



Multifunctional Hair Hero: FARMAL™ MS 6822

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PRODUCT/SERVICE BACKGROUND INFORMATION

Today's hair care market is dominated by products for daily use with multifunctional like shampoos, conditioners, and stylers. Based on an Innova survey, consumers are willing to invest in effective hair solutions and 60% of consumers globally prefer one product over multiple products and steps. Five highly praised functions in hair care are moisturizing/hydrating, repair and strengthen, anti-frizz, softening and shine. The functions have been associated with synthetic conditioning polymers. However, today's climate wants more natural, functional ingredients, leaving formulators questioning: Can plant-based ingredients achieve the performance of traditional conditioning polymers?

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

FARMAL™ MS 6822 (INCI: Sodium Hydroxypropyl Starch Phosphate) is the solution for delivering haircare performance comparable to traditional conditioning polymers, while meeting consumer's demand for natural and functional ingredients. Derived from a natural, non-GMO, readily biodegradable plant-based starch, this multifunctional polymer enhances texture and sensory experience in cleansing products while being gentle on hair.

HOW WILL THIS NEW PRODUCT/SERVICE IMPACT THE INDUSTRY (BENEFITS)?

FARMAL™ MS 6822 will impact the haircare industry by delivering a naturally derived alternative to traditional conditioning polymers with effective haircare performances. To analyze its functionality, a sulfate-free shampoo formula containing the polymer was compared to a control formula without it by a third-party research firm. Results showed that FARMAL™ MS 6822 improved wet combing by 108% and dry combing by 56%, boosted glossiness by 65%, reduced friction by 51% for smoother feel, and increased hair strength by 129%. These performances show that FARMAL™ MS 6822, a naturally derived polymer, delivers multifunctional haircare benefits, making a positive impact on the beauty industry.