



P2 Science, Inc.

www.p2science.com

Silicone-Free Heat Protection

PRODUCT/SERVICE BACKGROUND INFORMATION

Hair can be damaged by repeat exposure to heat through styling. To prevent damage, many styling products utilize silicones and other oils to protect the hair cuticle while improving the look and feel of the hair itself. Silicones are widely used in this area for their silky, non-greasy feel and appearance on the hair. As brands look to improve the sustainability and biodegradability profile of their products, they are moving away from silicones and petrochemicals. P2 Science can offer clear, colorless and odorless polymers derived from natural feedstocks and made using green chemistry that protect the hair from heat while providing the same look and feel as silicones.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

P2 Science's patented Citropol platform made from green chemistry and green engineering offers high-performance alternatives to silicones and other cosmetic ingredients. Our Polycitronellol can effectively replace Dimethicone in formulation and improve the heat protection on hair at 450F.

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

Citropol polymers can effectively improve the sustainability, biodegradability, and carbon footprint of a brand, while providing superior heat protection on hair.