AC Plant Keratin PF
Moisturization + Conditioning

Tomorrow’s Vision... Today!®
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
**ORAC Assay**

**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

*Figure 1. Antioxidant capacities*
AC Plant Keratin PF

Cellular Viability

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

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 90μL of cell culture media in culture wells
- AC Plant Keratin PF exhibited positive effects on cellular metabolism compared to the 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.