

Not All Conditioners are Created Equal...

{ OR NATURALLY }



A New Breakthrough in Natural Conditioning is Here

Amino Acid and Brassica Alcohol combine to
create the next innovation in conditioning:

- + **Conditions, Smooths & Strengthens**
- + **100% Natural**
- + **Quat-Free**
- + **Eco-Friendly**



Alternative Preservation



Naturals



Hair Care



Palm-Free



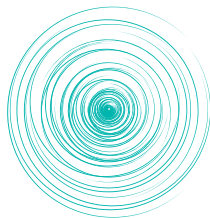
Silicone Alternatives



Sun Care



Request samples at INOLEX.com



AminoSensyl™ HC
AMINO LIPID TECHNOLOGY



+100% Natural + Amino Acid-based + Quat-Free Cationic Charge

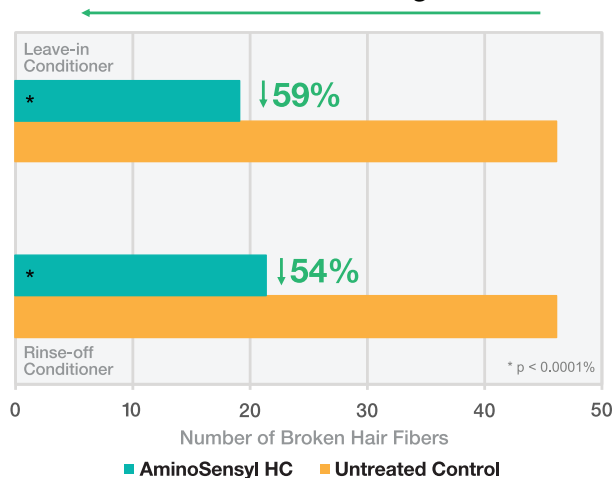
Amino Lipid proprietary technology combines amino acid and fatty alcohol to create high performance hair care actives with superior environmental and safety profiles:

- Essential amino acid Valine from biofermentation
- Brassica alcohol from *Brassica Rapa* seed oil
- Natural cationic charge for hair substantivity
- Optimized mixture of C18 – C22 carbon chains for conditioning & strengthening performance

INCI: Brassica Alcohol (and) Brassicyl Valinate Esylate



Increased Hair Strength



Anti-Breakage Test

- Significant reduction in hair breakage from both rinse-off and leave-in conditioners
- 2X increase in hair strength in both rinse-off and leave-in conditioner applications

Formulation Innovation: Waterless, Sustainable Formulations

A sustainable take on a traditional conditioner, this waterless and easy-rinse bar is highly concentrated with amino acid based conditioning agent, **AminoSensyl™ HC**.

This creamy conditioner provides deep moisturization to combat damage and dryness for healthier, nourished tresses.

* Patent Pending

Intensive Conditioning Bar	Trade Name	Ingredient (INCI)	%(w/w)
	AminoSensyl™ HC ¹	Brassica Alcohol (and) Brassicyl Valinate Esylate	90.00
	LexFeel® N5 ¹	Diheptyl Succinate (and) Capryloyl Glycerin/Sebacic Acid Copolymer	1.00
	Coconut Oil	Cocos Nucifera (Coconut) Oil	3.00
	Shea Butter	Butyrospermum Parkii (Shea) Butter	3.00
	Spectrastat™ ¹	Caprylhydroxamic Acid (and) Caprylyl Glycol (and) Glycerin	1.00
	Glycerin	Glycerin	1.00
	Pink Salt & Water Lilly ²	Fragrance	1.00
			100.00
	¹ INOLEX ² Lebermuth		HC-1101