

AC Plant Keratin PF

Moisturization + Conditioning



Tomorrow's Vision... *Today!*[®]

AC Plant Keratin PF

Technical Information:



Product Code: 20624PF

INCI Name: Hydrolyzed Corn Protein & Hydrolyzed Wheat Protein & Hydrolyzed Soy Protein

INCI Status: Conforms

Suggested Use Level: 1.0 – 5.0%

Suggested Applications: Moisturizing, Conditioning

AC Plant Keratin PF

Science



- Hydrolyzed proteins are among a group of key nutrients that are often referred to as the natural moisturizing factor (NMF)
 - Responsible for maintaining moisture content and suppleness of the skin by attracting and retaining water
- Proteins penetrate the outer layers of the stratum corneum to provide hydrating benefits while forming a film that minimizes TEWL
- In hair, hydrolyzed proteins can penetrate the cuticle and offer protective benefits
 - Help repair split ends and cuticle damage
 - Increase strength and elasticity
 - Limit the adverse effects of chemical processing

AC Plant Keratin PF

Benefits



- Hydrolyzed proteins derived from wheat, corn and soybeans
 - Substantive to both skin and hair
- Moisturization
- Conditioning
- Film-forming
- Anti-irritant



AC Plant Keratin PF

ORAC Assay

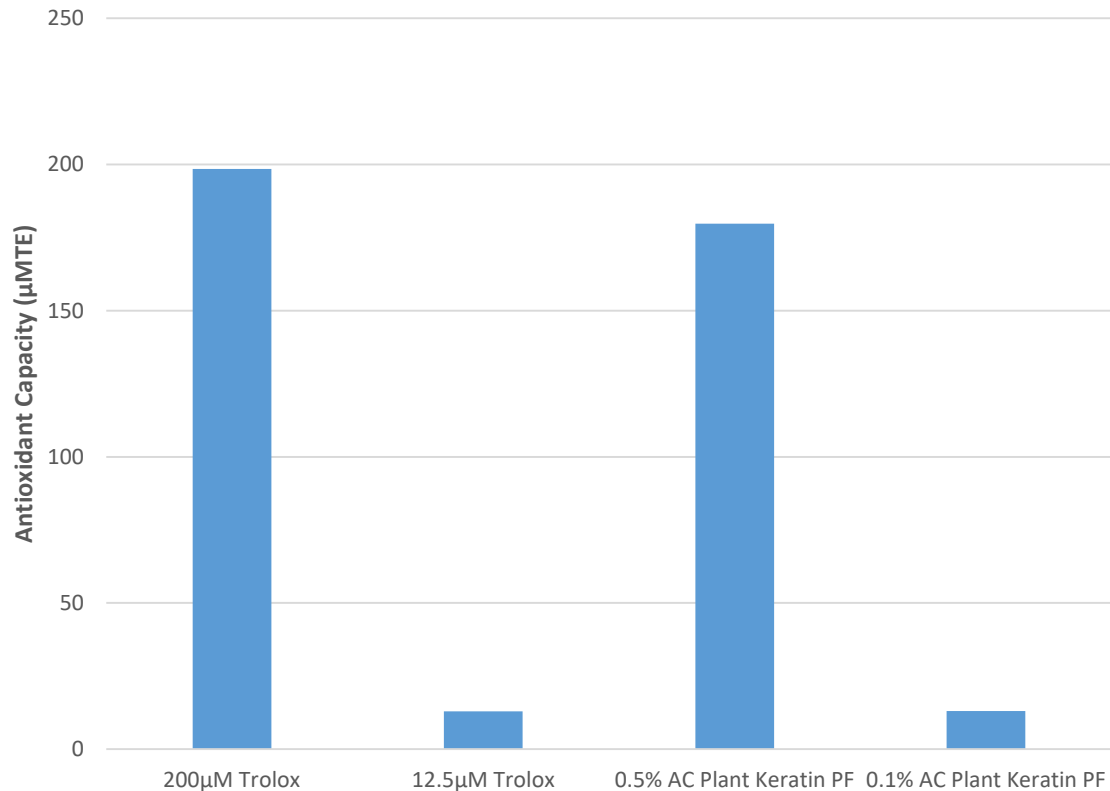


Figure 1. Antioxidant capacities

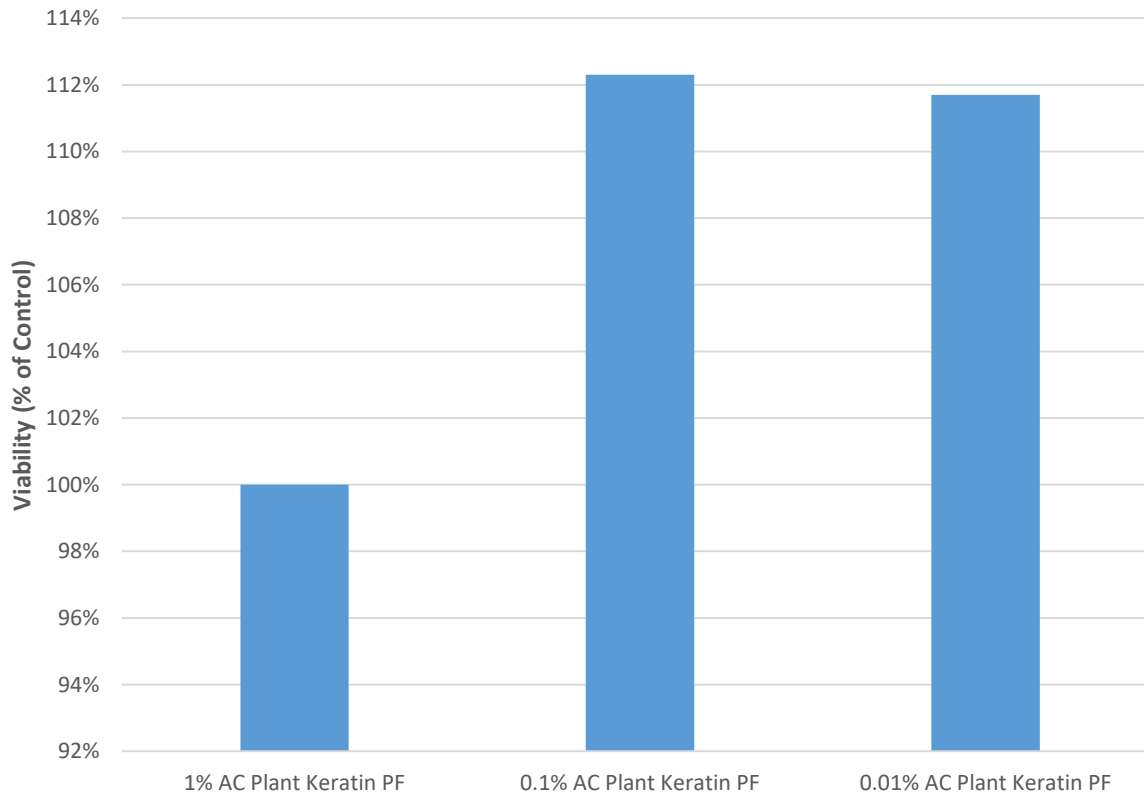


Protocol

- Solutions of **AC Plant Keratin PF** and Trolox[®] (positive control) were prepared in 75mM potassium phosphate buffer
- Concentrations: 0.5%, 0.1%
- 25µL of test material & Trolox[®] were combined with 150µL of fluorescein in 75mM potassium phosphate buffer & incubated in the Synergy HT Microplate reader at 37°C for 30 minutes
- **AC Plant Keratin PF** began exhibiting antioxidant activity at 0.1% concentration

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Cellular Viability



Protocol

- Human dermal fibroblasts were seeded into 96-well tissue culture plates & allowed to grow to confluency in complete DMEM
- Concentrations: 1.0%, 0.1%, 0.01%
- Ten microliters of viability reagent was added to 90 μ L of cell culture media in culture wells
- **AC Plant Keratin PF** exhibited positive effects on cellular metabolism compared to the control

Figure 2. Cellular Metabolism of **AC Plant Keratin PF** – treated fibroblasts expressed in terms of percent of control

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THANK YOU

Please visit and register to use our new website at

www.activeconceptsllc.com

When you register, you will have access to the complete product documentation available.