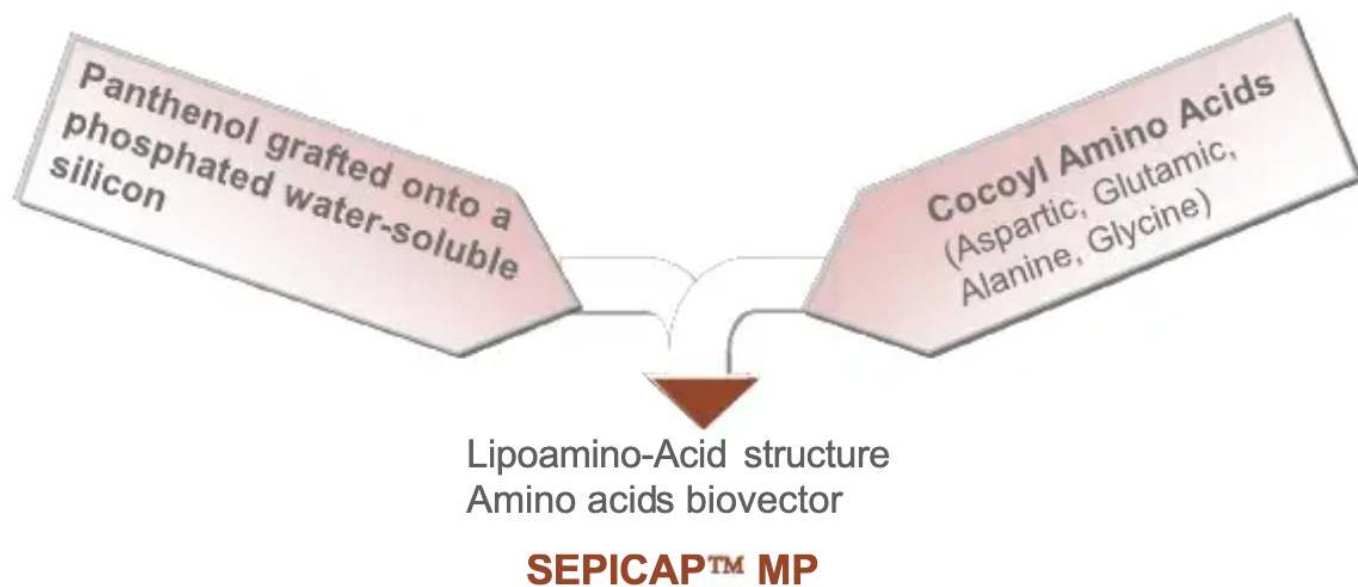


# Thermo-activated protection for stressed hair

SEPICAP™ MP



INCI name: Sodium Cocoyl Amino Acids and Potassium Dimethicone  
PEG-7 panthenyl phosphate

## Formulation

- Recommended use level: 1 to 3%
- Water-soluble liquid, easy formulation in all kind of formulas

# Thermo-activated protection

SEPICAP™ MP

• CHIMIE DU VÉGÉTAL •  
• BIO-BASED CHEMISTRY •



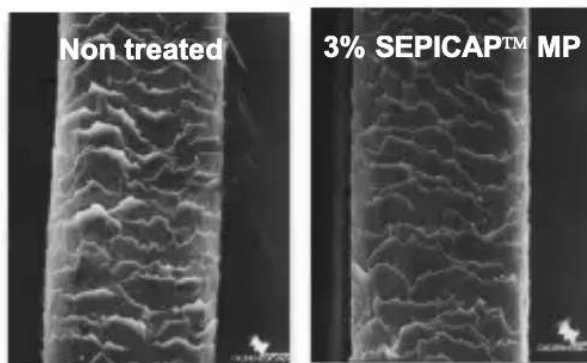
Proven efficacy on stressed & damaged hair  
(*ex vivo* with 1% SEPICAP™ MP)

- **Protects the hair from oxidative stress**
  - **Preventive action** - 43% lipid peroxides/ non treated
  - **Curative action** - 71% lipid peroxides/ non treated
- **Prevents keratin breakdown in stressed hair**
  - **Preventive action\*** - 62% of protein damage/ non treated

Protocol:

Virgin hair tresses treated with SEPICAP™ MP 1%/ non treated  
UVA irradiation 25mj/cm2 (\*heat stress 1H at 90°C also available)  
Fluorimetric dosage (tryptophane)

- **Prevents hair cuticle damage**



Protocol:

Hair tuft from 3 volunteers with damaged hair (5 Hairs/volunteers)  
Application of SEPICAP™ MP 3%/ non treated  
+ heat procedure 1h at 90°C & Scanning Microscope Examination

Mode of action (*in vitro*)

- **Thermo-activated efficacy**  
**Protects vitality of stressed cells from the root > Panthenol**

+53% of cell division /control

+ 87% of cellular protein level/non treated

Protocol:

Keratinocytes treated with SEPICAP™ MP 1%/ non treated  
+ heat procedure 20mn at 50°C (≅ brushing condition)  
Fluorimetric dosage of DNA/ Spectrophotometry

- **Free radical scavenging effect**

+ 94% inhibition of superoxide anion production =  
Vitamin C

Protocol:

In tubo investigation/ SEPICAP MP or Vitamin C at 0.46% A.S.