

hair care

rituals

Personal Care

AAK

embrace
the wave
in natural
hair care

Did you know?

Consumers seeking products for textured hair rank ingredients as the top purchasing consideration with 54% citing shea as the most desirable.

Shea butter has long been used as a natural hair moisturiser by the women in the rural African communities where the kernels are harvested. Read about the work AAK does in the region to support and empower local women on aakpersonalcare.com/sustainability.

Source: Phoenix Marketing International

Whether it's embracing naturally kinky hair, working a wave or giving straight hair a helping hand with one of the new digital perms popularised in Asia, the trend for coils, curls and waves is growing. Fashion catwalks are awash with different takes on the look, ranging from loose and beachy to controlled and sophisticated and voluminous and wild.

Like the people who rock them, curls come in all shapes and sizes and can behave unexpectedly! Consumers with textured hair make up 60% of the global population and spend on average 20% more on hair care products as they seek out customised products to tame, define and enhance their unique hair type.

Sources: Mintel, Euromonitor, Texture Media Phoenix Marketing International

Learn
More!

Visit aakpersonalcare.com
for more on how to meet
this hair care trend



‘cuz it’s all about them curlz!

Embracing one’s natural texture may be ‘in’, but fretting over frizz never goes out of style. So, the name of the game is always ‘tame’. Curly hair is more fragile and prone to dryness, tangles and breakage, so consumers look for specialised formulations which are safe, natural and proven effective – just like the ones illustrated here.

Our ‘shea-liciously’ superior emollient ingredients are not only highly stable, sustainable and mild, but also shown to outperform synthetic and placebo benchmarks at reducing combing force and breakage when hair is wet and most vulnerable. In fact, they’re so fabulously versatile and super-easy to get along with that we’ve affectionately renamed them a ‘curl’s best friend’!

Be inspired by our deeply nourishing conditioner, styling and defining creams and get ahead of the curve when it comes to giving style-conscious consumers exactly what they’re looking for – gorgeous, manageable hair with respect for Mother Nature!

Deep Nourishing Conditioning Treatment

Detangle, smooth and add body and bounce to both natural and processed hair through a blend of AAK emollients that delivers excellent wet combing force reduction and delightfully creamy aesthetics.

Deep Nourishing Conditioning Treatment

(Rinse-off)

Formulation benefits:

Lipex L'sens and Lipex SheaLight, alone or in combination, offer a sustainable alternative to synthetic emollients, such as dimethicone and mineral oil. When used together, the two ingredients ensure optimal deposit of high and low viscosity polar lipids on individual hair strands, thereby:

- improving lubrication and mimicking the hair's natural protection mechanism to aid detangling
- minimising interaction of individual hair strands by reducing force of friction, leading to healthier hair movement

Lipex L'sens helps transform the translucent appearance of the emulsion into a creamier texture. The addition of Lipex SheaLiquid TR improves emolliency without viscosity and contributes anti-frizz properties and lubrication to the hair.

See **NEW** study on reducing wet combing force on page 13

Formula AAK-16-270	%
Cetearyl Alcohol	4.50
Lipex L'sens™	3.00
Lipex SheaLight™	3.00
Lipex SheaLiquid™ TR	2.00
Glycerin	2.50
Behentrimonium Methosulphate	2.50
Phenoxyethanol	0.90
Silicone Quaternium-16 (and) Undeceth-11 (and) Undeceth-5 (and) Butyloctanol (and) Iodopropynyl Butylcarbamate	0.90
Parfum (and) Benzyl Salicylate (and) Limonene	0.35
Disodium EDTA	0.20
Ethylhexylglycerin	0.10
Citric Acid	q.s.
Aqua	q.s.

Curl Defining Styling Cream

Tame, define and moisturise curly or kinky hair with a blend of AAK emollients that adds body, reduces frizz and keeps individual curls intact for a beautifully manageable result.

Curl Defining Styling Cream

(Leave-in)

Formulation benefits:

The combination of Lipex SheaLiquid TR and Lipex L'sens benefits hair strand alignment and smoothness, helping to:

- control and calm thick, coarse and unruly hair
- optimise curl definition
- provide anti-frizz action

Lipex L'sens helps transform the translucent appearance of the emulsion into a creamier texture. The addition of Lipex SheaLiquid TR improves emolliency without viscosity and contributes anti-frizz properties and lubrication to the hair.

Formula AAK-16-271	%
Cetearyl Alcohol	3.75
Lipex SheaLiquid™ TR	3.00
Lipex L'sens™	2.00
Glyceryl Stearate	1.50
PEG-100 Stearate	1.50
Phenoxyethanol	0.90
Ceteareth-20	0.80
Behentrimonium Methosulphate	0.75
Parfum (and) Benzyl Salicylate (and) Limonene	0.20
Cetrimonium Chloride	0.20
Disodium EDTA	0.20
Ethylhexylglycerin	0.10
Citric Acid	q.s.
Aqua	q.s.

Lightweight Wave Defining Cream

Shape, smooth and moisturise wavy or curly hair with a blend of AAK emollients that makes hair feel smooth and weightless without the use of silicones.

Lightweight Wave Defining Cream (Leave-in)

Formulation benefits:

The combination of Lipex SheaLight and Lipex SheaLiquid TR ensures a lightweight but highly moisturising conditioning and smoothing effect on hair with a natural wave or kink:

- Lipex SheaLight is a unique, high spreading, low viscosity emollient ester which is ideal as a sustainable silicone alternative when creating lightweight styling and conditioning formulations
- Lipex SheaLiquid TR provides body and texture to the formulation, ensuring rich emolliency without viscosity and contributing anti-frizz properties

Formula AAK-16-272	%
Cetyl Alcohol	3.00
Lipex SheaLight™	3.00
Lipex SheaLiquid™ TR	1.00
Glycerin	1.00
Phenoxyethanol	0.90
Acrylates C10-30 Alkyl Acrylate Crosspolymer	0.45
Parfum (and) Benzyl Salicylate (and) Limonene	0.20
Disodium EDTA	0.20
Ethylhexylglycerin	0.10
Sodium Hydroxide	q.s.
Aqua	q.s.

'Shea-heaven' for hair care formulations

Safe, functional and biodegradable emollients for creating more natural weigh-down/anti-frizz conditioning and styling formulas



Lipex SheaLight™

INCI (EU): *Shea Butter Ethyl Esters*

Eco-designed liquid shea butter ester

Main action: softening, light, high spreading

- Light, silky soft sensory profile
- Low viscosity, high polarity

Lipex SheaLiquid™ TR

INCI (EU): *Butyrospermum Parkii Butter (or) Butyrospermum Parkii Oil*

Fluid shea oil with a fully traceable supply chain. Find out more about the journey from the shea collecting women in West Africa to final formulations at aakpersonal.com/sustainability

Main action: moisturising, softening, conditioning

- Gives rich emolliency without viscosity
- Contributes anti-frizz properties

Lipex L'sens™

INCI (EU): *Soybean Glycerides (and) Butyrospermum Parkii Butter Unsaponifiables*

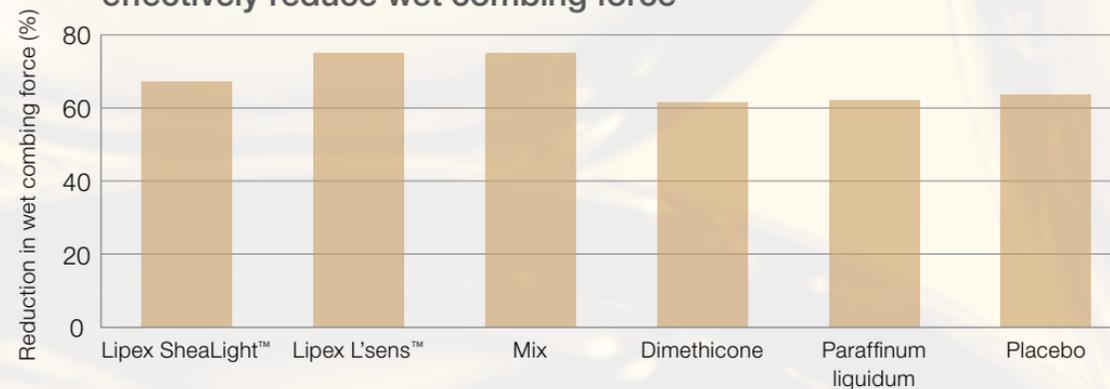
Highly polar, semi-solid soft emollient

Main action: wet detangling, moisturising, texturising

- Excellent in vitro wet combing force reduction and detangling properties compared with synthetic placebo and benchmarks
- Offers lanolin-like properties with respect to touch, structure, gloss, film-building and water absorbing capacities, which can be a benefit when formulating specialised styling and treatment products for textured hair
- Ideal for creating natural conditioning hair and scalp treatments

new study!

Lipex L'sens™ and Lipex SheaLight™ effectively reduce wet combing force



In vitro efficacy study of Lipex emollients versus synthetic and placebo benchmarks in rinse-off conditioners. "Mix" is a 1:1 blend of Lipex SheaLight and Lipex L'sens.



farewell
frizz! hello
curls!

Embrace
the wave!

Visit
aakpersonalcare.com
for all you need
to get started



enhancing
the power
of nature

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