## Esaflor® STYLE Bio-based styling solution

In response to today's growing demand for conscious beauty, haircare has entered a new era where ingredient transparency, eco-friendly formulations, and sustainable sourcing have become essential. Consumers are no longer satisfied with just performance.

**Esaflor® STYLE** is a bio-based polymer, specifically designed to target these novel hair styling formulation concepts. It delivers long-lasting hold and superior hair texture with natural radiance.

### **Summary of benefits**

Balancing performance with purpose, Esaflor® STYLE is an excellent partner for ecoconscious hairstyle concepts, ensuring:

- Natural origin index > 0.85 (ISO 16128)
- Lightweight styling
- Durable hold
- Defined waves and bouncy curls
- Volumising and conditioning effect
- · Humidity resistance
- Heat protection
- Enhanced foam properties, ideal for mousses



### **Applications**

Esaflor® STYLE is extremely versatile, being suited for all hairstyle product textures:

- gels
- waxes
- creams and lotions
- pomades and pastes
- mousses
- · non-aerosol hairsprays

**INCI name:** Guar Hydroxypropyltrimonium Chloride

# **Eco-sustainability:** every drop counts

Esaflor® STYLE is a guar gum derivative. Natural guar gum is extracted from the inner part of *Cyamopsis tetragonoloba* (guar) seeds. The guar plant itself is an abundant, renewable, annual legume that requires very little rainwater.

#### Natural look gel

LAMCOS 262

Phase	Ingredient name	% w/w
A		
1	Aqua (Water)	To 100
2	Ethanol	5.0
3	Sorbitol (70% a.m.)	2.5
4	ESAFLOR® 4W   Hydroxypropyl Guar	1.0
5	<b>ESAFLOR® STYLE</b> Guar Hydroxypropyltrimonium Chloride	1.0
6	Citric Acid, 20% soln.	To pH ~5.5
В		
1	Parfum (Fragrance)	0.5
2	<b>ALPICARE NS</b>   PEG-40 Hydrogenated Castor Oil (and) Trideceth-9 (and) Water	1.0
С		
1	Preservatives	q.s.
2	Citric Acid, 20% soln.	To pH 4-5

#### General characteristics:

 $\label{eq:phi} Appearance: viscous liquid $pH:\sim5.0$ Viscosity (Brookfield RVT+ Helipath, 10 rpm, 25°C) : $\sim$10000 mPa.s$ 

#### **Curl leave-in cream**

LAMCOS 263

Phase	Ingredient name	% w/w
Α		
1	Aqua (Water)	To 100
2	Trisodium Ethylenediamine Disuccinate	0.05
3	Glycerin	2.0
4	ESAFLOR® HM 22 C18-C22 Hydroxyalkyl Hydroxypropyl Guar	0.3
5	<b>ESAFLOR® STYLE</b> Guar Hydroxypropyltrimonium Chloride	1.0
6	Citric Acid, 20% soln.	To pH ~5.5
7	Cetrimonium Chloride (25% a.m.)	3.2
В		
1	Cetearyl alcohol	4.0
С		
1	Parfum (Fragrance)	q.s.
2	Preservatives	q.s.
3	Citric Acid, 20% soln.	To pH 4-5

#### **General characteristics:**

Appearance: thick emulsion

pH:~ 4.5

Viscosity (Brookfield RVT+ Helipath, 10 rpm, 25°C): ~ 20000 mPa.s

#### Aqua wax

LAMCOS 264

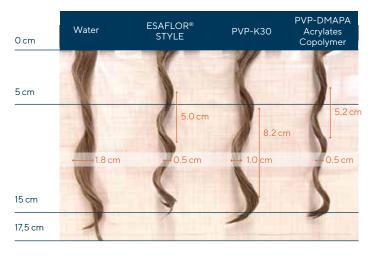
Phase	Ingredient name	% w/w
Α		
1	STEROL LG/492   PEG-7 Glyceryl Cocoate	10.0
2	Isopropyl Myristate	4.0
3	Ceteareth-30	20.0
В		
1	Aqua (Water)	To 100
2	Sorbitol (70% a.m.)	2.0
3	Propylene Glycol	4.0
4	Glycerin	2.0
5	<b>ESAFLOR® STYLE</b> Guar Hydroxypropyltrimonium Chloride	2.0
6	Citric Acid, 20% soln.	To pH ~5.5
С		
1	Preservatives	q.s.
2	Parfum (Fragrance)	q.s.
3	Sodium Hydroxide, 20% soln.	To pH ~7

#### **General characteristics:**

Appearance: translucent paste pH:~ 7

#### **Curl retention performance**

Simulated rain shower test



## Esaflor® STYLE delivers superior rain shower resistance, in terms of curls definition and hold.

The performance was assessed vs benchmark synthetic styling polymers, at same concentration. Hair tresses were treated with polymer solutions, then curled and dried in controlled conditions, mounted and sprayed with de-ionized water. Curl retention and hold were then measured.



