

Holistic Skin Care and Hair Care with Sino Lion's Earthsaver ™ Toolbox

Sino Lion USA

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PRODUCT/SERVICE BACKGROUND INFORMATION

Sino Lion takes a holistic approach to both Skin Care and Hair Care with its Earthsaver™ toolbox. For Skin Care, this means to take care of the various needs of the skin from the top to the bottom: ranging from maintaining a balanced microbiome on the top layer of the stratum corneum, to super-mild cleansing on the surface of the stratum corneum, followed by a) moisturizing both superficially and via internal circulation through epidermis and dermis, b) anti-aging, even-toning and sensory technology via further down layers through the dermis. For Hair Care, this means to take care of the various needs of the hair and scalp together: ranging from properly cleansing and conditioning the hair shaft with mild and sulfate-free shampoos and silicone-free conditioners, to maintaining a balanced microbiome/flora on the top layer of the scalp, followed by a) properly cleansing and conditioning the scalp, b) moisturizing by treating the root cause of dry scalp and soothing the scalp through the epidermis and dermis of the scalp; c) reducing scalp itch, irritation, sensitivity and excessive oil/sebum, d). preventing scalp aging through the dermis layer of the scalp, and e) preventing hair loss through the bottom of the hair follicle in follicle matrix and hair bulb layers.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

We are introducing our Earthsaver™ Toolbox for Holistic Skin and Hair Care: 1). Postbiotics BIOYOUNG™ BFL (Bifida Ferment Lysate), LFL (Lactobacillus Ferment Lysate) and FGL (Biosaccharide Gum-1); 2). super-mild 100% NOI COSMOS-approved surfactant EVERSOFT™ UCS-40S (Sodium Cocoyl Glutamate) and EVERSOFT ™ ACS series (Sodium Cocoyl Alaninate) for mild cleansing for skin and scalp, 3). Moisturizers EVERMILD ™ PGA, EVERMOIST™ AGG-50 (Glyceryl Glucoside), 4) Anti-aging Agent-AgeGuard ™ HP-16; 5). Even-toning/clarifying agents: Biowhite ™ VCG & ABT; 6). Biotech-based anti-microbial agents-EVERMILD™ EHG & EVERGUARD™ PL; 7) Sensory Agents KOKO™ ML PLUS & Sensehot®; 8). Conditioning Agents EVERSOFT™ SSA-100 (Sodium Stearoyl Alaninate), EVERSMOOTH™ LC-HC01; 9). Anti-itch Agent BIOEASE™ MY-75; 10) Oil/Sebum Control Agent EverGuard ™ CY; 11). Anti-Hair Loss Agent EVERMILD ™ L-ARG (Arginine).

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

Sino Lion's Earthsaver™ Toolbox offers all necessary components for Skin and Hair Care formulations: Green Surfactants, preservatives, moisturizers, chelating agents, emollients, conditioners, actives, sensory agents, etc. Its holistic approach and Earthsaver™ toolbox can impact the cosmetic industry positively by making "Green & Better Choice Ingredients" that are readily available and affordable, contributing to sustainability and a circular economy.