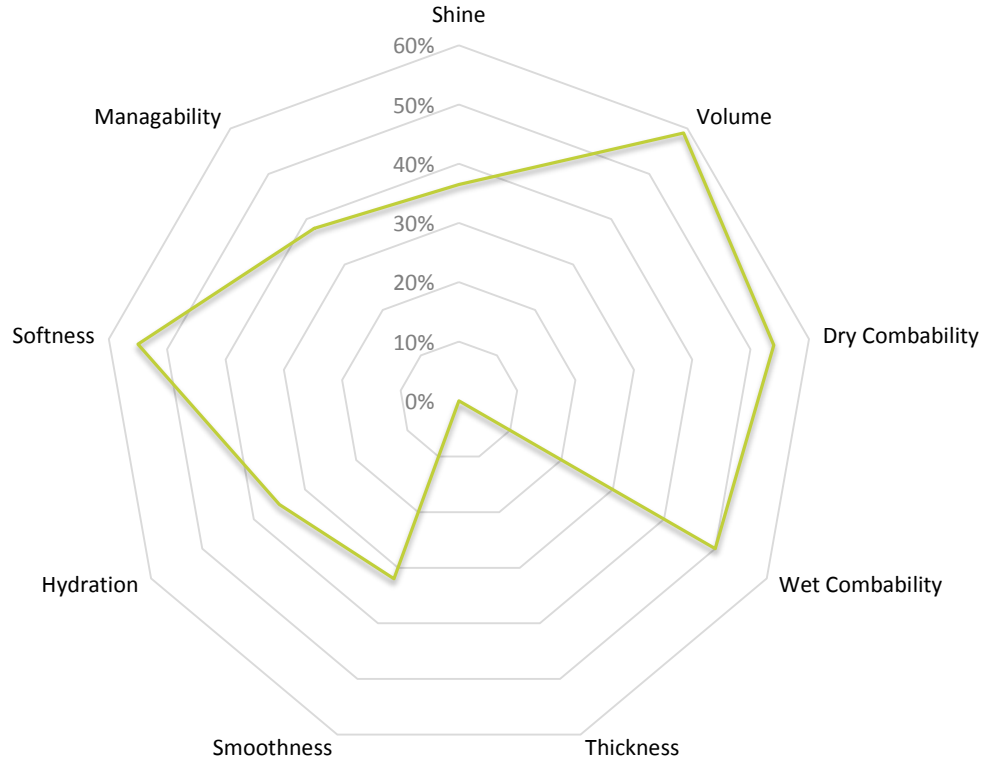
Softness: 30%

Manageability: 63%

In-vivo Efficacy Data: ACB Kale Protein Blend



Treated Half vs. Control Half After Application & Style



Percent Difference:

Shine: 37%

Volume: 59%

Dry Combability: 54%

Wet Combability: 50%

Smoothness: 32%

Hydration: 35%

Softness: 55%

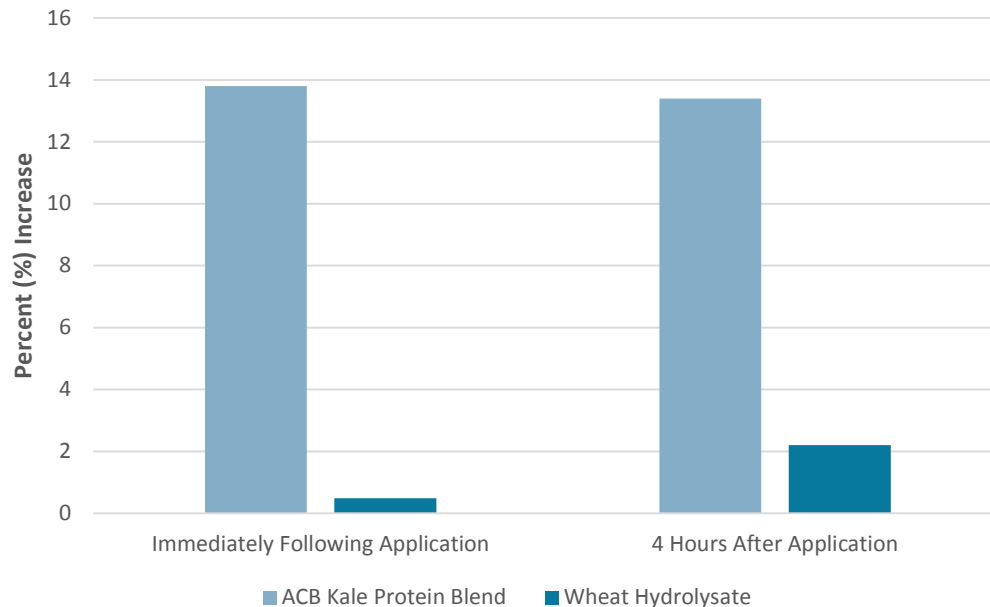
Manageability: 38%

In-vivo Efficacy Data: ACB Kale Protein Blend

Volumizing Assay



Effects on Hair Diameter



Protocol

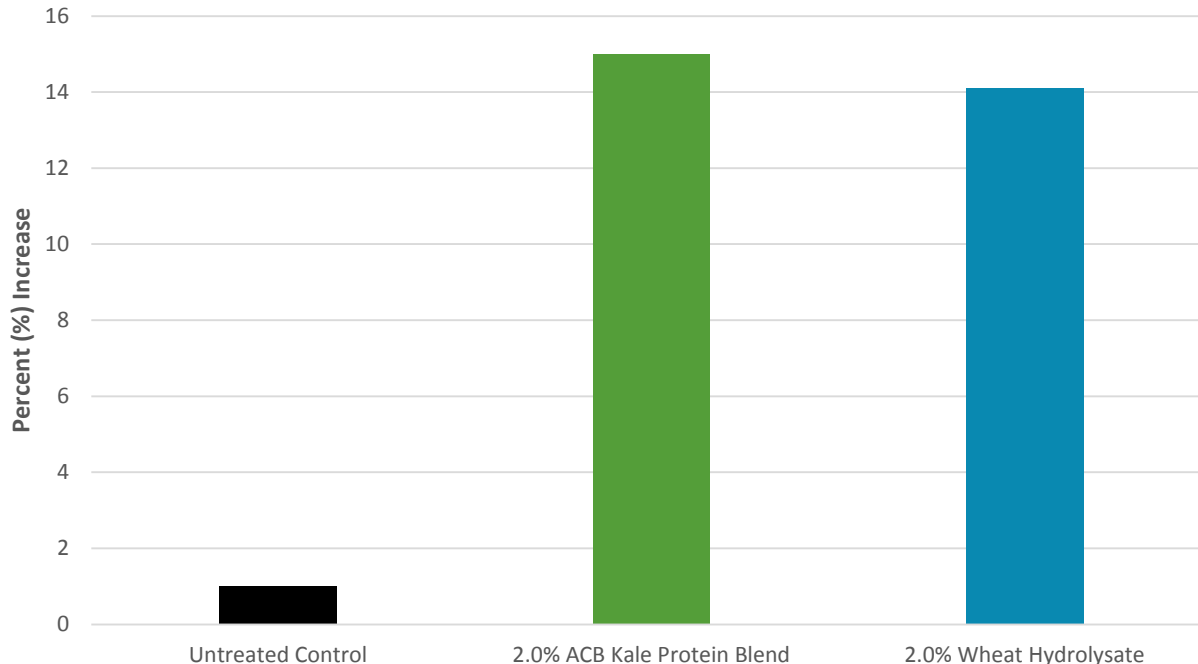
- **Equipment:** Zeiss Axioplan Microscope/Ienapol Polarized Light Microscope/iSolution Software
- **Materials:** 60 individual strands of hair
- **Test Quantity:** 2.0% in Water
- **Frequency of Application:** Single Application
- **Frequency of Measurement:** Baseline, immediately following application & 4 hours after application

In-vivo Efficacy Data: ACB Kale Protein Blend

Hydration Assay



Increase in Hair Hydration



Protocol

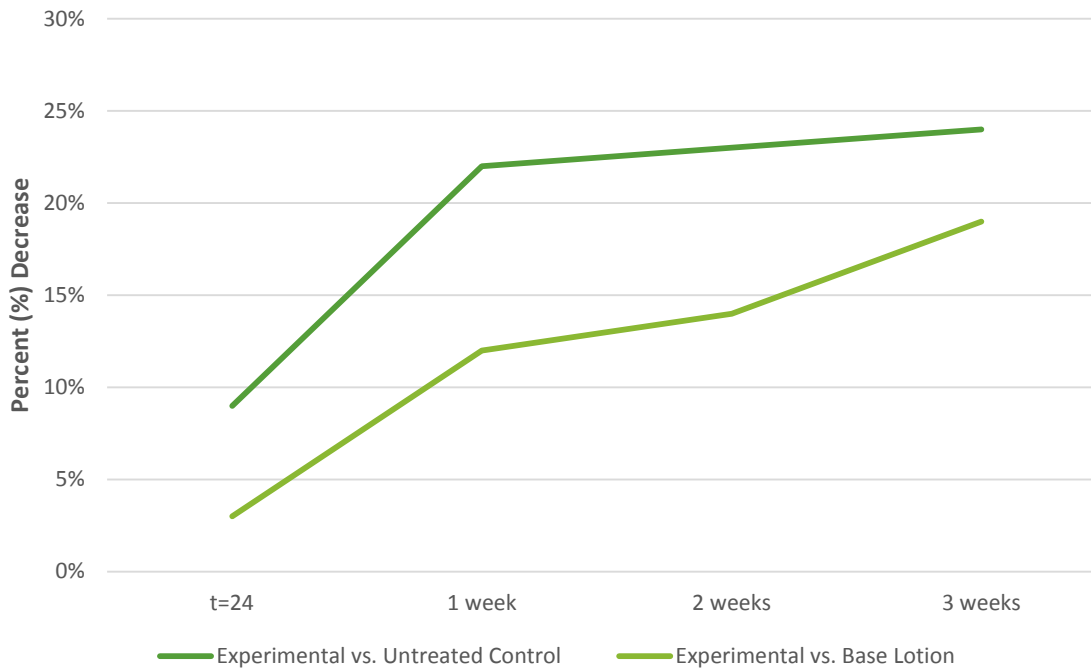
- **Equipment:** DPM 9003 Nova Impedence Meter
- **Principle of measurement:** Conductance, single frequency
- **Subjects:** 10 (m/f)
- **Test area:** Hair
- **Concentration of active used:** 2.0%
- **Frequency of application:** Single Application

In-vivo Efficacy Data: ACB Kale Protein Blend

TEWL Assay



TEWL Comparison Over Time



Protocol

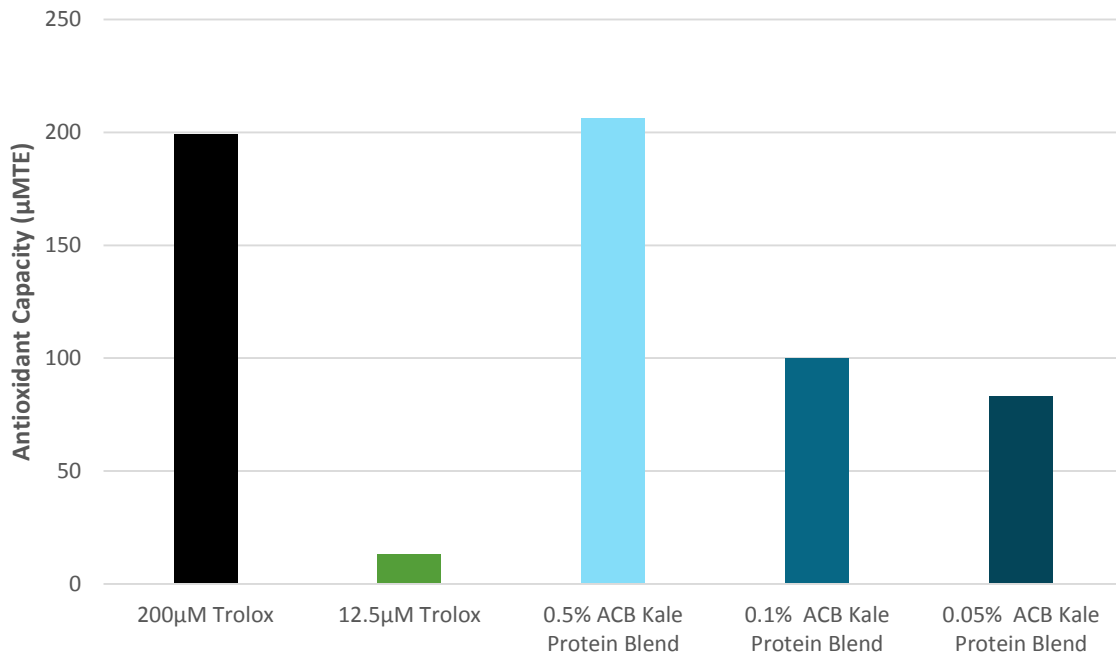
- **Equipment:** DermaLab Combo
- **Principle of measurement:** Ultra-sound Probe
- **Subjects:** 10 (m/f)
- **Test area:** Volar forearms
- **Concentration of active used:** 2.0%
- **Frequency of application:** Twice Daily

In-vivo Efficacy Data: ACB Kale Protein Blend

ORAC Assay



ORAC Assay



Protocol

- Trolox® is used as the positive control
- Solutions were prepared at two concentrations for a reference
- Fluorescent measurements were taken every 2 minutes for 2 hours
- **ACB Kale Protein Blend** exhibited similar strong antioxidant properties similar to 200μM concentration of Trolox®

In-vivo Efficacy Data: ACB Kale Protein Blend

Cellular Viability Assay

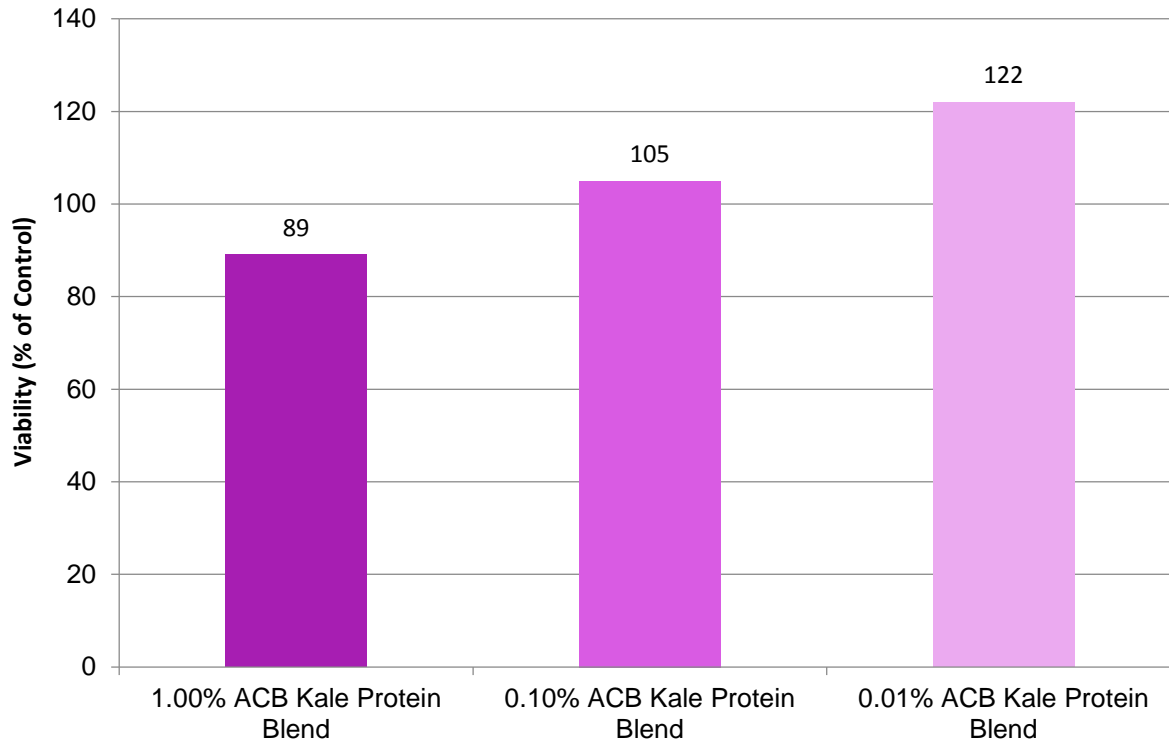


Figure 15. Cellular Metabolism of **ACB Kale Protein Blend**-treated fibroblasts expressed in terms of percent of control.



Protocol

- Human dermal fibroblasts were seeded into 96-well tissue culture plates
- Concentrations: 1.00%, 0.10%, 0.01%
- Ten microliters of viability reagent was added to 90 μ L of cell culture media in culture wells
- **ACB Kale Protein Blend** exhibited comparable results by increasing cell metabolism

ACB Kale Protein Blend

Hair Care Benefits:

- ✓ Increases Softness
- ✓ Improves Shine
- ✓ Increases Manageability
- ✓ Enhances Combability
- ✓ Increases Volume
- ✓ Hydrates



Skin Care Benefits:

- ✓ Moisturizes
- ✓ Conditions
- ✓ Heals
- ✓ Improves Barrier function

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ACTIVE CONCEPTS LLC



THANK YOU

For more information –Visit our website!

www.activeconceptsllc.com

