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Chemyunion presents a biotechnological active that delivers immediate repair of up to 97% of split ends

CHEMYUNION INC

chemyunion.com

PRODUCT/SERVICE BACKGROUND INFORMATION

Every day at Chemyunion we create and develop sustainable and innovative ingredients, aligned with market trends, for the personal care, health and home care sectors. Our advanced capabilities in delivery systems, organic synthesis, peptides and plant extraction provide maximum efficacy and safety to each ingredient, while adding perceived value to our clients' formulas, and their consumers, through relevant brands around the world. Through the adoption of sustainable processes such as Supercritical CO₂ and Biotechnology, Chemyunion follows the precepts of green chemistry that are globally recognized under the principles of Sustainability. Discover how easy it is to innovate with Chemyunion.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

Chemyunion presents a biotechnological active that delivers immediate repair of up to 97% of split ends. Combining pullulan, trehalose, arginine, and lactic acid, it forms a bioadhesive and flexible film that seals and strengthens the hair fiber, protecting it from future damage. With long-lasting effects for up to 48 hours, this innovation represents a major breakthrough in hair repair. Hidrahair® Seal SE MB reaffirms Chemyunion's commitment to science-based, sustainable technologies, offering consumers smoother, stronger, and shinier hair without the need for trimming.

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

A biotechnological ingredient developed to repair split ends, offering a complete treatment for damaged hair. Hidrahair® Seal SE MB is set to transform the hair care industry by offering an immediate and long-lasting solution for split end repair, a key consumer concern. This ingredient combines efficacy, sustainability, and sensory performance. Unlike conventional treatments, it forms a bioadhesive film that protects against future damage while reducing breakage and frizz. This innovation enables brands to deliver visible results, longer-lasting beauty, and eco-conscious formulations, elevating performance standards in hair care.