

# KERASHAFT

## >> KERASHAFT TECHNOLOGY: ADVANCED HAIR TREATMENTS

### HAIR RECONSTRUCTION: BEYOND KERATIN TREATMENTS

**Kerashaft technology** implies the selection of specific peptides, oligopeptides and polypeptides aimed to re-build, repair and condition the hair subject to daily aggressions and the ageing process.

Following a deep study of the hair physiopathology and an accurate selection of the specific protein derivatives necessary to promote hair health keeping, Kalichem laboratories engineered Kerashaft specialties range aimed to promote hair restructuring, volumizing, hydrating, illuminating and conditioning.

By overcoming the trend of the green keratin use in cosmetics market, Kerashaft impacts the industry through a large objectification of a functional activity way beyond the performances of the benchmark and “green” Keratins in the hair care field.

## >> POSITIONING

### FUNCTIONAL HIGHLIGHTS

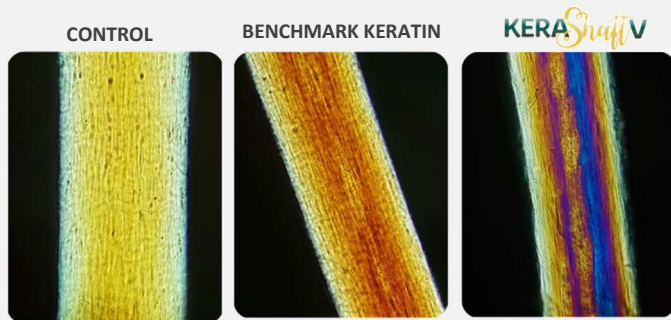
- Shaft regeneration and restructuring
- Hair Ideal for volumizing and moisturizing action for daily care and professional shock treatments
- Hair breaking up prevention and reduction
- Hair shining and texturizing
- Ideal for hair care, beard care applications and make up (nails and eyes care)
- Vegan composition, sourcing from food derived vegetable proteins (gluten free)
- No “build-up” effect, ideal for straight, curly and ethnic hair
- Activity proven after several aggressive treatments (hair coloring, bleaching, etc.)



COSMOS  
APPROVED



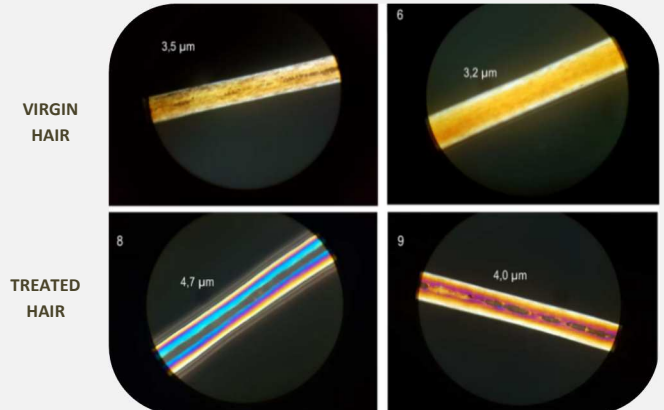
### HAIR RESTRUCTURING



Sulphur increase delivered in the shaft detected by EDX  
+325 % vs benchmark keratin

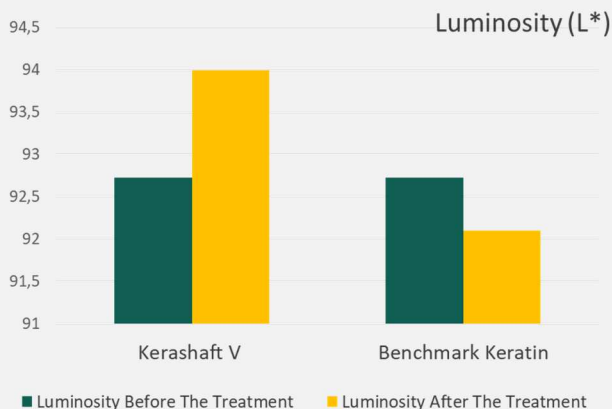
Kerashaft V @5% restores the physiological hair tridimensional structure after bleaching better than Keratin, when used in conditioners.

### HAIR VOLUMIZING AND REGENERATION



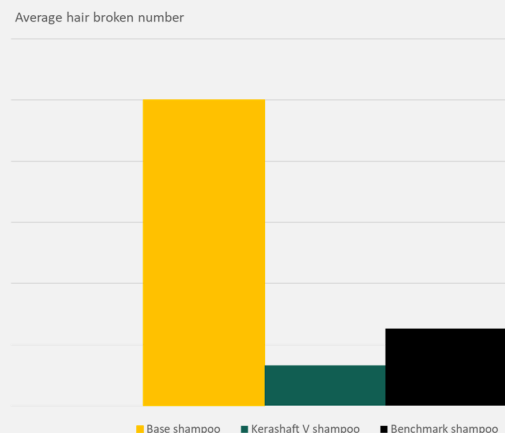
Kerashaft V @1,5% in shampoo volumizes in average +17% single hair, and +10% hair tresses, and restructures visibly the inner shaft layers.

### HAIR LUMINOSITY



Kerashaft V @5% increases after leave on treatment the hair luminosity (L\*) value by 1.7, compared to the negative result of Keratin.

### HAIR BREAKING UP PREVENTION



IN VIVO TESTED

Kerashaft V @1,5% reduces and prevents the hair breaking up more effectively than a “green keratin” benchmark in shampoo application.

## >> TECHNICAL OVERVIEW

PH OF USE	% OF USE	APPLICATIONS	SOURCING	FORMULATION TIPS
4.0 ÷ 7.0	1.0 ÷ 5.0	Hair (shampoo, conditioner, mask, spray, gel) Make up (mascara, fingernails polish) Beard care products	Vegetable	Add in cold process

[ INCI NAME : hydrolyzed vegetable protein, aqua ]



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