

A large, vertical hourglass is the central background element. The top bulb is filled with dark, granular material, while the bottom bulb is empty and shows the glass's texture. The narrow neck of the hourglass is in the center. The background is white with a decorative border of multiple parallel lines on the left and right sides.

# HAIRSPAN

LONGEVITY DEFINED

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**Supporting Hairspan  
is the new goal of  
modern hair care**



Hair is one of the body's most visible markers of inner vitality—yet hair care has long centered on reactive repair, addressing thinning, dullness, dryness, and texture change only after they appear. Today's market largely focuses on correcting visible damage, but the emerging longevity mindset is expanding consumer expectations toward ongoing care that supports hair vitality over time. This shift opens a new innovation space: Hairspan care. Beneath the surface, hair follicle stem cells rely on a carefully balanced scalp microenvironment to sustain healthy growth cycles. When that equilibrium is disrupted by the cumulative pressures of aging, oxidative stress, chronic inflammation, and environmental exposure, the growth phase shortens, follicular integrity weakens, and visible signs of hair aging accelerate. As longevity becomes a defining framework in modern wellness, consumer expectations are evolving accordingly. The same proactive, science-driven thinking that transformed facial skincare is now extending to hair—driving demand for regimens that support the biological systems behind long-term hair health, not just the visible signs of change.

Hairspan—Hairspan is the period during which hair maintains its density, strength, texture, and color vitality—its functional window of optimal health. Rooted in scalp-first science and powered by AC ExoRoot alongside a curated portfolio of biotech actives, the Hairspan Kit is a five-step ritual targeting the five pillars of hair longevity: scalp health, density and growth, strength, texture and manageability, and color vitality. Each step applies targeted skincare principles to both scalp and strand—supporting follicle resilience, buffering daily environmental and oxidative stressors, and preserving the density, softness, and vibrancy that signal healthy, well-functioning hair. Designed for individuals navigating mid-life hair changes as well as those investing in early prevention, the Hairspan Kit reframes hair care not as damage control, but as an ongoing commitment to vitality.

Because protecting what is healthy today is always more effective than restoring what has already changed.

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Scalp Synergy



Illumi-Luxe Hair Cleanse



Fortifying Hair Masque



Hair-Dew Elixir

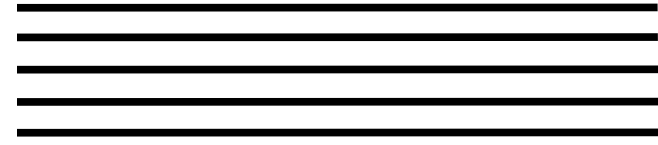


Environmental Defense Mist





# Hero Ingredient.



AC ExoRoot defines hair longevity by targeting Hairspan – the biological foundation that supports the time hair stays healthy, resilient and visibly vital.

By reframing hair care as a wellness ritual, hair has become a visible biomarker of internal balance and long-term health rather than a surface-level concern.

Minoxidil opened the door to growth claims, but AC ExoRoot finally gives brands something meaningful to say beyond them. AC ExoRoot delivers hair longevity by supplementing scalp biology – the next frontier.

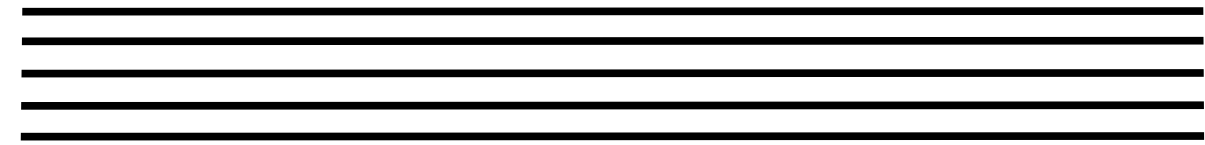
AC ExoRoot is standardized for IGF-1 activity. IGF-1 is a naturally occurring growth signal that plays an important role in hair follicle activity. It helps support the growth phase of the hair cycle by keeping follicles active for longer and delaying the transition into shedding.

**Increases  
IGF-1 synthesis  
by +185%**

**Increases  
scalp hydration  
by +13%**

**Reduces  
scalp inflammation  
by -30%**

# The Fragrance.



Top: Green Matcha, Bergamot Leaf, Bitter Orange

Mid: Mate Abe, Vanilla Orchid, Marshmallow, Almond Milk

Base: Coconut Latte, Dark Espresso, Ambroxan, Sandalwood

# The Packaging.

Packaging & Decoration in collaboration with









<https://www.elementpackaging.com>



# Scalp Synergy

Scalp Synergy is a lightweight, silky emulsion that hydrates, balances, and revitalizes the scalp – gently exfoliating buildup, soothing redness, and relaxing the senses with mood-boosting actives. Enriched to nourish follicles and support hair growth, it transforms daily care into a foundation for fuller, stronger, visibly youthful hair. Because great hair begins at the root – this is prevention, performance, and pleasure, all in one ritual.

Featured Active	INCI Name	Mechanism	Multifunctional Benefits
 60202 AC ExoRoot	Water & Chlorella Vulgaris Extracellular Vesicles & Phospholipids & Lactobacillus Ferment	Amino acid-rich microalgae that supports biomarkers that help maintain scalp homeostasis and promote healthy hair growth signaling.	<ul style="list-style-type: none"> <li>• Promotes Hair Longevity</li> <li>• Supports Hairspan</li> <li>• Scalp Pro-Aging</li> </ul>
 20653SFV AC Vegan Yogurt Hydrolysate SF	Cocos Nucifera (Coconut) Fruit Extract & Lactobacillus Ferment	Created by fermenting coconut milk with <i>L. bulgaricus</i> . A vegan alternative active to moisturize, reduce redness, and help skin and scalp.	<ul style="list-style-type: none"> <li>• Moisturizing</li> <li>• Redness Reducing</li> <li>• Efficacious Soothing Benefits</li> </ul>
 22064 AC Water Kefir PHA	Water & Opuntia Ficus-Indica Fruit Extract & Lactobacillus Ferment	A natural and vegan polyhydroxy acid derived from fermented water kefir. It provides gentle exfoliation and promotes collagen synthesis.	<ul style="list-style-type: none"> <li>• Gluconic Acid 18-24%</li> <li>• Gentle Cellular Renewal</li> <li>• Enhances Collagen Production</li> </ul>
 12006 AC OleaShield	Lactobacillus & Olea Europaea (Olive) Fruit Water & Lactobacillus Ferment	Harnessing the power of Italian olive vegetation water, this biofermented extract promotes cellular detoxification.	<ul style="list-style-type: none"> <li>• Upcycled</li> <li>• Detoxification</li> <li>• Cellular Reparation</li> </ul>
 12048 AC Skinmuni-Tea	Water & Lactobacillus & Camellia Sinensis Leaf Extract & Lactobacillus Ferment	Biofermented matcha tea that supports the mind-skin connection by balancing the skin's microbiome and promoting a calm well being.	<ul style="list-style-type: none"> <li>• Mood-Boosting</li> <li>• Strengthens Skin Immunity</li> <li>• Well-Aging Powerhouse</li> </ul>
 M14005 ProBiocin V™	Lactobacillus Ferment Lysate	Offers an optimized production method capturing bacteriocin peptides that promotes redness reduction and scalp moisturization.	<ul style="list-style-type: none"> <li>• Probiotic provenance</li> <li>• Redness reduction</li> <li>• Inhibits <i>Malassezia furfur</i></li> </ul>

# Sample Formulation

Trade Name	INCI Name	%	Vendor
<b>Phase A</b>			
DI Water	Water	78.65	
NatrlQuest E30	Trisodium Ethylenediamine Disuccinate	0.10	Innospec Performance Chemicals
<b>Phase B</b>			
USP-NF Glycerin	Glycerin	3.00	Archer-Daniels-Midland
Natrosol™ 250 HHR CS	Hydroxyethylcellulose	0.75	Ashland
<b>Phase C</b>			
<b>60202 AC ExoRoot</b>	<b>Water &amp; Chlorella Vulgaris Extracellular Vesicles &amp; Phospholipids &amp; Lactobacillus Ferment</b>	<b>2.00</b>	<b>Active Concepts, LLC</b>
<b>20653SFV AC Vegan Yogurt Hydrolysate SF</b>	<b>Cocos Nucifera (Coconut) Fruit Extract &amp; Lactobacillus Ferment</b>	<b>2.00</b>	<b>Active Concepts, LLC</b>
<b>22064 AC Water Kefir PHA</b>	<b>Water &amp; Opuntia Ficus-Indica Fruit Extract &amp; Lactobacillus Ferment</b>	<b>1.00</b>	<b>Active Concepts, LLC</b>
<b>12006 AC OleaShield</b>	<b>Lactobacillus &amp; Olea Europaea (Olive) Fruit Water &amp; Lactobacillus Ferment</b>	<b>1.00</b>	<b>Active Concepts, LLC</b>
<b>12048 AC Skinmuni-Tea</b>	<b>Water &amp; Lactobacillus &amp; Camellia Sinensis Leaf Extract &amp; Lactobacillus Ferment</b>	<b>2.00</b>	<b>Active Concepts, LLC</b>
<b>M14005 ProBiocin V™</b>	<b>Lactobacillus Ferment Lysate</b>	<b>4.00</b>	<b>Active Concepts, LLC</b>
<b>Phase D</b>			
Fragrance	Fragrance	0.50	Agilex Flavors and Fragrances, Inc.
TEGO® Solve 55 MB	Polyglyceryl-3 Caprate/Caprylate/Succinate (and) Propylene Glycol	5.00	Agilex Flavors and Evonik
<b>Phase E</b>			
DI Water	Water	0.00010	Local
Citric Acid Anhydrous	Citric Acid	0.00010	Cargill Inc.
<b>Formulation Guidelines</b>			

1. Phase A: Charge water to clean and sanitized beaker. Begin stirring at medium to high speed on overhead stirrer (400 -450 rpm). Add remaining Phase A ingredients under stirring.
2. Phase B: Create a pre-mix slurry of the HEC and glycerin by first adding the glycerin to a separate container, then sprinkling the HEC on top. Mix until uniform slurry is achieved. Add slurry slowly to main beaker and allow to hydrate. (1500 - 1800 rpm lab scale). Batch can be warmed to 40-45c at this stage to accelerate hydration of HEC.
3. Phase C: Once the HEC is fully hydrated, remove heat and cool <40c. Once temperature has cooled below 40 c, add ingredients of Phase C to main beaker one at a time with high speed stirring (1500 - 1800 rpm).
5. Phase D: Once the gel is uniform, create a pre-mix of Phase D ingredients by mixing the solubilizer and fragrance together in a separate container. Add slowly to main beaker with continuous high speed stirring. (1500 - 1800 rpm)
6. Phase E: Adjust pH within 5 - 5.5 with phase E as needed- slow additions necessary while checking









Scalp Synergy



Why We Love It  
Healthy scalp, stronger hair

# Illumi-Luxe Hair Cleanse

Illumi-Luxe Hair Cleanse is a luxurious toning formula that removes dullness, neutralizes yellow tones, and subtly enhances the natural brilliance of gray and white hair. With every wash, it adds weightless volume, infuses moisture, and amplifies silky shine – transforming daily cleansing into a sensory ritual that perfects tone, texture, and luminosity. Because vibrant, radiant hair is a reflection of care – this is purification, hydration, and luxury, all in one ritual.

Featured Active	INCI Name	Mechanism	Multifunctional Benefits
 16810 ACB Pisum Sativum Peptide	Pisum Sativum (Pea) Peptide	Pisum sativum is highly bioavailable, offering a potent solution for anti-aging haircare catered towards volumizing, hydration, and scalp health.	<ul style="list-style-type: none"> <li>• Hair Volume</li> <li>• Hair Pollution Protection</li> <li>• Hair Hydration</li> </ul>
 20963 AC PolyJackharides	Water & Artocarpus Heterophyllus Fruit Extract	Upcycled active working to provide moisturization to the skin, as well as hydrating and anti-frizz benefits to the hair.	<ul style="list-style-type: none"> <li>• Conditioning</li> <li>• Hydrating</li> <li>• Skin &amp; Hair Benefits</li> </ul>
 20611PF AC Foaming Wheat PF	Sodium Cocoyl Hydrolyzed Wheat Protein	Hydrolyzed wheat protein modified with sodium cocoyl moieties delivers mild, creamy foaming that gently lifts impurities while supporting barrier protection.	<ul style="list-style-type: none"> <li>• Smoothing</li> <li>• Hydrating</li> <li>• Enhanced Shine</li> </ul>
 M16008 Phytocide Lichen	2,3-Butanediol & Cladonia Rangiferina Extract	Derived from <i>Cladonia rangiferina</i> , an usnic acid-rich active that offers antioxidant protection and compatibility with anionic systems.	<ul style="list-style-type: none"> <li>• Conditioning</li> <li>• Antimicrobial</li> <li>• Antioxidant</li> </ul>
 60202 AC ExoRoot	Water & Chlorella Vulgaris Extracellular Vesicles & Phospholipids & Lactobacillus Ferment	Peptide-dense microalgae that supports biomarkers that help maintain scalp homeostasis and promote healthy hair growth signaling.	<ul style="list-style-type: none"> <li>• Promotes Hair Longevity</li> <li>• Supports Hairsan</li> <li>• Scalp Pro-Aging</li> </ul>
 21026 VioletBlonde Toner	Dipsacus Sylvestris Extract & Viola Tricolor Flower Juice & Lactobacillus Ferment Lysate Pisum Sativum (Pea) Starch	Wild teasel in <i>Viola tricolor</i> , rich in anthocyanins, helps neutralize brassiness and deeply hydrate strands, creating a natural blonde toner that enhances clarity and softness.	<ul style="list-style-type: none"> <li>• Anti-Brassiness</li> <li>• Anti- Yellow</li> <li>• Color Protection</li> </ul>

# Sample Formulation

Trade Name	INCI Name	%	Vendor
<b>Phase A</b>			
DI Water	Water	36.75	
Naternal Excel SGI	Guar Hydroxypropyltrimonium Chloride	0.45	Solvay
<b>Phase B</b>			
Decyl Glucoside	Decyl Glucoside & Water	7.00	Kraft Chemical
Calisoft AOS-40	Sodium C14-16 Olefin Sulfonate	15.00	Brenntag
Cocamidopropyl Betaine	Cocamidopropyl Betaine	17.00	Galaxy
Lipopeg 6000-DS	PEG-150 Distearate	0.30	Vantage
<b>Phase C</b>			
<b>16810 ACB Pisum Sativum Peptide</b>	<b>Pisum Sativum (Pea) Peptide</b>	<b>2.00</b>	<b>Active Concepts</b>
<b>20963 AC Polyjackharides</b>	<b>Water &amp; Artocarpus Heterophyllus Fruit Extract</b>	<b>2.00</b>	<b>Active Concepts</b>
<b>20611PF AC Foaming Wheat</b>	<b>Sodium Cocoyl Hydrolyzed Wheat Protein</b>	<b>2.00</b>	<b>Active Concepts</b>
<b>M16008 Phytocide Lichen</b>	<b>2,3-Butanediol &amp; Cladonia Rangiferina Extract</b>	<b>2.00</b>	<b>Active Micro Technologies</b>
<b>60202 AC ExoRoot</b>	<b>Water &amp; Chlorella Vulgaris Extracellular Vesicles &amp; Phospholipids &amp; Lactobacillus Ferment</b>	<b>2.00</b>	<b>Active Micro Technologies</b>
Hallstar EGDS	Glycol Distearate	5.00	Hallstar
<b>21026 VioletBlonde Toner</b>	<b>Dipsacus Sylvestris Extract &amp; Viola Tricolor Flower Juice &amp; Lactobacillus Ferment Lysate &amp; Pisum Sativum (Pea) Starch</b>	<b>5.00</b>	<b>Active Concepts</b>
<b>Phase D</b>			
Fragrance	Fragrance	1.50	Agilex
Polysorbate 20	Polysorbate 20	2.00	Vantage
<b>Phase E</b>			
Citric Acid	Citric Acid	50% Solution QS	Vantage
DI Water	Water	50% Solution QS	Vantage

### Formulation Guidelines:

1. In a clean and sanitized kettle add DI water and begin propellar mixing [200 - 300 rpm].
2. Moderately sprinkle in Naternal Excel to DI water with [300 - 400 rpm]. Increase speed as necessary. Mix until uniform and clump free.
3. Heat to 70 - 75C with prop mixing [300 - 400 rpm].
4. At 70 - 75C add phase B ingredients [200 - 300 rpm] to main kettle one by one in order given. Mix well after each addition. Maintain temperature at 70 - 75C.
5. At 70 - 75C add phase C ingredients [150 - 250 rpm] to main kettle one by one in order given with prop mixing and sweeps [150 - 250 rpm]. Mix well after each addition making sure ingredients are fully incorporated and Hallstar EGDS is completely dissolved [10 - 15 min]. Cool to 35 - 40C.
6. Add phase D premix to main kettle at 35 - 40C with propellar mixing and sweeps [200 - 300 rpm], batch will thin. Mix well until batch is uniform.



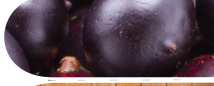





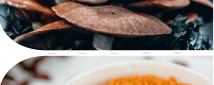



Illumi-Luxe Hair Cleanse



Why We Love It  
Pure tone, luminous shine

# Fortifying Hair Masque

Fortifying Hair Masque is an indulgent, intensive treatment that hydrates, strengthens, and supports natural hair growth. Rich and velvety, it reinforces the hair's natural structure from root to tip – improving resilience, reviving vitality, and leaving strands soft, supple, and luminously beautiful. Because strong, healthy hair is a reflection of care – this is hydration, strength, and luxury, all in one restorative ritual.

Featured Active	INCI Name	Mechanism	Multifunctional Benefits
 16558G Vegetable Ceramide G	Glycerin & Glycosphingolipids	Rice-derived ceramides mimic skin lipids to reinforce the barrier and lock in moisture for smoother, more resilient hair.	<ul style="list-style-type: none"> <li>• Anti-Inflammation</li> <li>• Hydrating</li> <li>• Moisture Retention</li> </ul>
 120998 AC Quaternized HYA SF	Water & Hydroxypropyltrimonium Hyaluronate & Lactobacillus Ferment	Cationic hyaluronic acid forms a lightweight, flexible film on hair and skin, boosting moisture retention, softness, and manageability without heavy buildup.	<ul style="list-style-type: none"> <li>• Conditioning</li> <li>• Rejuvenating</li> <li>• Hydrating</li> </ul>
 10414 Acai Sterols EFA	Euterpe Oleracea Sterols & Linoleic Acid & Oleic Acid & Linolenic Acid	Capable of improving the overall feel, hydration, and anti-frizz potential of hair care ingredients.	<ul style="list-style-type: none"> <li>• Enhances Overall Feel</li> <li>• Increases Glossiness</li> <li>• Improves Frizz</li> </ul>
 20031 AC Barrier Protect	Hordeum Distichon (Barley) Extract & Santalum Album (Sandalwood) Extract & Phellodendron Amurense Bark Extract	Sandalwood, Phellodendron bark, and barley comfort skin, support the barrier, and enhance moisture to hair.	<ul style="list-style-type: none"> <li>• Conditioning</li> <li>• Barrier Function</li> <li>• Hair Hydration</li> </ul>
 20742 Acquaseal® Coconut	Cocos nucifera (Coconut) Fruit Extract	This ingredient endows the skin with a silky texture without the feel of a greasy residue.	<ul style="list-style-type: none"> <li>• Conditioning</li> <li>• Hydrating</li> <li>• Anti-Dryness</li> </ul>
 20831 ProCutiGen® Hold	Phyllostachys Bambusoides Extract & Leuconostoc/Radish Root Ferment Filtrate	Bivalent cationic lipopeptide that self-assembles into a neo-cuticle to retain style while offering protection from harsh styling treatments.	<ul style="list-style-type: none"> <li>• Hair style retention</li> <li>• Protects and strengthens hair</li> <li>• ProBonding</li> </ul>
 20963 AC PolyJackharides	Water & Artocarpus Heterophyllus Fruit Extract	Upcycled active capable of providing moisturization to the skin, as well as hydrating and anti-frizz benefits to the hair.	<ul style="list-style-type: none"> <li>• Conditioning</li> <li>• Hydrating</li> <li>• Skin &amp; Hair Benefits</li> </ul>
 16925 PhytoCycle® Orange	Water & Citrus Aurantium Dulcis (Orange) Fruit Extract & Lactobacillus Ferment	An upcycled solution for hair hydration, humidity, and antioxidant protection.	<ul style="list-style-type: none"> <li>• Conditioning</li> <li>• Moisturizing</li> <li>• Antioxidant</li> </ul>
 16916 Mycofuse™ Protect	Water & Lentinus Edodes Mycelium Extract & Lactobacillus Ferment	Optimizes attributes of mycelium to shield hair strands from damaging effects of heat and visible damage from chemical processes.	<ul style="list-style-type: none"> <li>• Improves hair strength</li> <li>• Hair pollution protection</li> <li>• Prevents thermal damage</li> </ul>
 20977 AC Vegan Keratin SF	Water & Lens Esculenta (Lentil) Seed Extract & Hydrolyzed Cicer Seed Extract & Chenopodium Quinoa Seed Extract & Lactobacillus Ferment	Offers a biomimetic and vegan alternative to hydrolyzed keratin protein.	<ul style="list-style-type: none"> <li>• Antioxidant</li> <li>• Rejuvenating</li> <li>• Revitalizing</li> </ul>
 60202 AC ExoRoot	Water & Chlorella Vulgaris Extracellular Vesicles & Phospholipids & Lactobacillus Ferment	Amino acid-rich microalgae that supports biomarkers that help maintain scalp homeostasis and promote healthy hair.	<ul style="list-style-type: none"> <li>• Promotes Hair Longevity</li> <li>• Supports Hairsan</li> <li>• Scalp Pro-Aging</li> </ul>
 M15031 Leucidal SF Max Powder	Lactobacillus Ferment	Through optimized fermentation, this ingredient delivers broad-spectrum antimicrobial benefits.	<ul style="list-style-type: none"> <li>• Natural Antimicrobial</li> <li>• Moisturizing</li> <li>• Conditioning</li> </ul>

# Sample Formulation

Trade Name	INCI Name	%	Vendor
<b>Phase A</b>			
DI Water	Water	43.60	
NatrlQuest E30	Trisodium Ethylenediamine Disuccinate	0.30	Innospec
Naternal Excel SGI	Guar Hydroxypropyltrimonium Chloride	1.00	Solvay
Citric Acid	Citric Acid	0.10	Cargill
<b>Phase B</b>			
<b>16558G Vegetable Ceramide G</b>	<b>Glycerin &amp; Glycosphingolipids</b>	<b>3.00</b>	<b>Active Concepts</b>
Hydrolite® 5 green MB	Pentylene Glycol	2.00	Chemspire / Symrise
Zemea	Propanediol	2.00	Essent. Ingrid / Primient
Ammonyx Cetac-30	Cetrimonium Chloride	1.00	Stepan
Betaine	Betaine	1.00	Danisco
<b>I20998 AC Quaternized HYA SF</b>	<b>Water &amp; Hydroxypropyltrimonium Hyaluronate &amp; Lactobacillus Ferment</b>	<b>0.50</b>	<b>Active Concepts</b>
Panthenol	Panthenol	0.50	Essential Ingredients
<b>Phase C</b>			
Cetyl Esters NF	Cetyl Esters	3.00	Rita
Rita Cetearyl Alcohol 50/50	Cetearyl Alcohol	2.00	Rita
Varisoft BT 85 Pellets J	Behentrimonium Chloride	3.50	Evonik
Sweet Almond Oil	Prunus Amygdalus Dulcis (Sweet Almond) Oil	3.00	Arista
<b>10414 Acai Sterols EFA</b>	<b>Euterpe Oleracea Sterols &amp; Linoleic Acid &amp; Oleic Acid &amp; Linolenic Acid</b>	<b>1.00</b>	<b>Active Concepts</b>
Citropol DE-4	Bis-Polycitronellyl Succinate	3.00	P2 Science
<b>20031 AC Barrier Protect</b>	<b>Hordeum Distichon (Barley) Extract &amp; Santalum Album (Sandalwood) Extract &amp; Phellodendron Amurense Bark Extract</b>	<b>1.00</b>	<b>Active Concepts</b>
<b>ABS Avocado Butter Oil</b>	<b>OilTheobroma Cacao (Cocoa) Seed Butter(+) &amp; Persea Gratissima (Avocado)</b>	<b>1.00</b>	<b>Active Concepts</b>
AminoSensyl HC	Brassica Alcohol (and) Brassicyl Valinate Esylate	5.00	Inolex
<b>20742 Acquaseal® Coconut</b>	<b>Cocos Nucifera (Coconut) Fruit Extract</b>	<b>3.00</b>	<b>Active Concepts</b>
<b>Phase D</b>			
<b>20831 ProCutigen® Bond</b>	<b>Phyllostachys Bambusoides Extract &amp; Leuconostoc/Radish Root Ferment Filtrate</b>	<b>2.00</b>	<b>Active Concepts</b>
<b>20963 AC PolyJackharides</b>	<b>Water &amp; Artocarpus Heterophyllus Fruit Extract</b>	<b>2.00</b>	<b>Active Concepts</b>
<b>16925 PhytoCycle® Orange</b>	<b>Water &amp; Citrus Aurantium Dulcis (Orange) Fruit Extract &amp; Lactobacillus Ferment</b>	<b>2.00</b>	<b>Active Concepts</b>
<b>16916 Mycofuse Protect</b>	<b>Water &amp; Lentinus Edodes Mycelium Extract &amp; Lactobacillus Ferment</b>	<b>1.00</b>	<b>Active Concepts</b>
<b>20977 AC Vegan Keratin SF</b>	<b>Water &amp; Lens Esculenta (Lentil) Seed Extract &amp; Hydrolyzed Cicer Seed Extract &amp; Chenopodium Quinoa Seed Extract</b>	<b>1.00</b>	<b>Active Concepts</b>
<b>60202 AC ExoRoot</b>	<b>Water &amp; Chlorella Vulgaris Extracellular Vesicles &amp; Phospholipids &amp; Lactobacillus Ferment</b>	<b>5.00</b>	<b>Active Concepts</b>
<b>M15031 Leucidal SF Max Powder</b>	<b>Lactobacillus Ferment</b>	<b>1.00</b>	<b>Active Micro Technologies</b>
DI Water	Water	5.00	

### Formulation Guidelines

1. Add A items one by one in order given. Mix well after each addition making sure all items are dispersed and clump free.
2. Add B items one by one in order given to main tank while heating to 75-80C. Mix well after each addition making sure all solids are dissolved (500 - 600 rpm).
3. Combine C items in a separate container. Heat to 75-80C and mix until all solids are melted - will remain opaque. Add to main tank at 75-80C at ~600 - 700 rpm). Mix well until smooth and uniform for 15 min. Then homogenize for 1-2 min (4000-4500 rpm) at 75-80C. Return to regular propellar mixing at 600 rpm and cool to 40-45C.
4. Add D items one by one in order given to main tank at 40-45C. Mix well after each addition making sure batch is uniform. Dissolve SF Max powder in Water before adding to batch. Check pH and if no pH adjustment is required cool to 30-35C and homogenize 1-2 min at ~3,500 rpm until batch is slightly thicker and uniform. Stop mixing, let batch stand to cool.



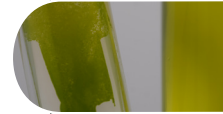
Fortifying Hair Masque



Why We Love It  
Strength from within

# Hair-Dew Elixir

Hair-Dew Elixir is a lightweight serum that tames frizz, protects against heat, and enhances luminous shine. Infused with nurturing ingredients, it smooths and softens each strand while supporting healthy hair growth — leaving hair silky, polished, and alive with vitality. Because radiant, resilient hair is a reflection of care — this is anti-frizz, protection, and brilliance, all in one luxurious drop.



Featured Active	INCI Name	Mechanism	Multifunctional Benefits
16882 Phytofuse Rejuvenate®	Salvia Hispanica Seed Extract	Derived from cold-pressing seeds for oil, this ingredient minimizes waste through a Cradle to Cradle approach while providing moisturization and sensorial function.	<ul style="list-style-type: none"> <li>Moisturizing</li> <li>Antioxidant</li> <li>Enhances Hair Shine</li> </ul>
106912 VegeaSilk	Yeast Amino Acids	Yeast-derived amino acids rich in serine, alanine, and glycine mimic silk proteins to smooth, hydrate, and add shine while reducing frizz—a sustainable, vegan alternative.	<ul style="list-style-type: none"> <li>Promotes Hair Hydration</li> <li>Reduces Frizz</li> <li>Increases Shine</li> </ul>
600202 AC ExoRoot	Water & Chlorella Vulgaris Extracellular Vesicles & Phospholipids & Lactobacillus Ferment	Amino acid-rich microalgae that supports biomarkers that help maintain scalp homeostasis and promote healthy hair growth signaling.	<ul style="list-style-type: none"> <li>Promotes Hair Longevity</li> <li>Supports Hairspan</li> <li>Scalp Pro-Aging</li> </ul>
16883 AC Vegan Kerazyme Protect	Bambusa Arundinacea Leaf Extract & Trametes Versicolor Extract & Hydrolyzed Corn Protein & Hydrolyzed Wheat Protein & Hydrolyzed	Bamboo leaf, Trametes versicolor, and hydrolyzed plant proteins help seal the cuticle to defend against heat and pollution while slowing color fade for stronger, glossier hair.	<ul style="list-style-type: none"> <li>Color Protection</li> <li>Thermal Protection</li> <li>Pollution Protection</li> </ul>
M15019MAX Leucidal® SF MAX	Lactobacillus Ferment	Through optimized fermentation, this ingredient delivers broad-spectrum antimicrobial benefits.	<ul style="list-style-type: none"> <li>Natural Antimicrobial</li> <li>Moisturizing</li> <li>Conditioning</li> </ul>
20742 Acquaseal® Coconut	Cocos nucifera (Coconut) Fruit Extract	This ingredient endows the skin with a silky texture without the feel of a greasy residue.	<ul style="list-style-type: none"> <li>Conditioning</li> <li>Hydrating</li> <li>Anti-Dryness</li> </ul>

# Sample Formulation

Trade Name	INCI Name	%	Vendor
<b>Phase A</b>			
Water	Water	66.85	
NatriQuest E30	Trisodium Ethylenediamine Disuccinate	0.100	Innospec Performance Chemicals
Hydrolite® 5 Gree	Pentylene Glycol	3.00	Symrise
<b>Phase B</b>			
Zemea® Propanediol	Propanediol	5.00	Primient Covation/DuPont Tate & Lyle
Tylose® HS 100000 YP2	Hydroxyethylcellulose	0.50	SE Tylose (Shin-Etsu)
<b>Phase C</b>			
Cetearyl Alcohol 50/50	Cetearyl Alcohol	3.00	Rita
Cetyl Esters Wax NF	Cetyl Esters	1.50	Rita
Dermofeel® NC MB	Polyglyceryl-3 Distearate (and) Glyceryl Stearate Citrate	4.00	Evonik
<b>20742 Acquaseal® Coconut</b>	<b>Cocos Nucifera (Coconut) Fruit Extract</b>	<b>3.00</b>	<b>Active Concepts, LLC</b>
MCT-Medium Chain Triglyceride	Caprylic/Capric Triglyceride	3.00	Kraft Chemicals
<b>Phase D</b>			
Water	Water	3.00	Local
<b>16882 Phytofuse Rejuvenate®</b>	<b>Salvia Hispanica Seed Extract</b>	<b>0.25</b>	<b>Active Concepts, LLC</b>
<b>Phase E</b>			
<b>16912 VegeaSilk</b>	<b>Yeast Amino Acids</b>	<b>2.00</b>	<b>Active Concepts, LLC</b>
<b>60202 AC ExoRoot</b>	<b>Water &amp; Chlorella Vulgaris Extracellular Vesicles &amp; Phospholipids &amp; Lactobacillus Ferment</b>	<b>2.00</b>	<b>Active Concepts, LLC</b>
<b>16883 AC Vegan Kerazyme Protect</b>	<b>Bambusa Arundinacea Leaf Extract &amp; Trametes Versicolor Extract &amp; Hydrolyzed Corn Protein &amp; Hydrolyzed Wheat Protein &amp; Hydrolyzed Soy Protein</b>	<b>0.50</b>	<b>Active Concepts, LLC</b>
<b>M15019MAX Leucidal® SF MAX</b>	<b>Lactobacillus Ferment</b>	<b>2.00</b>	<b>Active Micro Technologies, LLC</b>
Fragrance	Fragrance	0.30	Agilex Flavors and Fragrances, Inc.
<b>Phase F</b>			
Water	Water	0.00010	Local
Citric Acid Anhydrous	Citric Acid	0.00010	Cargill Inc.

**Formulation Guidelines:**

- In a main beaker, combine Phase A ingredients one at a time. Mix using a silverson with fine emulsor screen at 1500-2000 rpm while heating to 80-85C.
- In a separate container, add zemea and HEC to make a slurry. Add slurry to Phase A with continuous fine emulsor screen mixing [2500-3000 rpm].
- In a separate container, combine Phase C ingredients and heat to 85-90C with continuous mixing using a magnetic stir bar.
- Once Phase AB and Phase C reaches 80-85C, slowly pour Phase C into Phase AB with continuous fine emulsor silverson mixing at 3500-4000 rpm. Maintain temperature at 80-85C for 5 minutes with continuous mixing.
- After 5 minutes, allow Phase ABC to cool to 40-45C with continuous fine emulsor silverson mixing at 3000-3500 rpm.
- at 40-45C, add Phase D into Phase ABC with continuous fine emulsor silverson mixing at 3000-3500 rpm. May increase speed as viscosity increases. Mix until homogeneous.
- In a separate container, combine Phase D and mix using a magnetic stir bar. Add Phase D to Phase ABC with continuous mixing.
- Once batch reaches 45-50C, Add Phase D into batch and mix with fine emulsor silverson at 3000-3500 rpm until homogeneous.
- Once batch reaches 40-45C, add Phase E ingredients one at a time with continuous fine emulsor screen mixing [3000-3500 rpm].
- Once batch is homogeneous adjust pH using Phase F to 5.00 (approx 0.068%).
- Continue mixing and cooling until batch reaches 25-30C.







Hair-Dew Elixir



Why We Love It  
Weightless nourishment

# Environmental Defense Mist

Environmental Defense Mist is a lightweight, protective veil that guards against pollution, humidity, and daily environmental stressors, while leaving behind a beautifully lasting scent. Infused with restorative ingredients, it revitalizes and softens strands while supporting natural hair growth – the final touch in a ritual that preserves brilliance and resilience. Because protected, vibrant hair is a reflection of care – this is defense, nourishment, and indulgence, all in one finishing ritual.

Featured Active	INCI Name	Mechanism	Multifunctional Benefits
 M11001 FortiCulture Coconut	Water & Cocos Nucifera (Coconut) Fruit Extract & Saccharomyces Ferment Filtrate	Standardized for lipopeptide content, this ingredient mimics cellular signaling to release AMPs, boosting the skin barrier and reducing the signs of aging.	<ul style="list-style-type: none"> <li>Natural Antimicrobial</li> <li>Anti-Aging</li> <li>Barrier Boosting</li> </ul>
 12053 AC Pina Colloida	Water & Saccharomyces Hydrolyzed Pineapple Fruit Crown Extract Ferment Filtrate & Lactobacillus Ferment	Pineapple crown-derived biopolymers and yeast polysaccharides form a breathable film that boosts hydration while helping shield skin and hair from pollution, UV, and heat stress.	<ul style="list-style-type: none"> <li>Anti-Pollution</li> <li>Moisturization</li> <li>Enhances Hair Shine</li> </ul>
 60202 AC ExoRoot	Water & Chlorella Vulgaris Extracellular Vesicles & Phospholipids & Lactobacillus Ferment	Amino acid-rich microalgae that supports biomarkers that help maintain scalp homeostasis and promote healthy hair growth signaling.	<ul style="list-style-type: none"> <li>Promotes Hair Longevity</li> <li>Supports Hairspan</li> <li>Scalp Pro-Aging</li> </ul>
 20831 ProCutigen® Hold	Phyllostachys Bambusoides Extract & Leuconostoc/Radish Root Ferment Filtrate	Bivalent cationic lipopeptide that self-assembles into a neo-cuticle to retain style while offering protection from harsh styling treatments.	<ul style="list-style-type: none"> <li>Hair style retention</li> <li>Protects and strengthens hair</li> <li>ProBonding</li> </ul>

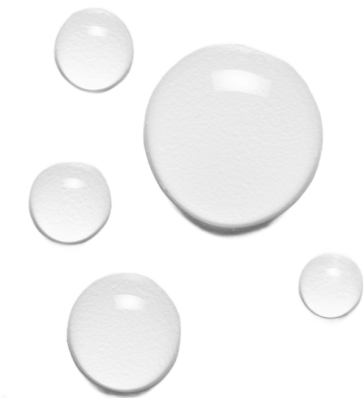
# Sample Formulation

Trade Name	INCI Name	%	Vendor
<b>Phase A</b>			
Water	Water	84.60	
<b>M11001 FortiCulture Coconut</b>	<b>Water &amp; Cocos Nucifera (Coconut) Fruit Extract &amp; Saccharomyces Ferment Filtrate</b>	<b>1.00</b>	<b>Active Micro Technologies, LLC</b>
<b>Phase B</b>			
Zemea® Propanediol	Propanediol	4.00	Primient Covation/DuPont Tate & Lyle
MiruStyle™ X-HP	Sodium Laneth-40 Maleate/Styrene Sulfonate Copolymer (and) Water (Aqua)Cell Extract	1.00	Croda Inc.
Poly Suga®Mulse D9	Sorbitan Oleate Decylglucoside Crosspolymer	1.00	Colonial Chemical Inc.
<b>Phase C</b>			
<b>12053 AC Pina Colloida</b>	<b>Water &amp; Saccharomyces/Hydrolyzed Pineapple Fruit Crown Extract Ferment Filtrate &amp; Lactobacillus Ferment</b>	<b>2.00</b>	<b>Active Concepts, LLC</b>
<b>60202 AC ExoRoot</b>	<b>Water &amp; Chlorella Vulgaris Extracellular Vesicles &amp; Phospholipids &amp; Lactobacillus Ferment</b>	<b>2.00</b>	<b>Active Concepts, LLC</b>
<b>20831 ProCutigen® Hold</b>	<b>Phyllostachys Bambusoides Extract &amp; Leuconostoc/Radish Root Ferment Filtrate</b>	<b>1.00</b>	<b>Active Concepts, LLC</b>
<b>Phase D</b>			
Symbio®solv clear plus MB	Caprylyl/Capryl Glucoside (and) Aqua (and) Sodium Cocoyl Glutamate (and) Glyceryl Caprylate (and) Citric Acid (and) Polyglyceryl-6 Oleate (and) Sodium Surfactin	3.00	Evonik Industries
Fragrance	Fragrance	0.40	Agilex Flavors and Fragrances, Inc.
<b>Phase E</b>			
Water	Water	.00010	Local
Sodium Hydroxide NF	Sodium Hydroxide	.00010	Chemtrade Logistics

### Formulation Guidelines

- In a main Kettle add Phase A in order, start propeller mixing (300-400rpm) and mix until uniform.
- Once uniform add Phase B, one by one, while mixing, mix until uniform.
- Once uniform add Phase C, one by one, while mixing, mix until uniform. Solution will be hazy.
- In a separate container add Phase D and mix until uniform.
- Once Phase D pre-mix is uniform, add Phase D mixture to Phase ABC while mixing, mix until uniform. Solution should become clear with slight haze after this addition.
- Once uniform, check specifications and drop into appropriate storage container.

Environmental Defense Mist



Why We Love It  
Protection that preserves



*Stay in Touch!*

@activeconceptsglobal



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# HAIRSPAN

LONGEVITY DEFINED

