



Ingredion Beauty & Home

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Reimagine hair styling with plant-based ingredients

PRODUCT/SERVICE BACKGROUND INFORMATION

In hair styling applications, meeting this need for efficacy and natural ingredients is important – especially in products that can achieve soft, long-lasting curls without synthetic film-forming ingredients. By helping to coat the hair, film-forming polymers are a workhorse ingredient for hair styling products. Our gums and biopolymers offer high curl retention performance in 90% relative humidity with conditioning benefits for a soft, polished look.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

PENCARE™ DP 1015 (INCI: Starch Hydroxypropyltrimonium Chloride), is a bio-based cationic polymer from upcycled, sustainable and non-GMO resources. It is suitable for rinse-off and leave-on hair care formulations, serves as an efficient silicone deposition aid that is easy to hydrate. It delivers conditioning performance in sulfate-free systems and curl retention in leave-on products.

FARMAL™ Konjac 1310 (INCI: Glucomannan) is a high viscosity gelling agent with unique suspension capabilities and film forming properties. Its high curl retention and flexible gel structure is great for a soft curl that holds on to all kinds of hair.

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

The growth of nature-based hair care products outpaced the performance of the overall global hair care industry. However, high performance has been associated with synthetic deposition and conditioning polymers that do not support free-from label claims.

PENCARE DP 1015, FARMAL Konjac 1310 and other plant-based biopolymers offer formulators a solution that can fill this performance gap. The plant-based deposition ingredient is built on a novel, patented cationic biopolymer, helping formulators achieve both sensory and conditioning performance – as well as product differentiation.