

AURIST™ AGC

CONDITIONING,
NATURALLY BETTER!

AURIST™ AGC is a water-soluble, biodegradable cationic conditioning biopolymer that delivers conditioning benefits on hair, improving both wet and dry combability.

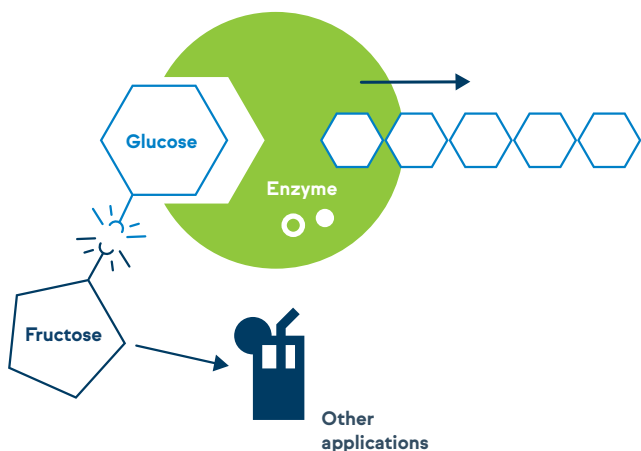
Developed using IFF's Designed Enzymatic Biopolymers (DEB) technology, AURIST™ AGC is a new-to-the-world polysaccharide derived from the enzymatic polymerization of glucose from responsibly sourced natural sugars.

AURIST™ AGC has the potential to break the trade-off between performance and sustainability to become a true enabler for the beauty care industry of the future.

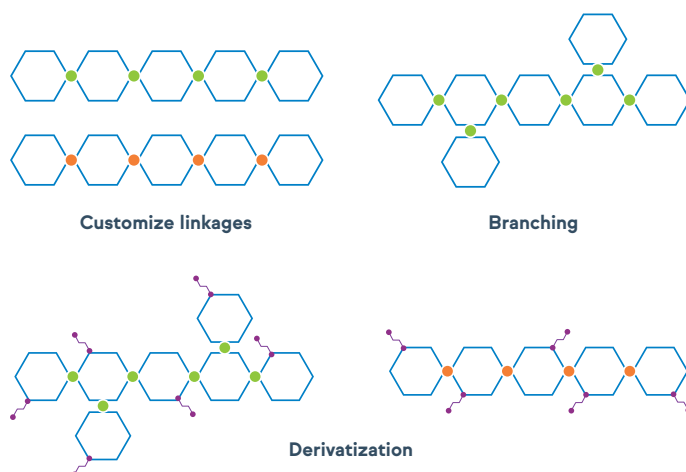
PRODUCT FEATURES:

- Biobased, biodegradable
- Broad compatibilities
- Easy to use: cold process and no pre-mix needed, no pH adjustment required
- Clear liquid viscous solution
- Odourless

DESIGNED ENZYMATIC BIOPOLYMERS (DEB)



The enzymatic polymerization processes, under mild conditions, enable a multitude of tailored structures and functional modifications, leading to a consistent, high-quality biopolymer with tuneable qualities.

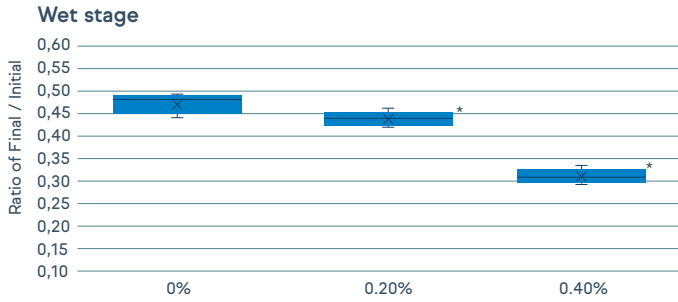


DEB enables the development of tailored polysaccharides, giving rise to a new-to-the-world class of alpha-glucan polysaccharides from the enzymatic polymerization of glucose from sucrose. The process uses enzymes to precisely control the sequence and manner in which glucose molecules are linked.

IN VITRO TEST

The conditioning properties of AURIST™ AGC have been investigated in a model shampoo assessing the ratio of energy dissipated during the combing process between baseline (Einitial) and treated tresses (Efinal). A lower ratio means smoother combability. Dosages of 0.2% and/or 0.4% active matter deliver significantly better results in combability against the control for natural caucasian and kinky hair.

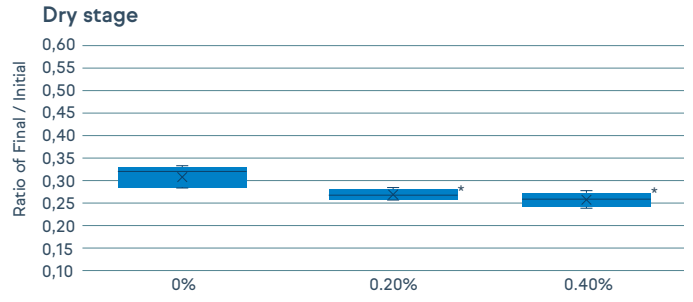
Combability test for natural caucasian hair



AURIST™ AGC, wt% as active matter

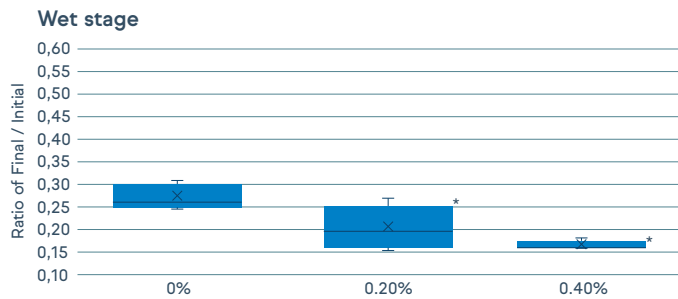
* Significant difference (95%) vs 0%

Ratio of Final / Initial : Ratio of combing energy between treated and untreated hair tresses. Treated means application of shampoo then wash off.



AURIST™ AGC, wt% as active matter

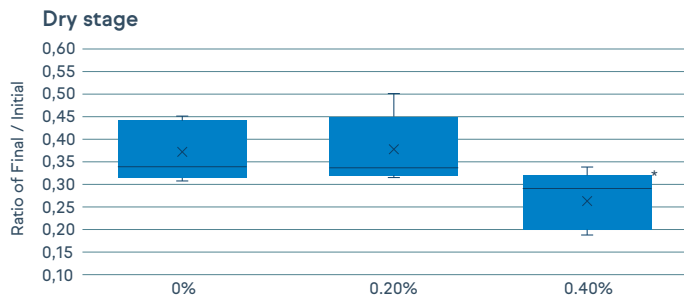
Combability test for natural kinky hair



AURIST™ AGC, wt% as active matter

* Significant difference (95%) vs 0%

Ratio of Final / Initial : Ratio of combing energy between treated and untreated hair tresses. Treated means application of shampoo then wash off.



AURIST™ AGC, wt% as active matter

FORMULATION INSPIRATION

Today's haircare formulations go beyond pure cleansing of the hair. Consumers expect additional benefits such as conditioning, smoothing of the hair surface, and improved combability. At the same time, there is increased regulatory and consumer pressure to replace many hair conditioning polymers with sustainable biodegradable alternatives. QUARTZ is our new formulation collection focused on clear and natural haircare formulations featuring AURIST™ AGC, a new-to-the-world, biodegradable, cationic hair conditioning polymer, featuring improved combability.



01

This gentle, sulphate-free shampoo contains 95% high natural origin ingredients. Suitable for daily use, this clear formula lathers beautifully. Features GENENCARE® moisturizing actives and AURIST™ AGC.



02

Restore damaged hair with this clear, colourless conditioner that contains 96% natural origin content to effectively detangle and condition your locks without weighing it down.



03

This water-based, leave-in serum contains 98% high natural origin ingredients and can be used to control frizz or a detangling, conditioning tool. Contains GENENCARE® OSMS BA to help reduce split ends.



DOWNLOAD FORMULAS

