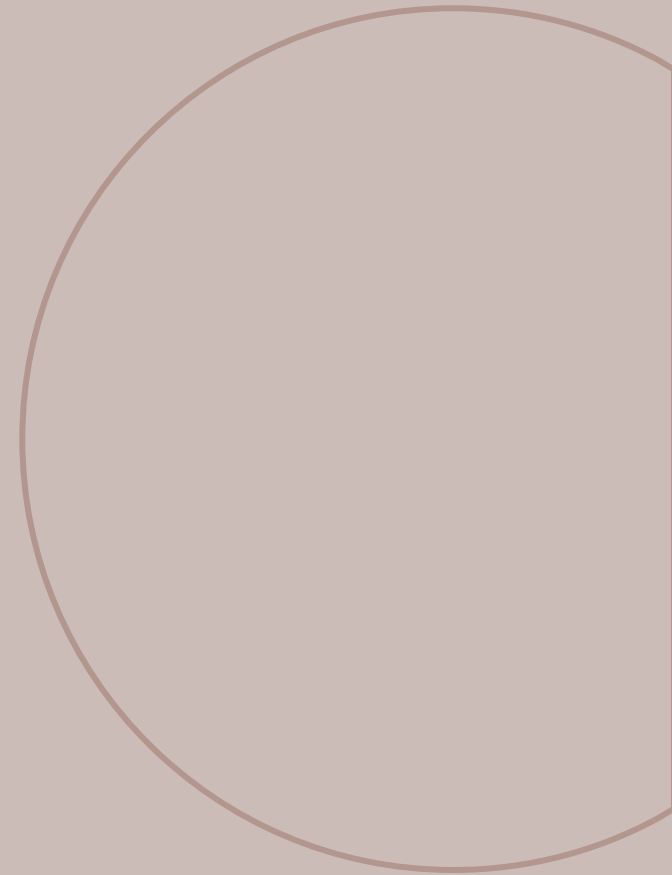
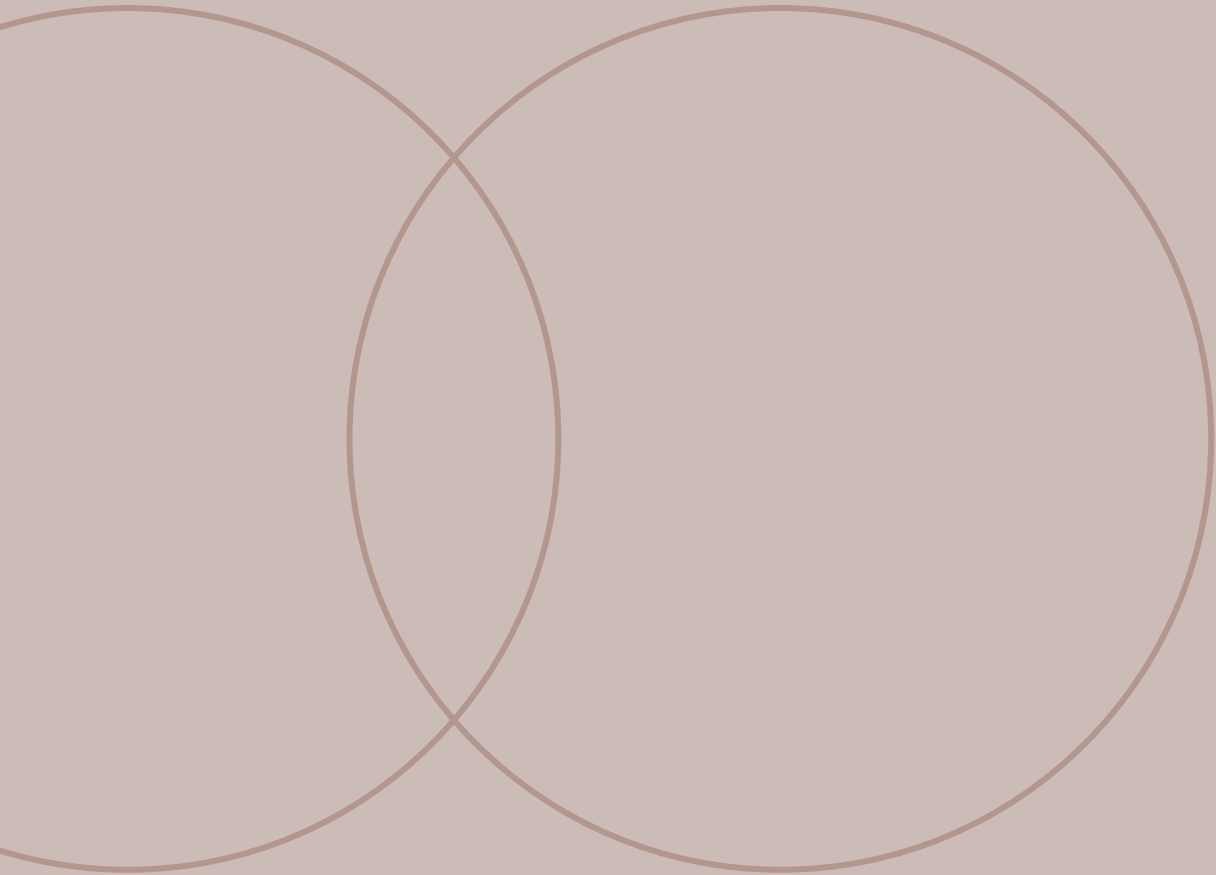


BOND AID

Every day is a good hair day!

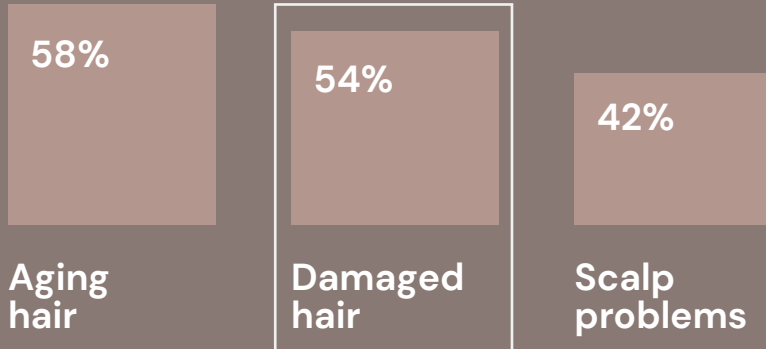


TRENDS

Damaged hair is a primary concern for consumers

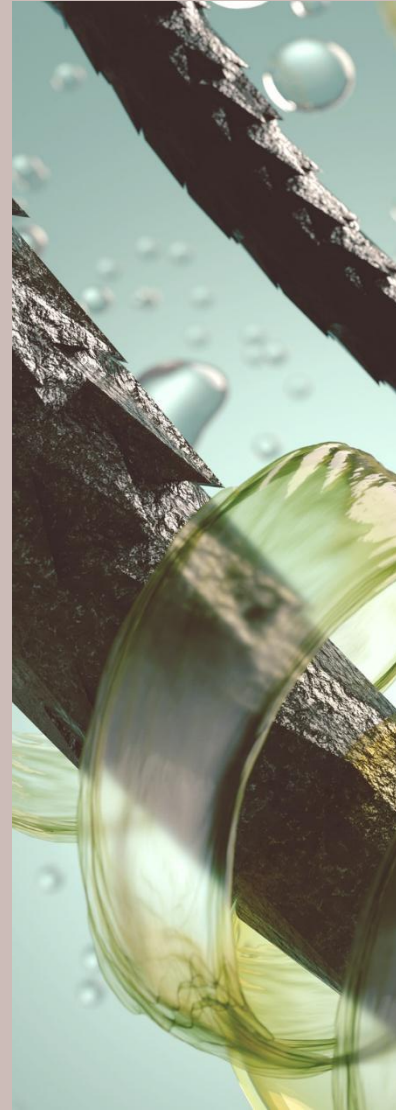
Today's consumers seek hair that feels truly restored—strong, resilient, and radiant—with effortless repair they can see and feel.

Top global hair concerns (2022)*



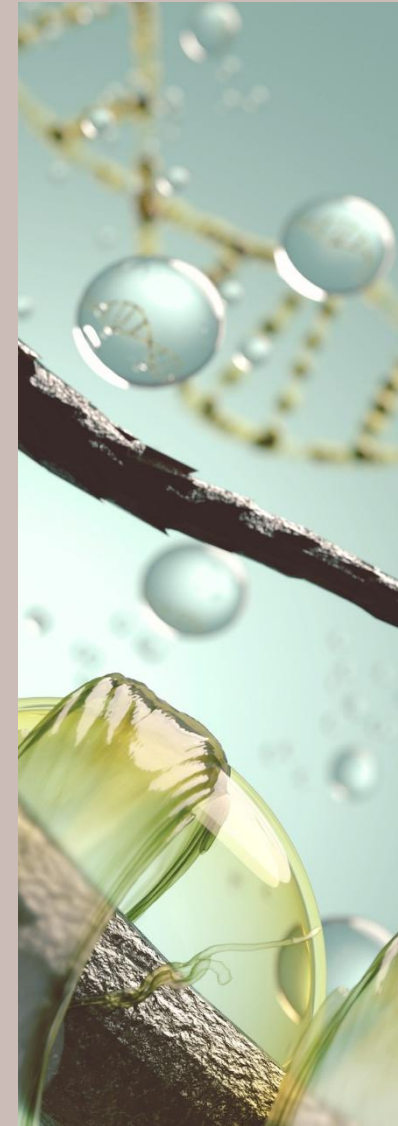
TRENDS

The hair care category is being reshaped by the latest narratives in marketing and technology.



Damage repair
“Bond repair”

Biotechnology



TRENDS

Repairing hair bonds is at the forefront of today's damage-care innovations.



TRENDS

Biotechnology isn't just a trend—it's reshaping the future of cosmetics by redefining standards in quality, sustainability, and innovation.



TRENDS

Oxygenating skincare is emerging as a key innovation, enhancing skin vitality by increasing cells oxygen uptake for more energy—aligned with longevity and cellular wellness trends.

Skinification

BOND REPAIR, STATE OF THE ART

Throughout its lifespan, our hair is subjected to various aggressors—both external and internal—that can damage its inner structure and compromise the molecular integrity of keratin.

Intact Keratin
Strong molecular
bonding

Damaged Keratin
Weaken molecular
bonding

Bond
Repair*

* Common representation in the industry

BOND REPAIR, STATE OF THE ART

Industry insight:

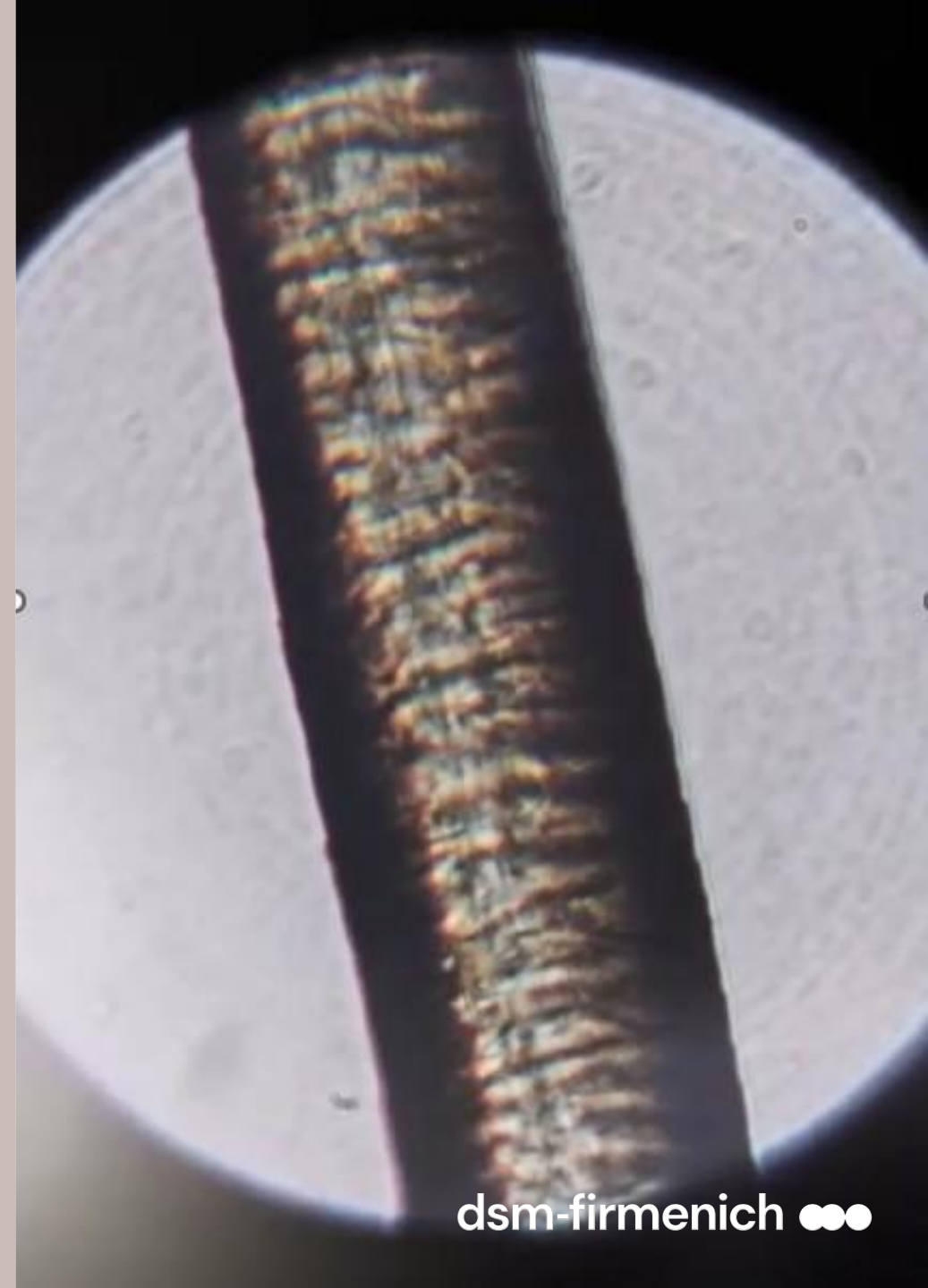
The concept of bond building remains ambiguous and lacks rigorous scientific definition.

Disulfide bonds cleavage is regarded as irreversible while most cosmetics products acts by reinforcing weaker bonds and enhancing hair elasticity.

New definitions are emerging:

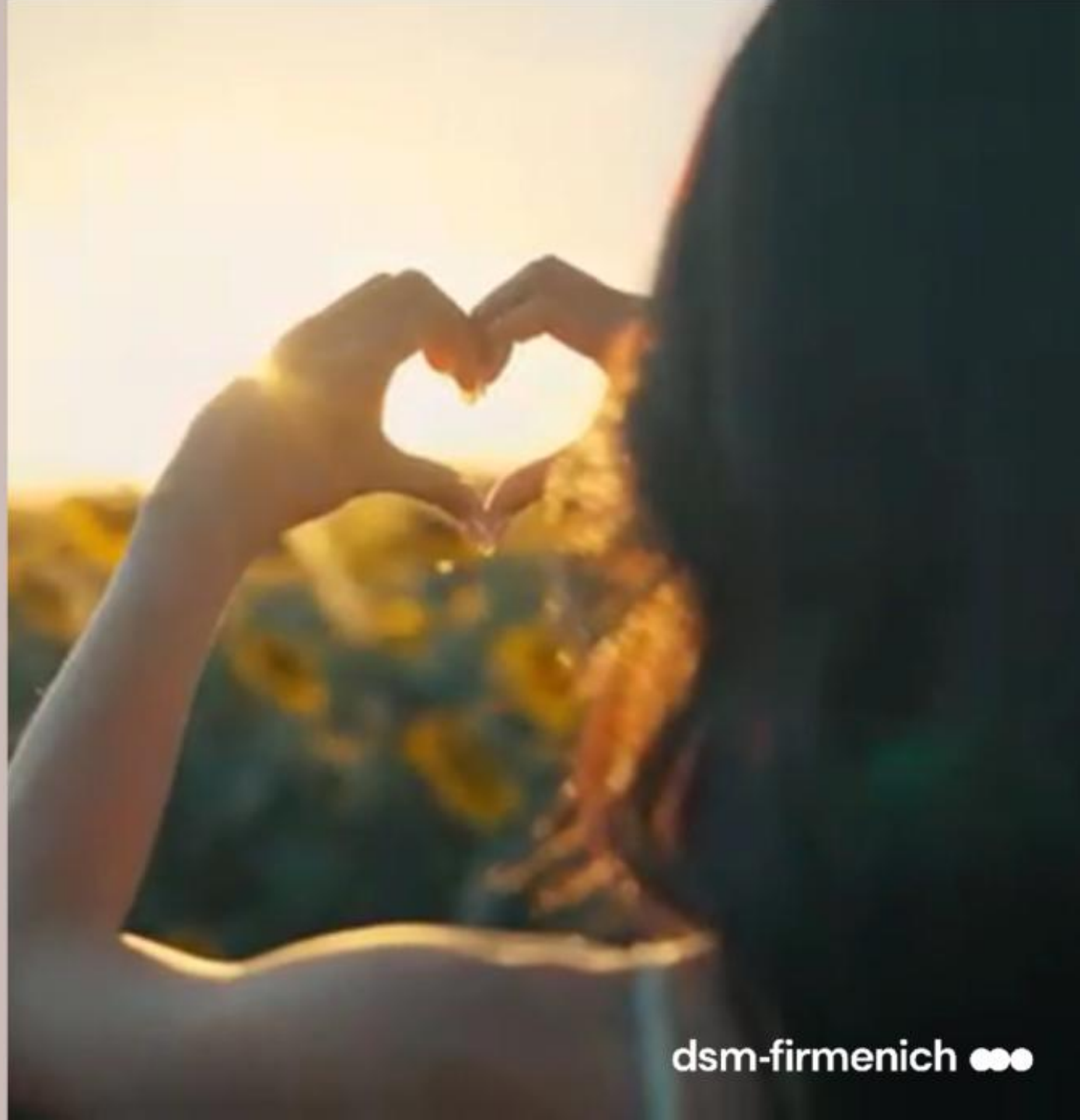
“A bond builder is a formulation component that is able to penetrate into the hair and improve or restore the internal structure of hair, giving rise to an improvement in hair mechanical properties.”*

* P&G in How Bond Builders ‘Repair’ Hair; Cosmetics and Toiletries (Feb. 27th, 2023)



MYTH OR REALITY?

The science behind the concept is unclear to consumers, yet they love the idea of 'bond repair' and embrace the concept.



IT IS ALL ABOUT CONSUMERS' SATISFACTION

By bridging the gap
between scientific
understanding and
consumer perception —
and within the damaged
hair structure itself — we
introduce

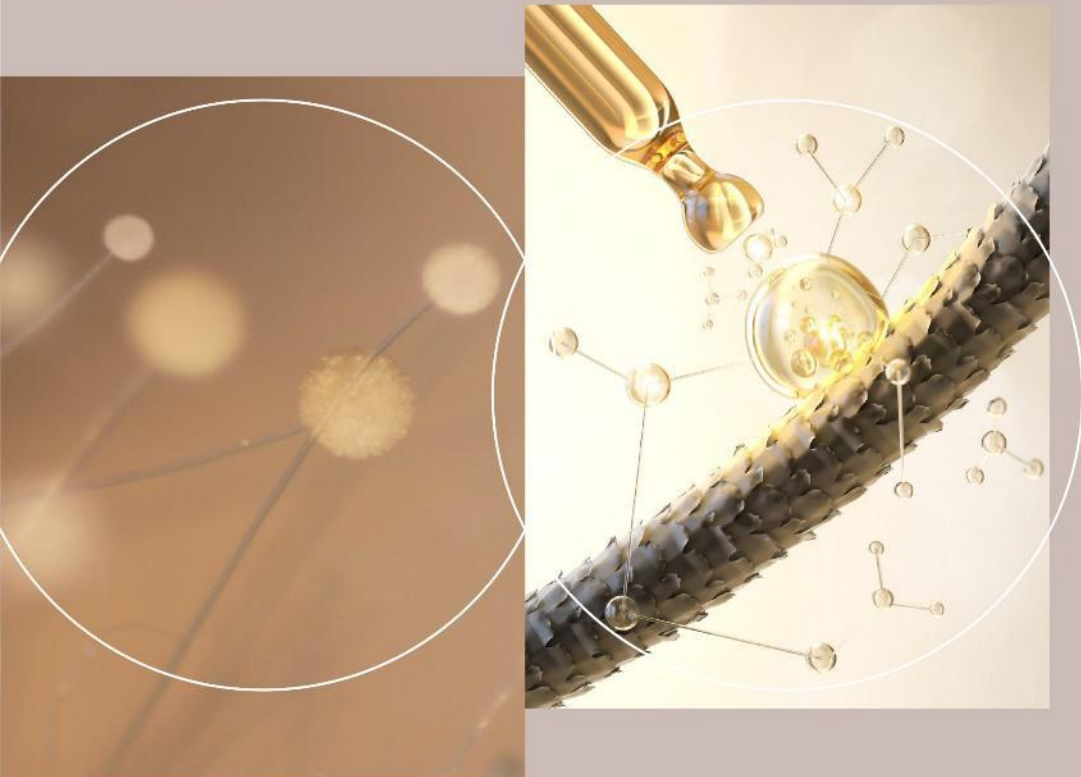
BOND AID

a Hair Structural Repair
approach and a true
healing experience for the
consumers.



BOND AID with OXY 229 CB

*Biotech innovation for hair
integrity and scalp vitality*



THE EXPOSOME



STRESS & SLEEP



NUTRITION



UVR



TOBACCO



POLLUTION



HAIRSTYLING



HUMIDITY



SWIMMING
POOL WATER



COLORATION
BLEACHING
PERMS

dsm-firmenich 

Every day is a good hair day!

BOND
AID

with OXY 229 CB

dsm-firmenich 

Structural repair begins
with strengthening the
hair fiber.

TENSILE STRENGTH

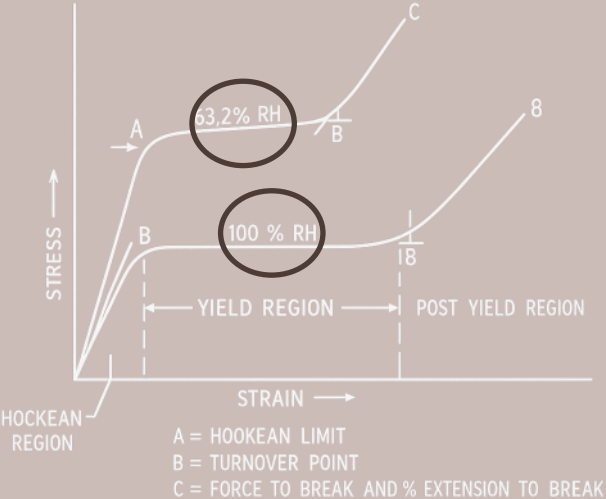
- Assessment of 1% OXY 229 CB in the tensile strength test method versus benchmark
- Protocol:
 - Brown Caucasian hair has been bleached twice with commercial bleaching powder according to product description and rinsed thoroughly
 - Afterwards soaking of hair tresses for 1 hour in demineralized water and drying overnight in climate room at 20°C / 60% humidity
 - Application of aqueous solutions of test substance (0.12g/g hair respectively) on the hair tresses and drying overnight (leave-in)
- Tensile test has been done with 50 hair fibers for each sample including hair fibers diameter measurements at 22°C and 55% humidity



TENSILE STRENGTH

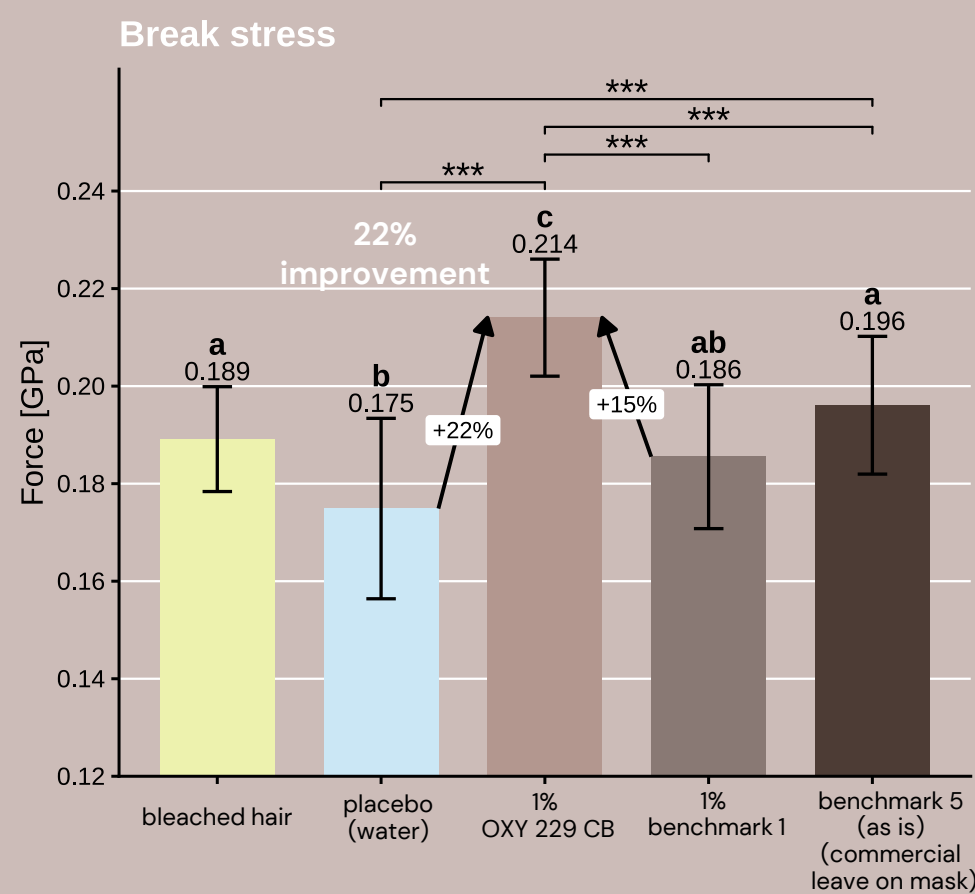
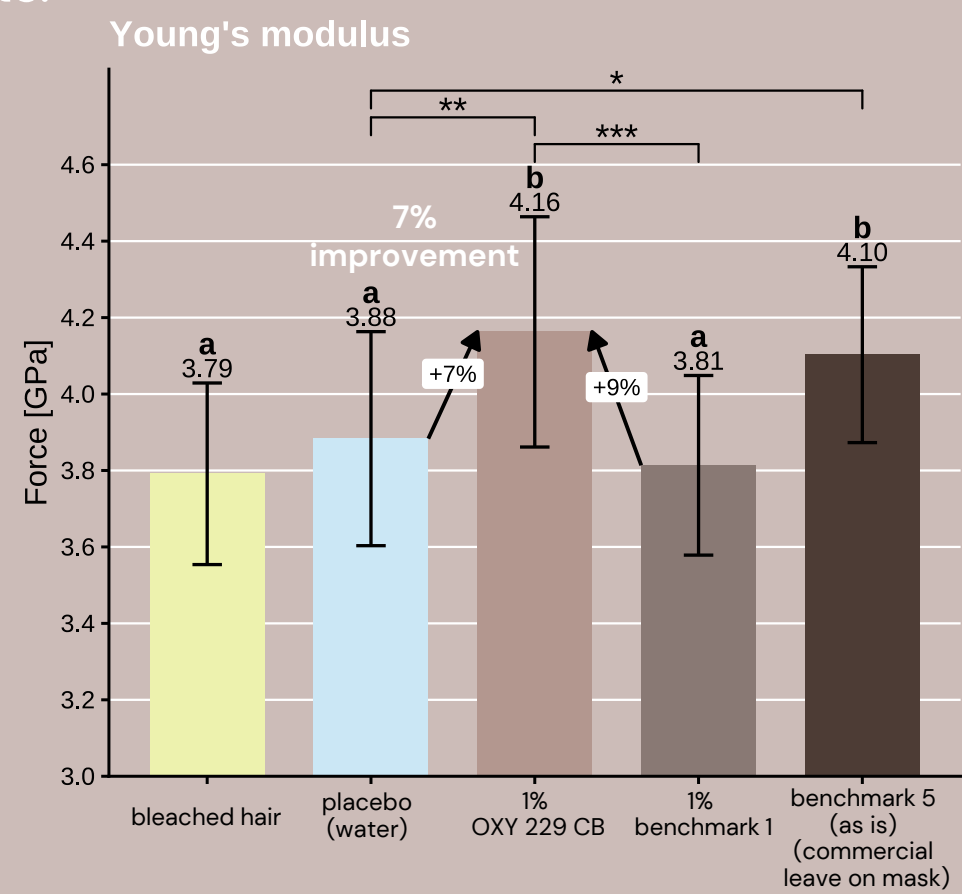
Results interpretation

Metric	What It Measures	What It Tells Us
Young's Modulus 	Elastic stiffness (stress/strain)	Higher = Stronger, more resilient fiber
Break Stress 	Force needed to break the fiber	Higher = Greater tensile strength



INCREASED TENSILE STRENGTH WITH OXY 229 CB

Results:



- OXY 229 CB improves hair strength after one-time application at 1% use level
- It generates better hair strength recovery than 1% benchmark proteins and commercial leave on mask applied as is

Bars show means ± IQR.
Letters indicate CLD groupings (groups sharing a letter are not significantly different, alpha = 0.05).
Selected pairwise comparisons are shown with brackets: * p < 0.05, ** p < 0.01, *** p < 0.001.

To earn trust, structural
repair must deliver
benefits that consumers
can clearly perceive

COMBING FORCE – 1

Assessment of 1% OXY 229 CB in shampoo and leave-in tonic vs benchmark

- Protocol:
 - European strong bleached hair, 3 tresses per test sample, has been bleached once again and soaked for 50min in deionized water and drying overnight.
 - 2x washing with test shampoo (0.12g/g hair) for 30 sec. and rinsing for 30 sec. with 39°C tap water.
 - Application of test tonic (0.12g/g hair) and drying in climate chamber at 40°C / 60% humidity for 4 hours.
 - Repeat the process of shampooing and tonic application 4 times (4 cycles).
 - Dry slightly with paper towels and start combing force measurement with wet hair.
 - Drying in climate chamber at 20°C / 60% humidity overnight and do combing force measurement with dry hair.
- Combing force measurement with Instron at 20°C / 60% humidity



COMBING FORCE - 1

Test formulations

Test shampoo

trade name	INCI	weight-%	weight-%
Water Dem	Aqua	57.65	56.65
UCARE™ Polymer JR-125	Aqua, Polyquaternium-10, Sodium Acetate, Sodium Chloride, Isopropyl Alcohol	0.10	0.10
Texapon® NSO BZ	Aqua, Sodium Laureth Sulfate	35.00	35.00
TEGO Betain F50	Aqua, Cocamidopropyl Betaine	5.00	5.00
PUROX® S	Sodium Benzoate	0.50	0.50
L(+) Lactic Acid 90%	Lactic Acid, Aqua	0.25	0.25
Natriumchlorid 99.99 Suprapur	Sodium Chloride	1.50	1.50
OXY 229 CB	Aqua, Saccharomyces Lysate, Valine, Threonine, Glutamic Acid, Glycine, Glycerin, Disodium Succinate, 1,2-Hexandiol, Caprylyl Glycol		1.00

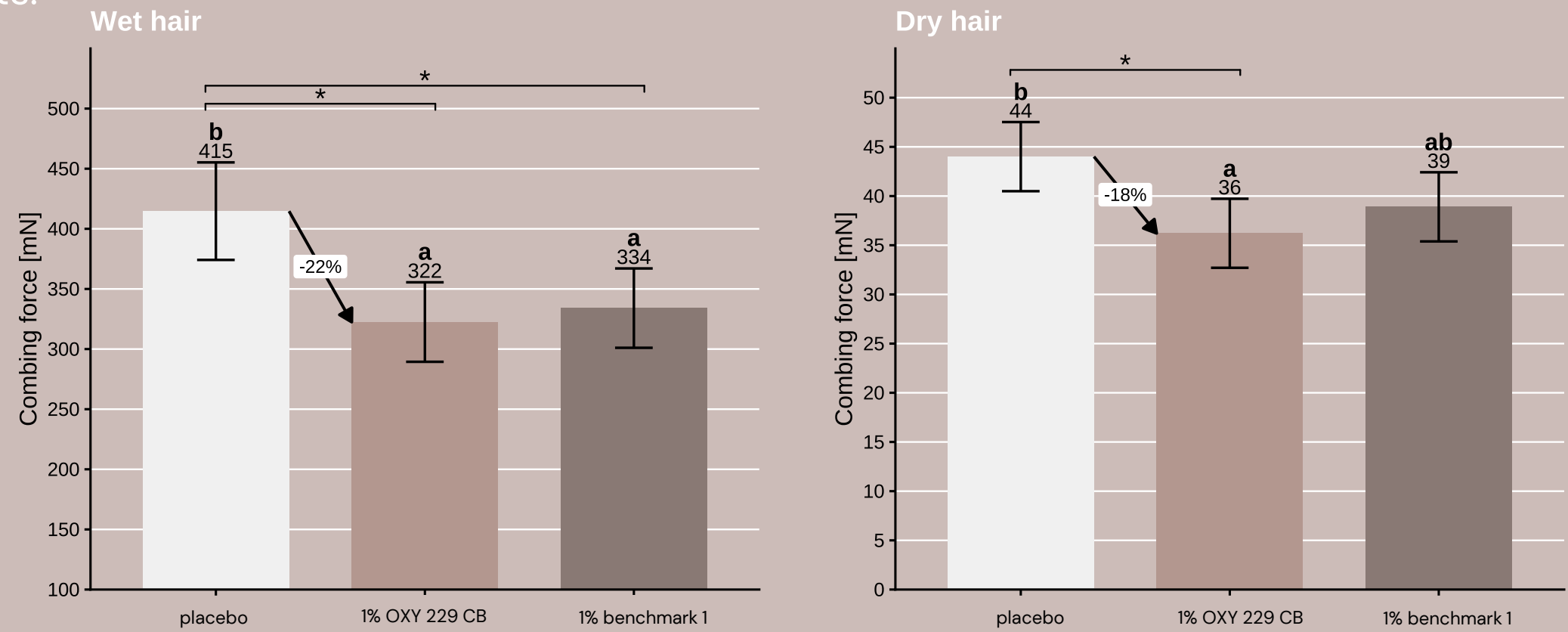
Test leave-on tonic

Trade name	INCI	weight %	weight %
Water demin.	Aqua	64.85	63.85
Cosphaderm Pentiol	Pentylene Glycol	5.00	5.00
PQ-37	Polyquaternium-37	0.15	0.15
Ethanol absolut	Alcohol	30.0	30.00
OXY 229 CB	Aqua, Saccharomyces Lysate, Valine, Threonine, Glutamic Acid, Glycine, Glycerin, Disodium Succinate, 1,2-Hexandiol, Caprylyl Glycol		1.00

REDUCED COMBING FORCE WITH OXY 229 CB

Shampoo/tonic → 4 treatment cycles

Results:



➤ Significant improvements on wet and dry combability by OXY 229 CB at 1% use level

Bars show means and 95% confidence intervals.
Letters indicate CLD groupings (groups sharing a letter are not significantly different, alpha = 0.05).
Pairwise comparisons are shown with brackets: * p < 0.05, ** p < 0.01, *** p < 0.001.

BOND AID

Delivering more than just
healing, structural repair
preserves hair integrity

COMBING FORCE -2

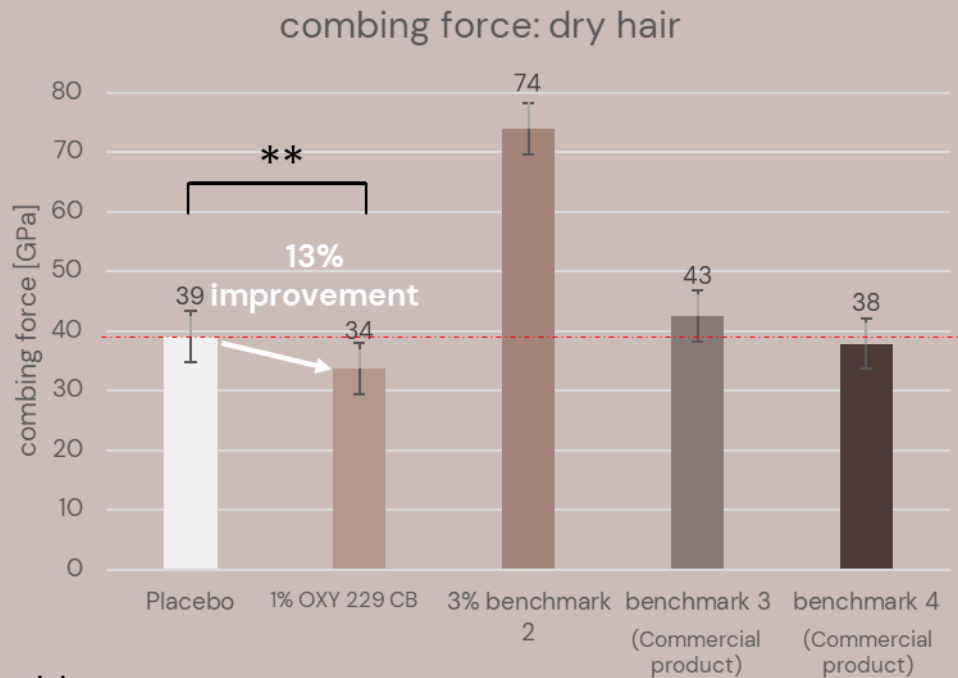
Assessment of 1% OXY 229 CB in bleaching agent vs benchmark

- Protocol:
 - Brown Caucasian hair, 3 tresses per test sample.
 - Mix commercial bleaching agent according to description on packaging.
 - Add 1% OXY 229 CB to the bleaching mixture.
 - Spread the mixture homogeneously on dry (not washed) hair.
 - Cover with alu foil for 45 min.
 - Rinse off with 39°C tap water until water is clear.
 - Leave hair tresses for 50 min. in deionized water.
 - Dry slightly with paper towels.
 - Let tresses dry in climate room overnight at 20°C / 60% humidity.
 - Repeat the full bleaching procedure a second time.
- Combing force measurement with Instron at 20°C / 60% humidity

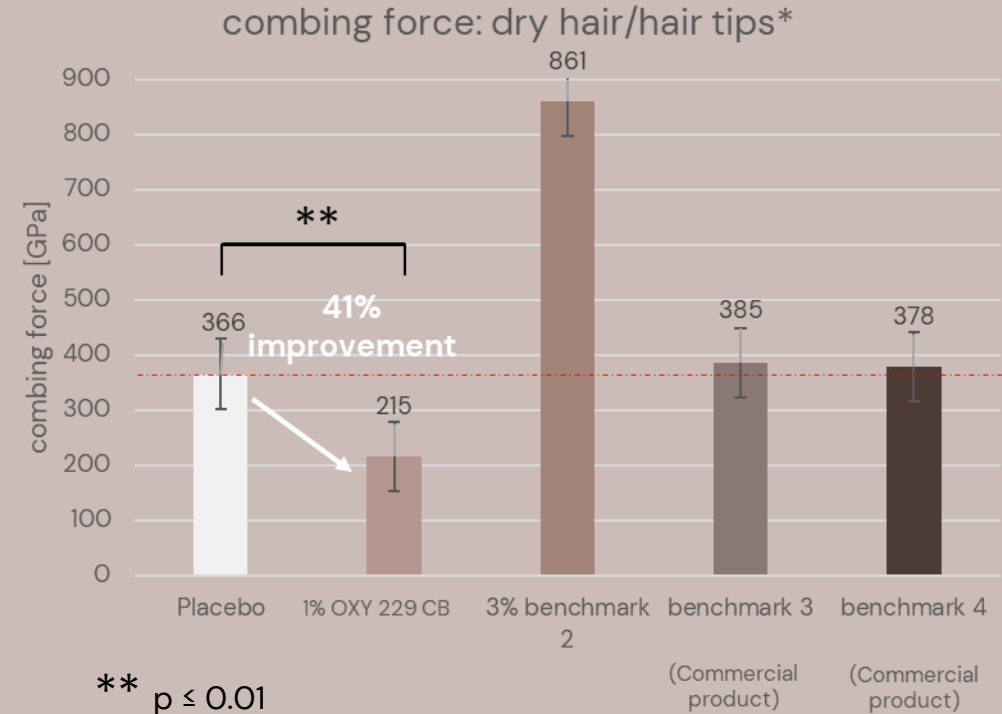
REDUCED COMBING FORCE WITH OXY 229 CB

OXY 229 CB in bleaching mixture

Results: dry hair



** $p \leq 0.01$



** $p \leq 0.01$

- Significant improved dry combability by OXY 229 CB at 1% use level
- Benchmark ingredient (protein) showed adverse effect in combing
- No visible improvement with commercial benchmarks

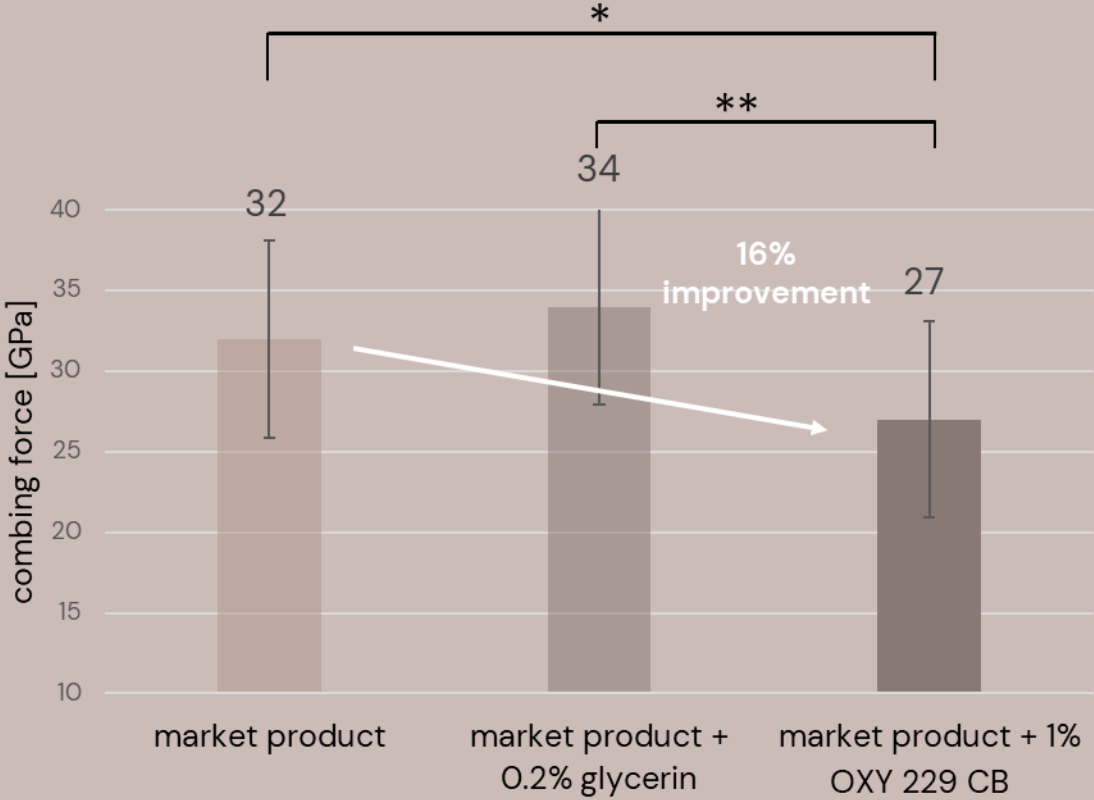
Structural repair delivers
combining benefits to your
formulations

COMBING TEST

Samples:

1	market product
2	market product + 0.2% glycerin
3	market product + 1% OXY 229 CB

- Market product is good
- Market product + 1% OXY 229 CB is statistically significant smoother than market product added with 0.2% glycerin*
- Market product + 1% OXY 229 CB is statistically significant smoother than market product



➤ Adding 1% of OXY 229 CB significantly **improved the combing force** of the commercial product

* The combing force improvement is not coming from the glycerin contained in OXY 229 CB

Structural repair delivers
sensory benefits to
diverse formulations

COMBING & SENSORY EVALUATION (DRIED HAIR)

- Assessment of 1% OXY 229 CB added to leading market products
- Protocol:
 - Hair tresses of European hair, strong bleached, 20cm, color 10/0
 - Bleaching with commercial bleaching agent
 - Exposure to bleaching solution: 50 min
 - Rinsing with tap water at 38°C
 - Soaking for 30 min in deionized water
 - Storage at 20°C/60% humidity
 - Washing procedure according to recommendation of each commercial finished product*
- 4 samples:

1	Basic Shampoo without PQ
2	market product
3	market product + 0.2% glycerin
4	market product + 1% OXY 229 CB

- Hair sensory panel evaluation by 30 trained panelists. (max. 3 panelists per hair tress)



*See annex for the specific procedure details of Market product

SENSORY EVALUATION (DRIED HAIR) ON MARKET TREATMENT 1

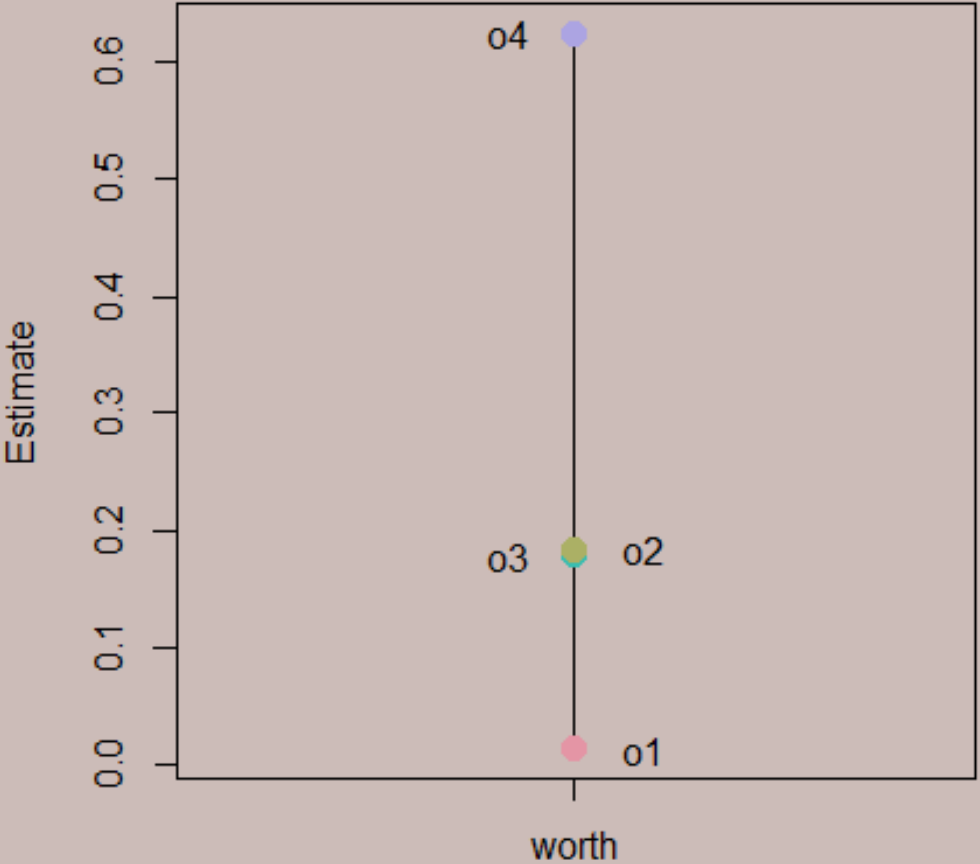
Samples:

1	Basic Shampoo without PQ
2	market product
3	market product + 0.2% glycerin
4	market product + 1% OXY 229 CB

Pairwise comparison:

- Sample one (negative control) is poor
- Sample 2 is good
- 0.2% of glycerin (sample 3) adds no benefit
- Sample 4 is statistically significant smoother than sample 3*
- Sample 4 is statistically significant smoother than sample 2

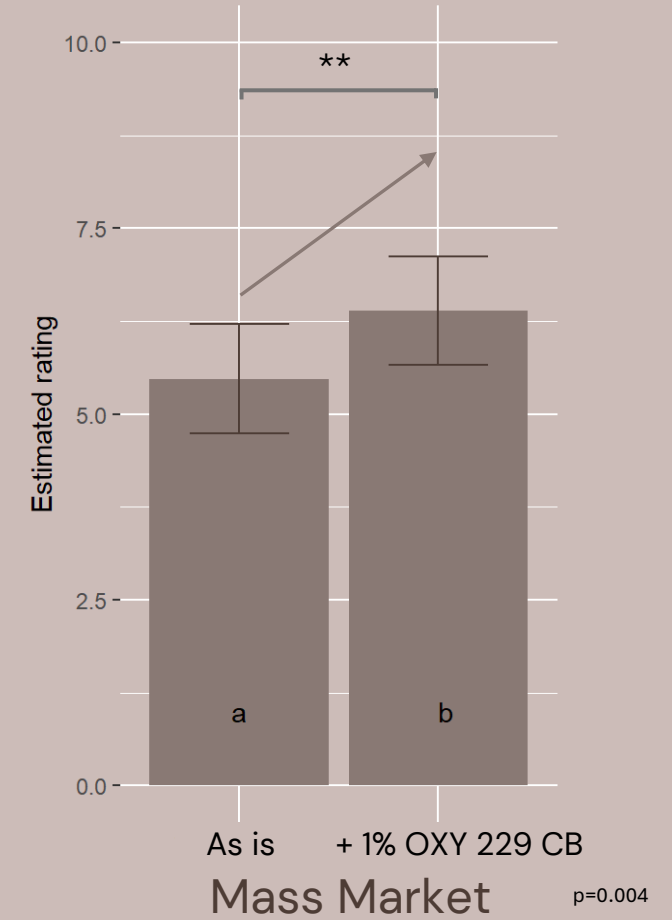
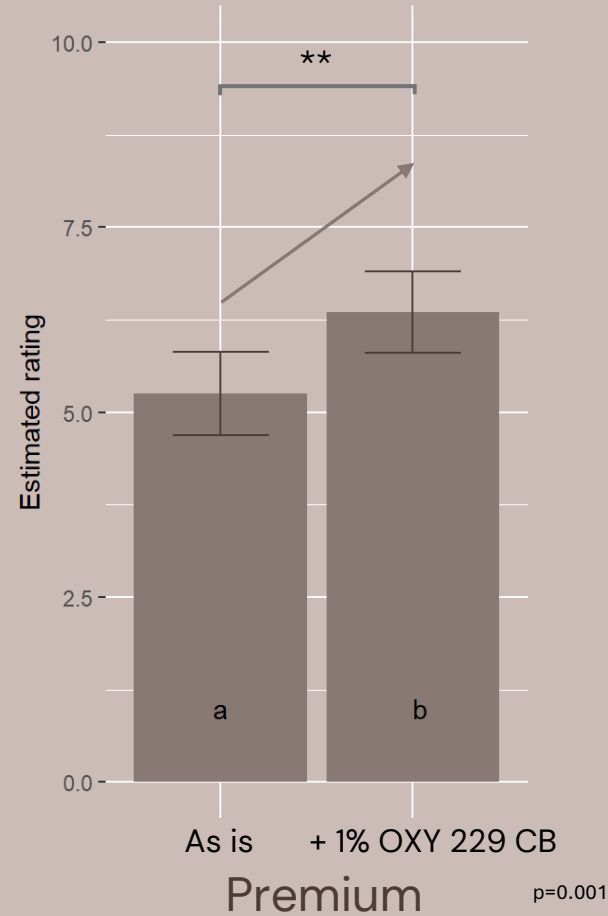
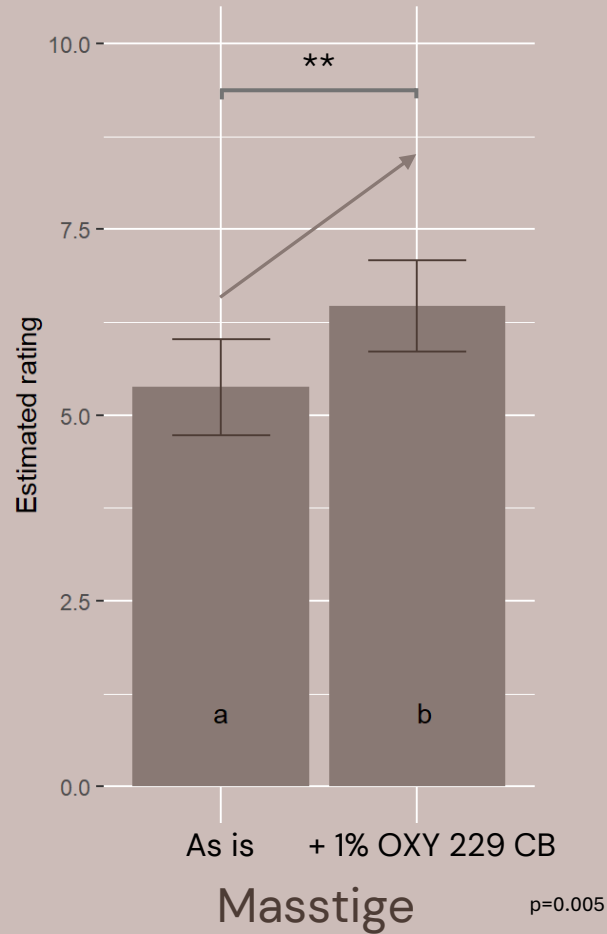
Preferences



➤ Adding 1% of OXY 229 CB significantly improved the sensory of the commercial product

* The sensory improvement is not coming from the glycerin contained in OXY 229 CB

SENSORY EVALUATION (DRIED HAIR) ON DIFFERENT MARKET PRODUCTS



- Adding 1% of OXY 229 CB significantly improved the sensory qualities of all the tested commercial products

Healing from the inside
out, structural repair
strengthens deep within
and smooths the surface

MEASURING HAIR DEGRADATION

Using Differential Scanning Calorimetry

Investigations of cosmetically treated human hair by differential scanning calorimetry in water

Article in Journal of Cosmetic Science - July 2002

Source: PubMed

Materials made from hard alpha-keratin, including human hair, exhibit a complex, morphologically fine structure. The study of the mechanical properties has led to the two-phase filament-matrix model for alpha-keratins.*

In this model, axially oriented crystalline filaments, traditionally called microfibrils are embedded in an amorphous matrix.

The thermal analysis of keratins in water by applying **Differential Scanning Calorimetry (DSC)** was found to be especially suited to **investigate the denaturation performance of the alpha-helical IF** structures, the role of the Cystine cross-linked IF APs, and the effects of physical and chemical treatments

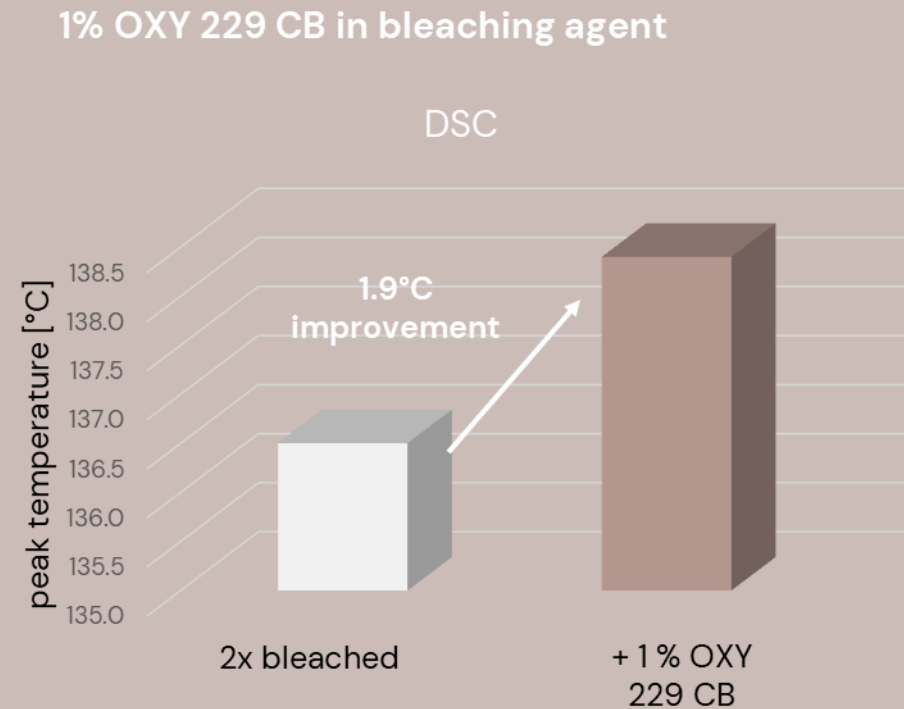


* Originally proposed by Prof. Feughelman

DSC TEMPERATURE INCREASE WITH OXY 229 CB

DSC measurements of damaged hair after bleaching:

- Brown hair damaged by 2x bleaching
- Treatment with 1% OXY 229 CB
 - In bleaching agent



- Added to the bleaching agent, OXY 229 CB provided a **1.9°C increased** peak temperature

MICRO-COMPUTER TOMOGRAPHY (μ CT) ANALYSIS

Micro-CT is a high-resolution 3D X-ray imaging technique, akin to hospital CT scans but designed for smaller samples with much finer detail. It allows unprecedented 3D visualization of the hair.

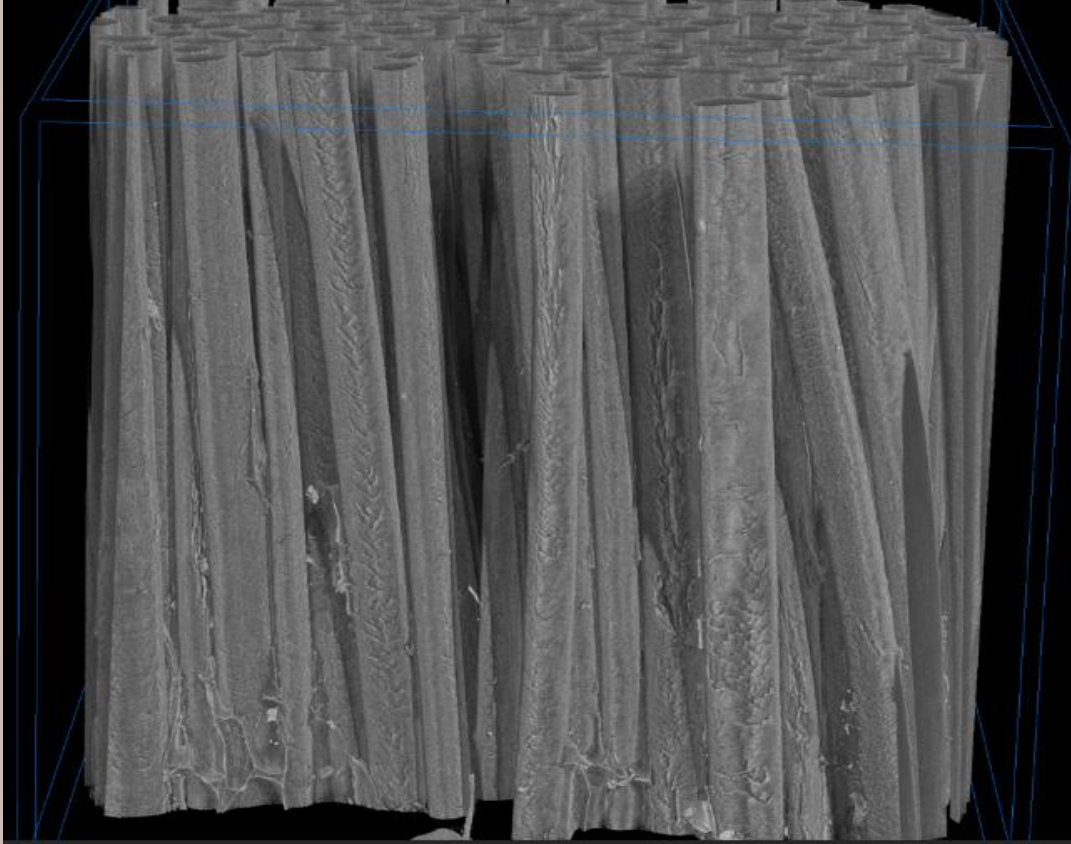
Protocol:

- Hair tresses of European hair, strongly bleached, 20cm, color 10/0
- Bleaching with commercial bleaching agent
- Exposure to bleaching solution: 50 min
- Rinsing with tap water at 38°C
- Soaking for 30 min in deionized water
- Let dry overnight at 20°C/60% humidity
- Repetition of bleaching step
- Treatment with test sample: soaking hair tresses in OXY 229 CB (as is) for 15 minutes
- Let dry overnight at 20°C/60% humidity

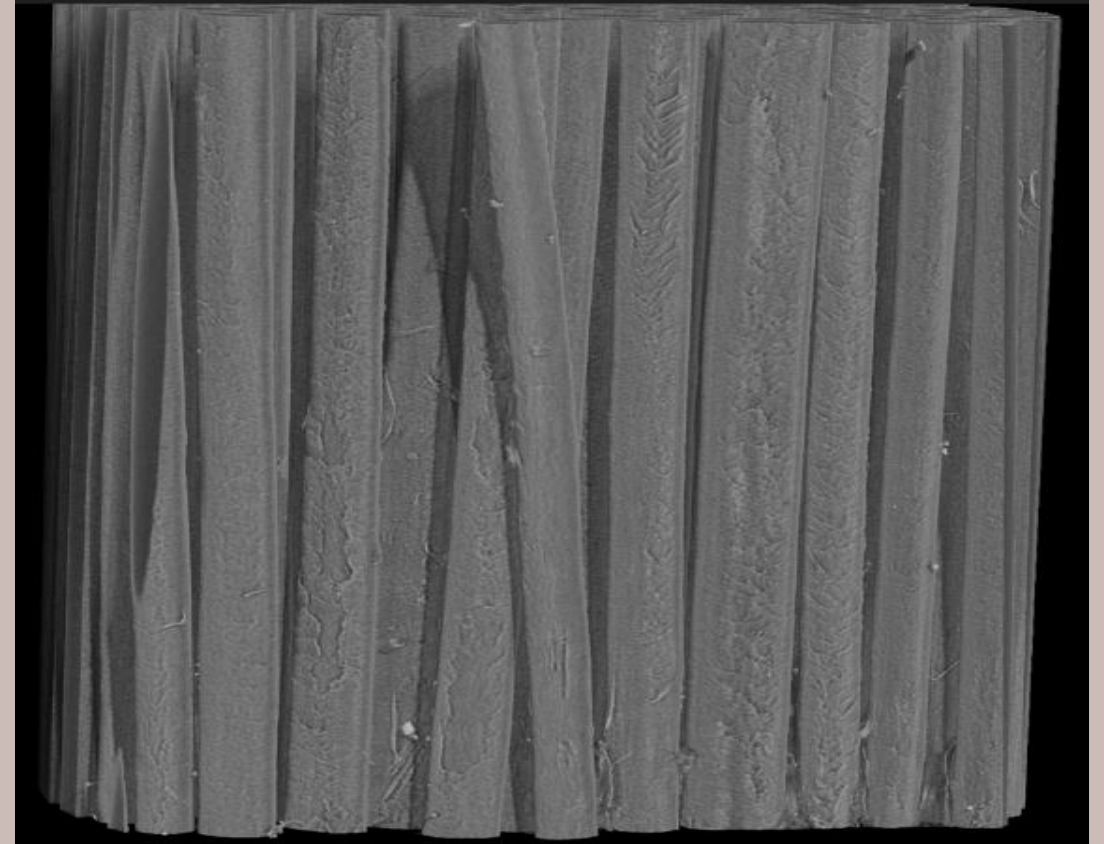


MICRO-COMPUTER TOMOGRAPHY (μ CT) ANALYSIS

Bleached hair



Bleached hair treated with OXY 229 CB

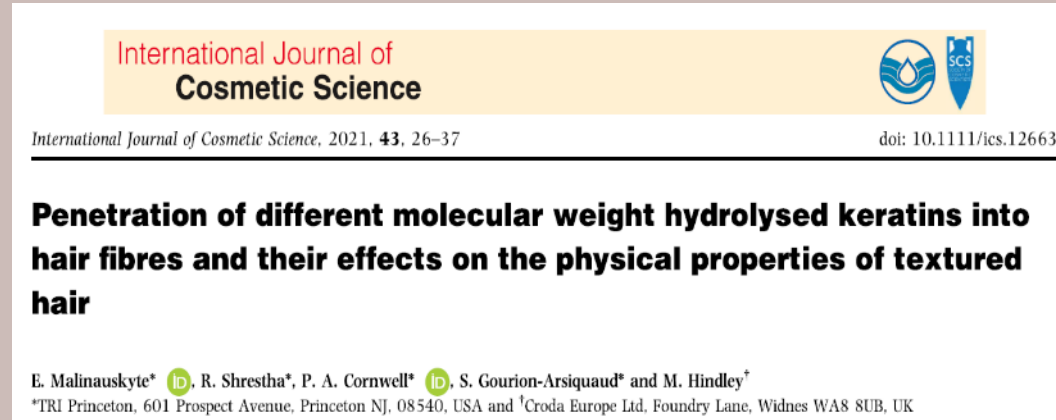


➤ **OXY 229 CB smooths the hair surface, leading to easier combing and a better sensory experience.**

Structural repair mode of action

BOND AID MODE OF ACTION

Peptides penetrate inside the hair structure:



- **Low-MW** (221 Da) and mid-range keratin peptides (2577 Da) were able to **penetrate deeper** into the cortex.
- **High-MW** keratin peptides (75440 Da) only **penetrated the surface layers** of relaxed textured hair.
- Both the **mid-range and the high-MW** keratin peptides were able to **improve breakage parameters** (Young's modulus, break stress, number of premature fractures).



THE HERO BEHIND THE SCENE

OXY 229 CB

743 peptides bonding* to hair,
effectively mending and
strengthening each strand

* Van der Waals interactions, hydrogen bonds and hydrophobic interactions.

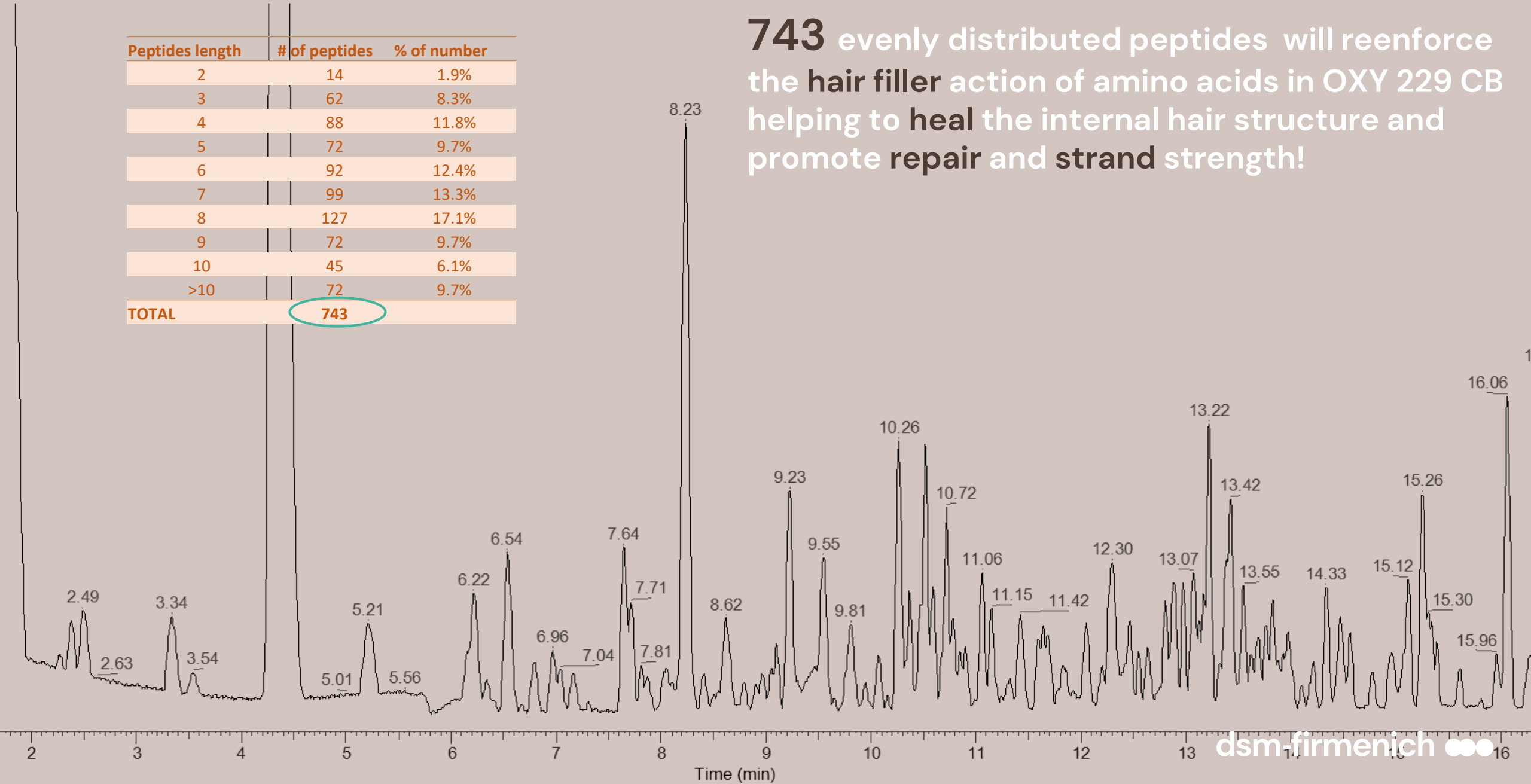


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FROM OUR ANALYTICS

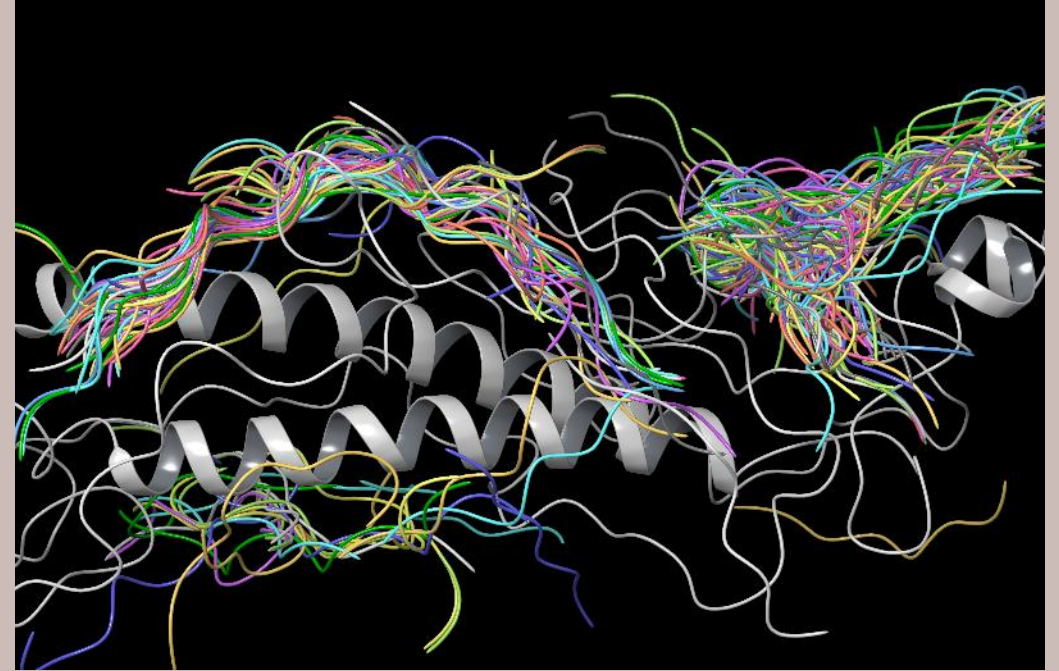
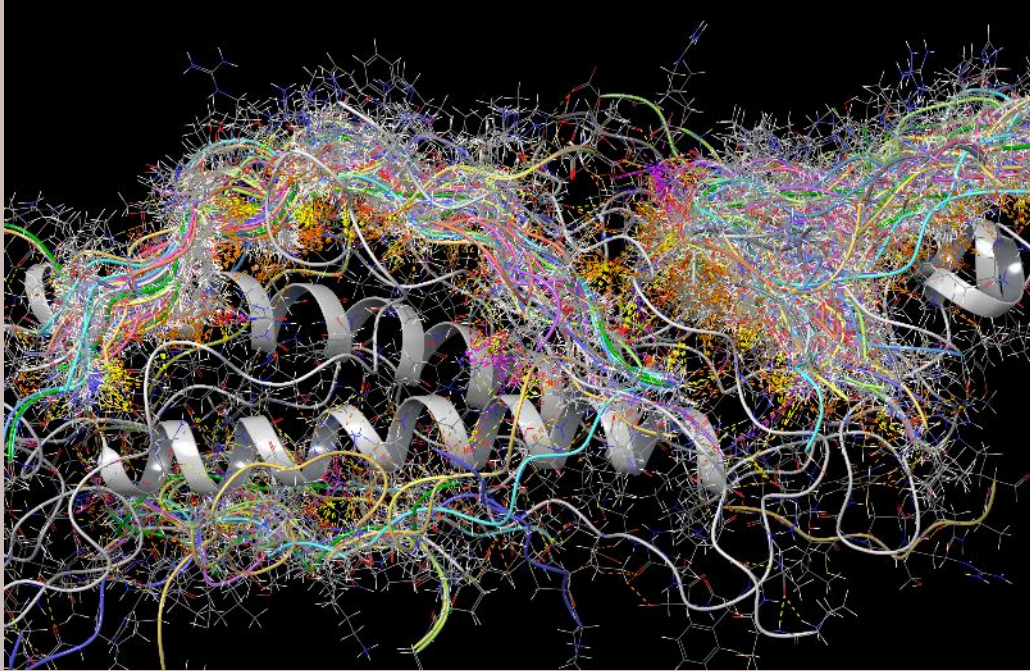
Peptides length	# of peptides	% of number
2	14	1.9%
3	62	8.3%
4	88	11.8%
5	72	9.7%
6	92	12.4%
7	99	13.3%
8	127	17.1%
9	72	9.7%
10	45	6.1%
>10	72	9.7%
TOTAL	743	

743 evenly distributed peptides will reenforce the **hair filler** action of amino acids in OXY 229 CB helping to **heal** the internal hair structure and promote **repair** and **strand** strength!



HEALING THE HAIR

Using computer molecular modeling, we can visualize how the peptides* in OXY 229 CB interact with keratin dimers through **Van der Waals forces, hydrogen bonding, and hydrophobic interactions**. This advanced methodology reveals the peptides' ability to self-organize on the keratin protein. With this behavior the peptides can accumulate in damaged areas, effectively filling structural gaps and contributing to hair healing.**



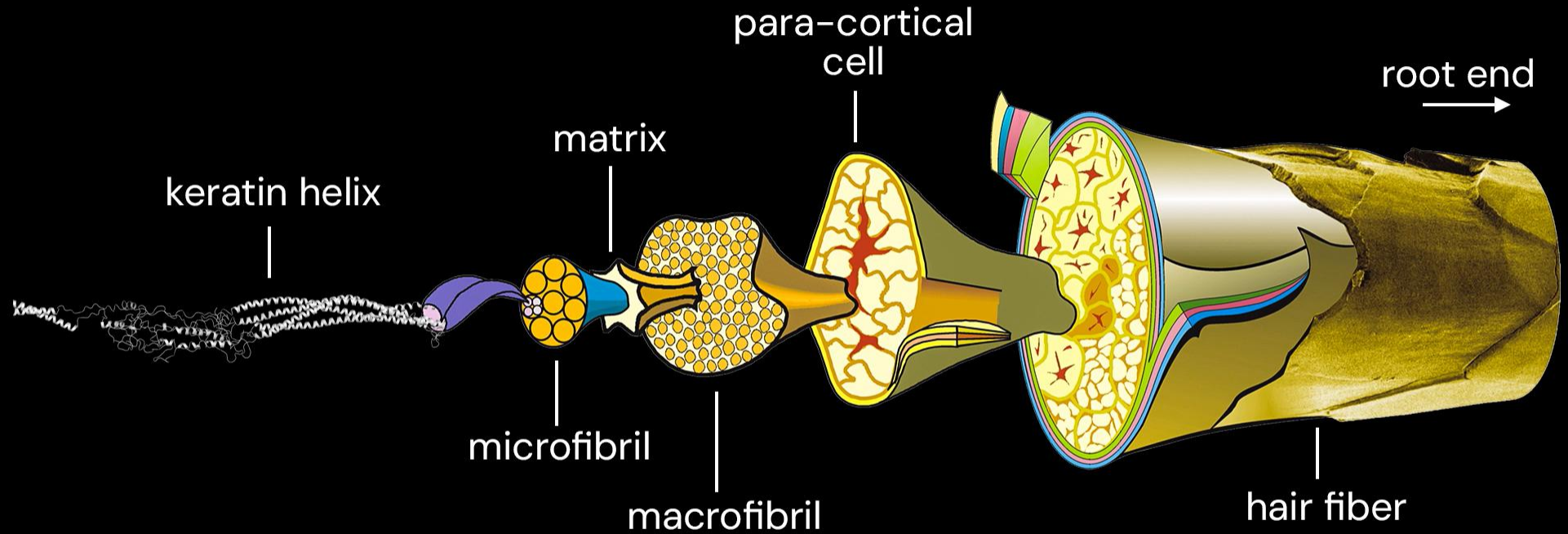
* Modeling conducted on 19 of the peptides composing OXY 229 CB

** In the amorphous keratin structure of the hair

Keratin model adapted from René HafnerNils WolgrammPeter Klein*Herbert M. Urbassek* in "Adsorption of Diclofenac and PFBS on a Hair Keratin Dimer", The journal of Physical Chemistry, Dec. 2023

PUSHING THE "BONDARIES"

Assuming access to the crystalline keratin structure were possible, the interactions previously modeled with keratins in the surrounding matrix would remain the same.



*adapted after CSIRO, CC BY 3.0, via Wikimedia Commons
Graphics by H.Z. Roe, 1992 & B. Lipson 2008, based on drawing by R.D.B. Fraser, 1972*

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OXY 229 CB, Hair healing Biotechnology

Technology: Amino Acids, Postbiotics peptides obtained by fermentation of yeast

INCI Name: Aqua, Glycerin, Caprylyl Glycol, 1,2-Hexanediol, Saccharomyces Lysate, Valine, Threonine, Glutamic acid, Glycine, Disodium Succinate

Natural origin content: 98% according to ISO16128

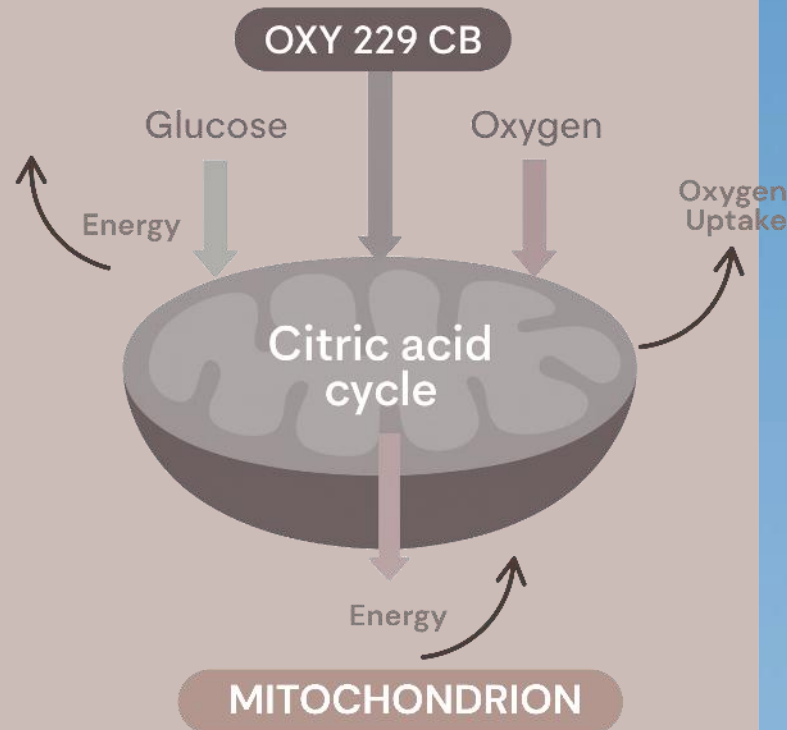
Suggested concentration: 1–3% OXY 229 CB



NOW BREATHE!

A finding from our skin biology research:

OXY 229 CB increases cells oxygen uptake for more energy and faster turnover to maintain a healthy scalp. The increase is likely due to stimulation of the citric acid cycle, a key driver of the skin's energy production process:



MODE OF ACTION

Gives cells the energy they need

OXY 229 CB's biotech is enriched with Amino Acids and Disodium succinate, a sophisticated mixture of cells respiration facilitators:

Threonine – essential Amino Acid

Plays a role in the process of **cells energy production** in the matrix of the mitochondria (known as the “powerhouses of the cell,” mitochondria produce the energy necessary for the cell's survival and functioning)

Valine – essential Amino Acid

Serves as an **energy fuel**

Glycine – non-essential Amino Acid

Improves **mitochondrial health**

Glutamic acid – non-essential Amino Acid

Supports cells **energy production**

Disodium succinate

Helps **cells respiration**



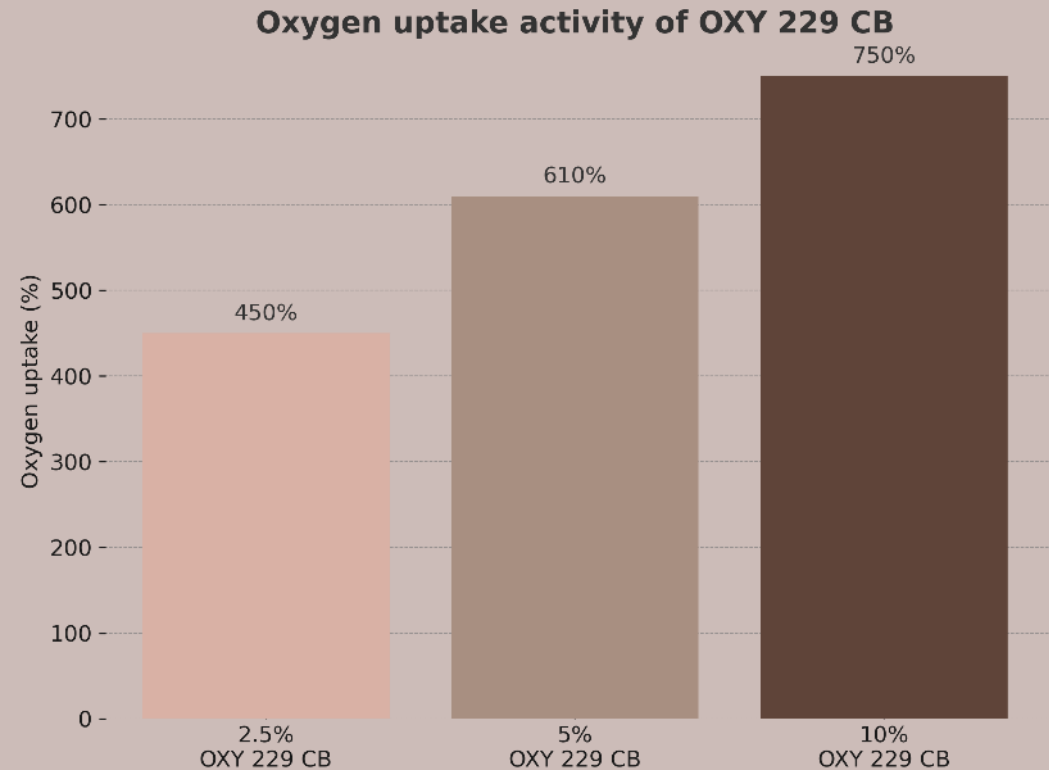
OXY 229 CB ENHANCES OXYGEN UPTAKE

*In vitro

A high uptake of oxygen in skin/scalp cells is a sign of good metabolic activity and is very important to the natural revitalizing capacity of the scalp.

The activity of OXY 229 CB was evaluated using the Gilson Respirometer, which measured oxygen uptake by a known quantity of a tissue homogenate. The oxygen consumption was determined one hour after the addition of the OXY 229 CB samples compared to untreated control.

OXY 229 CB enhances cells oxygen uptake by up to 750%*

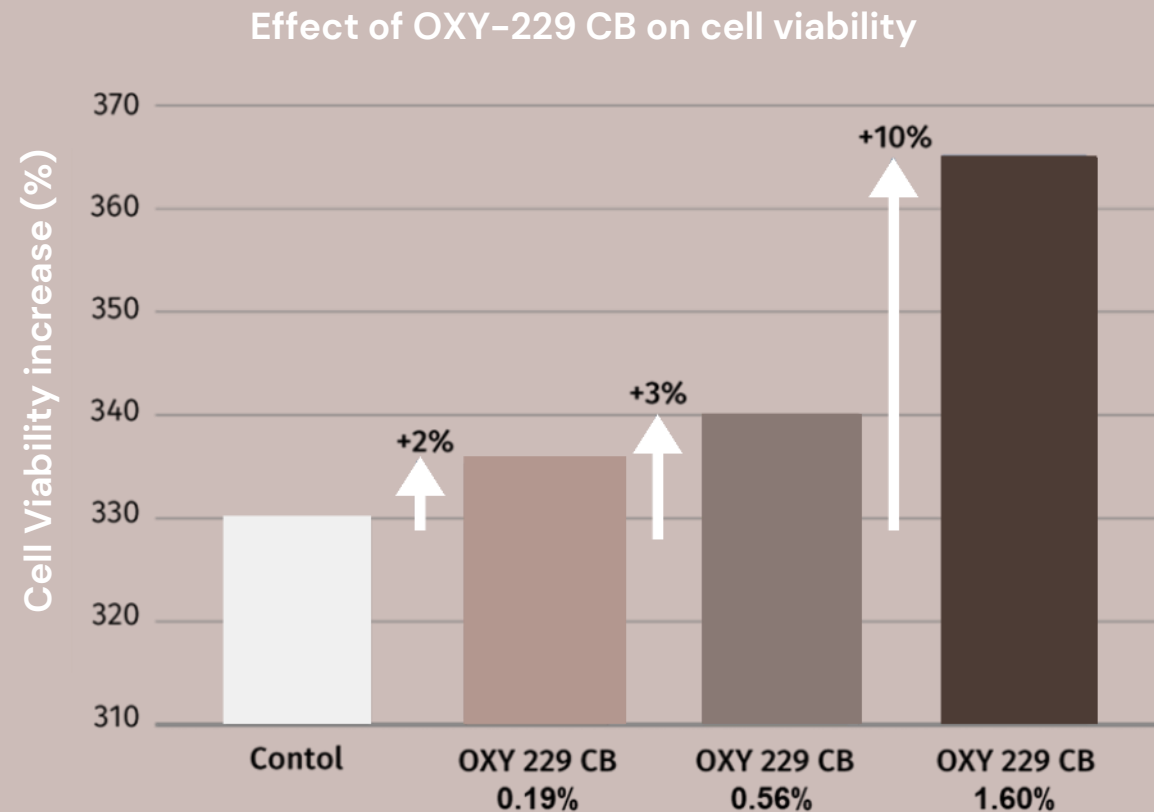


OXY 229 CB INDUCES CELL VIABILITY

Metabolic activity in cells must be high enough for them to carry out their normal functions and survive. The more active the cells, the healthier scalp will be.

The effect of OXY 229 CB on the growth and survival of fibroblasts was investigated using the colorimetric MTT-tetrazolium assay.

**OXY 229 CB induces cell viability
by up to 10%***



SUMMARY

BOND AID

with OXY 229 CB

Benefits:

- 3 trends in one product: bond* repair or structural repair, biotech-beauty, oxygenating scalp care (Cellular beauty)
- Strengthens the hair – restores the hair integrity
- Improves combability
- Enhances sensory experience
- Smooths hair surface
- Formulated with Natural Peptides for hair fiber care
- Delivers scalp energy
- Easy to use: 1% addition delivers immediate results

**OXY 229 CB, a comprehensive solution
for hair repair and consumer delight**

* van der Waals interactions, hydrogen bonds and hydrophobic interactions.



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WHAT IS IN FOR CONSUMERS

BOND AID

with OXY 229 CB

Visible transformation from first use:

- **Stronger strands:** Up to 22% more strength after just one application. Hair feels reborn, resilient, radiant, full of life.
- **Smoother feel:** Easier to comb, softer to touch. A touch of luxury you can feel in every strand.
- **Surface renewal:** Scientifically proven smoother hair surface. Less damage, more shine.

Scalp & Hair wellness

- **Scalp vitality boost:** Up to 750% more oxygen uptake and +10% cell viability. A revitalized scalp, the secret to hair longevity.
- **Clean Beauty promise:** Gentle on you, kind to the planet.

Confidence you can wear

- **Every day is a good hair day:** Hair that feels repaired, protected, and full of life.
- **Science you can trust:** Bond Aid made simple. Advanced care, inspired by nature, perfected by innovation.



BOND AID

featuring
OXY 229 CB



**2 in 1
ACTION**
Scalp Vitality
& Strand Integrity



BIOTECH
Derived
Technology



PEPTIDE 743



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BOND AID

The hero behind the scene **OXY 229 CB**

743 peptides bonding* to hair, effectively mending and strengthening each strand.

Benefits:

- 3 trends in one product: bond* repair or structural repair, biotech-beauty, oxygenating scalp care (Cellular beauty)
- Strengthens the hair – restores the hair integrity
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**OXY 229 CB, a comprehensive solution
for hair repair and consumer delight**



**2 in 1
ACTION**
Scalp Vitality
& Strand Integrity



BIOTECH
Derived
Technology



**PEPTIDE
743**

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* Van der Waals interactions, hydrogen bonds and hydrophobic interactions.

OXY 229 CB

ID card

INCI NAME: Aqua, Glycerin, Caprylyl Glycol, 1,2-Hexanediol, Saccharomyces Lysate, Valine, Threonine, Glutamic acid, Glycine, Disodium Succinate

TECHNOLOGY: Amino Acids, Postbiotics peptides obtained by fermentation of yeast (specific strain)
98% of natural origin (according to ISO 16128)

TECHNICAL:

Form: liquid	pH of use: 3–7.5	Solubility: water soluble
Use level: 1–3%	Preservative: free	Biodegradability: readily biodegradable

BENEFITS:

- Repairs Hair damages
- Restores the hair integrity
- Prevents keratin from damage
- Strengthens hair strands
- Smooths the hair surface
- Improves combability
- Enhances hair sensory experience
- Helps cells respiration (oxygen uptake)*
- Stimulates cell viability, revitalizing the scalp*

**REGISTRATIONS
CERTIFICATION**



BOND AID

featuring OXY 229 CB

Hair battles daily stress. UV exposure, pollution, heat, color, humidity, emotional stress — every day leaves a mark on the hair fiber and on the scalp.

That's why BOND AID was created: a biotech-powered ritual designed to restore hair from the inside out.

Powered by **OXY 229 CB** at 1%, a 743-peptide innovation obtained through sustainable biotechnology, BOND AID delivers a powerful **2-in-1 action**: it enhances structural integrity while revitalizes the scalp, while increases cells oxygen uptake up to +750%*.

The result? Stronger strands, smoother surface, and visible renewal since the first use.

More than performance, BOND AID is where science meets emotion. A comforting, sophisticated fragrance powered by **emotiOn™ ENERGY**, designed to boost your mood and natural vitality, combined with **lockscent™** the fragrance locker for hair, for long-lasting scent, transforms care into a sensorial experience for hair and mind.

Now, take a moment. Your ritual of restoration begins.

** in vitro data*



**2 in 1
ACTION**
Scalp Vitality
& Strand Integrity

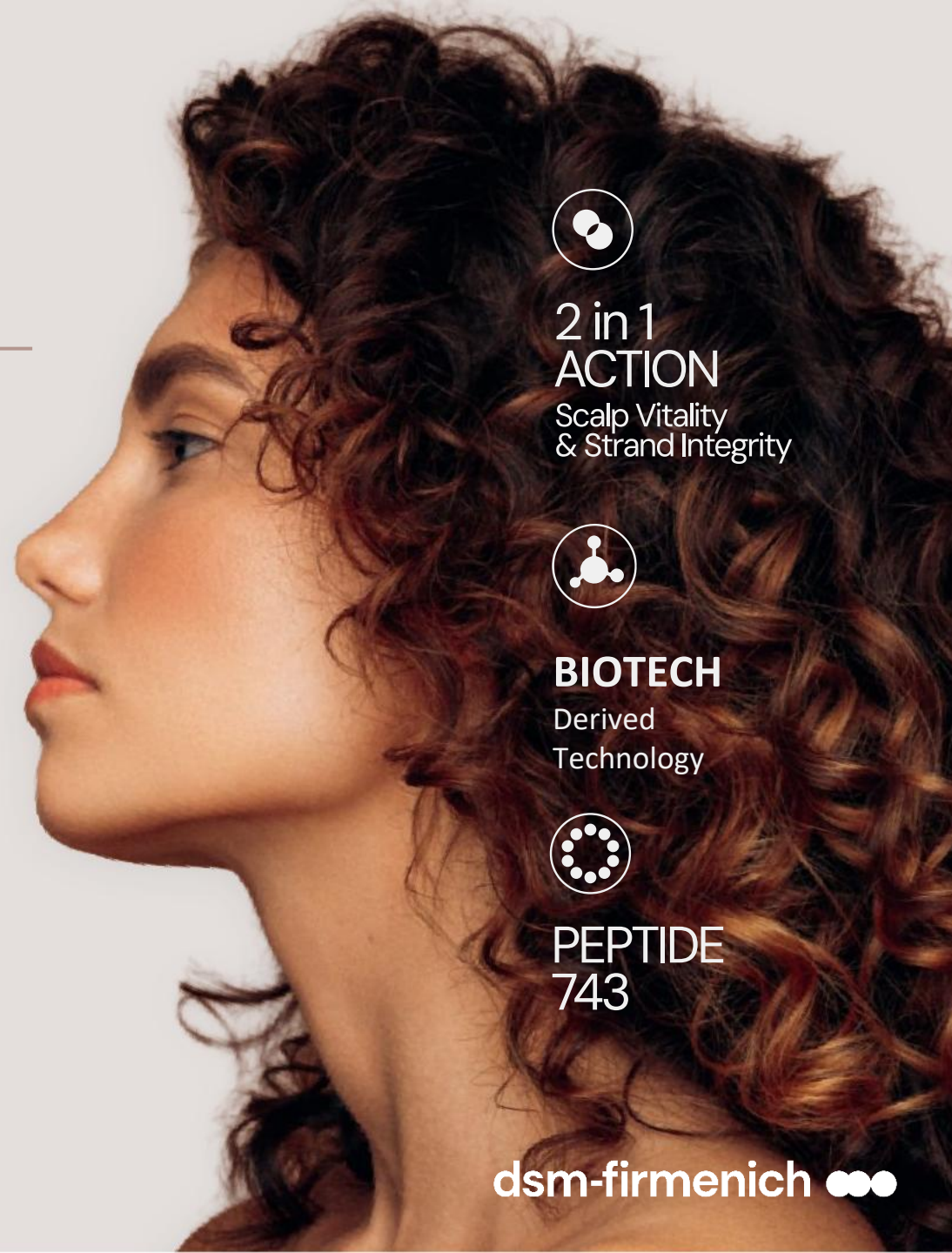


BIOTECH
Derived
Technology



**PEPTIDE
743**

dsm-firmenich





dsm-firmenich 

BOND AID RITUAL

featuring
OXY 229 CB

Minimal steps, maximum impacts

This 4-step ceremony restores hair integrity from scalp to strands, attaching to keratin fibers to help rebuild what daily stress takes away. Created for dry, damaged, or color-treated hair.



2 in 1 ACTION

Scalp Vitality
& Strand Integrity



BIOTECH

Derived
Technology



PEPTIDE 743

STEP 1 – PRE-SHAMPOO

PREPARE & TREAT

Helps to rebuild the
fiber inner structure

STEP 2 – SHAMPOO

CLEANSE & ENERGIZE

Gently cleanses and
revitalizes

STEP 3 – HAIR MASK

STRENGTHEN & FORTIFY

Strengthens the fiber and
smoothenes the cuticles

STEP 4 – HAIR MIST

SOFTEN & HYDRATE

Seales the routine and
enhances softness



dsm-firmenich ●●●

BOND AID

featuring OXY 229 CB

Stronger hair starts before you even step into the shower.

This pre-shampoo treatment primes the fiber to reinforce, protect, and energize your hair and scalp.

More than a pre-shampoo, it is a treatment that helps strengthen the fiber's inner structure, preparing it for the washing process.



**2 in 1
ACTION**
Scalp Vitality
& Strand Integrity



BIOTECH
Derived
Technology



PEPTIDE 743

STEP 1 – PRE-SHAMPOO

PREPARE & TREAT

OXY 229 CB - Strength starts here

Biotech natural peptides **reinforce the fiber from the first use and smooth the surface.** First step toward stronger, more resilient hair.

Phytantriol - Protect and preserve

Forms a **color-protective** veil and **supports the deposition of panthenol & keratin amino acids.**

Niacinamide PC - Scalp and fiber readiness

Helps improve resilience for a **healthier scalp** and **contribute to thicken & strength the fiber.**

Prepared fiber. Boosted performance. Maximized impacts.



dsm-firmenich ●●●

BOND AID

featuring OXY 229 CB

This gentle, sulfate-free shampoo creates a soft, cushioning lather that **cleanses without stripping**. Making it ideal even for sensitive scalps. It removes impurities while respecting the scalp barrier, leaving hair feeling fresh, soft, and ready for the repair routine.



**2 in 1
ACTION**
Scalp Vitality
& Strand Integrity



**BIOTECH
Derived
Technology**



PEPTIDE 743

STEP 2 –SHAMPOO

CLEANSE & ENERGIZE

OXY 229 CB - Strength and energy

Biotech natural peptides **reinforce the fiber from within**, smooth the surface, and improve combability, while boosting **cellular oxygen uptake and scalp vitality** for stronger, more energized hair after every wash.

TILAMAR® Quat 640 - Weightless conditioning

A high-performance conditioning polymer delivering **superior wet & dry combability**, smooth slip, and a **clean rinse with no build-up**, keeping hair light, silky, and easy to manage.

PENTAVITIN® - Rinse-off survivor

A natural sugar derivative that **binds to keratin and scalp**, helping **reinforce the scalp barrier within 24 hours**, **reduce flaking and excess sebum**, and keep the scalp hydrated, even with frequent washing.

Clean feel. Strong strands. Energized results.



dsm-firmenich ●●●

BOND AID

featuring OXY 229 CB

A rich, **strengthening mask** that dives deep into the fiber to **fortify, smooth, and restore**.

This step of the BOND AID routine, designed to lock in structural reinforcement **strengthen the fiber** while **smoothing the cuticles**, delivering an incredible feel-good texture.

After use it **delivers stronger, softer, visibly renewed hair**.



**2 in 1
ACTION**
Scalp Vitality
& Strand Integrity



**BIOTECH
Derived
Technology**



PEPTIDE 743

STEP 3 – HAIR MASK

STRENGTHEN & FORTIFY

OXY 229 CB - Deep fiber strength

The biotech natural peptide complex reinforces the hair from within, **improves tensile strength**, and **smooths the fiber surface** for easier combing and a fortified finish. Proven to deliver measurable structural repair.

Panthenol - Moisture and resilience

Panthenol helps **strengthen the scalp barrier** and **boost moisturization**. It contributes to hair-thickening effect by helping **increase fiber diameter**.

STIMU-TEX® AS — Powerful nourishing blend

It helps **reduce breakage**, **smooth frizz**, improve **ease of combing**, and **reduce split-ends**, while supporting **scalp comfort** with soothing and calming properties.

Stronger fiber. Smoother feel. Fortified finish.



dsm-firmenich ●●●

BOND AID

featuring OXY 229 CB

A lightweight, non-greasy mist that seals the final step of the BOND AID routine. This mist softens, hydrates, and protects the fiber while boosting all preceding repair steps.

Its mood-boosting, sophisticated fragrance locks onto your hair for hours, leaving an irresistible trail.



**2 in 1
ACTION**
Scalp Vitality
& Strand Integrity



**BIOTECH
Derived
Technology**



PEPTIDE 743

STEP 4 – HAIR MIST

SOFTEN & HYDRATE

OXY 229 CB — Softness with strength

Our Biotech natural peptide complex delivers lightweight fiber reinforcement, **smoothing the surface** for **instant softness** and **easier combability** - keeping the hair conditioned and more resilient throughout the day.

HYA-ACT™ M— Weightless hydration

This efficient form of hyaluronic acid provides **immediate hydration**.

Fragrance — BOND AND BEYOND

A bright citrus opening softened by vanilla and warm sandalwood elevates the final step into a sensorial seal. Powered by **lockscent™** the fragrance locker for hair, for long-lasting scent and **emotiOn™ ENERGY**, designed to **boost your natural vitality**.

Soft strands. Weightless moisture. Boosted mood.



dsm-firmenich ●●●

Fragrance

BOND AND BEYOND

Zesty and sparkling citrus, softened by vanilla and sandalwood notes, create a sophisticated scent that elevates repair to a sensorial ritual.

ORANGE TERP CITRONOVA® &
SANDALBLOOM™: upcycled ingredients
NIRVANOL®: dsm-firmenich's captive

lockscent™,

the fragrance locker for hair

A selection of high-impact ingredients from dsm-firmenich's palette that bond with hair keratin and diffuse their scents throughout the day.



emotiOn™ ENERGY

fragrance made to feel

Powered by 30 years of neuroscience.
Designed to boost your natural vitality.

TOP NOTES

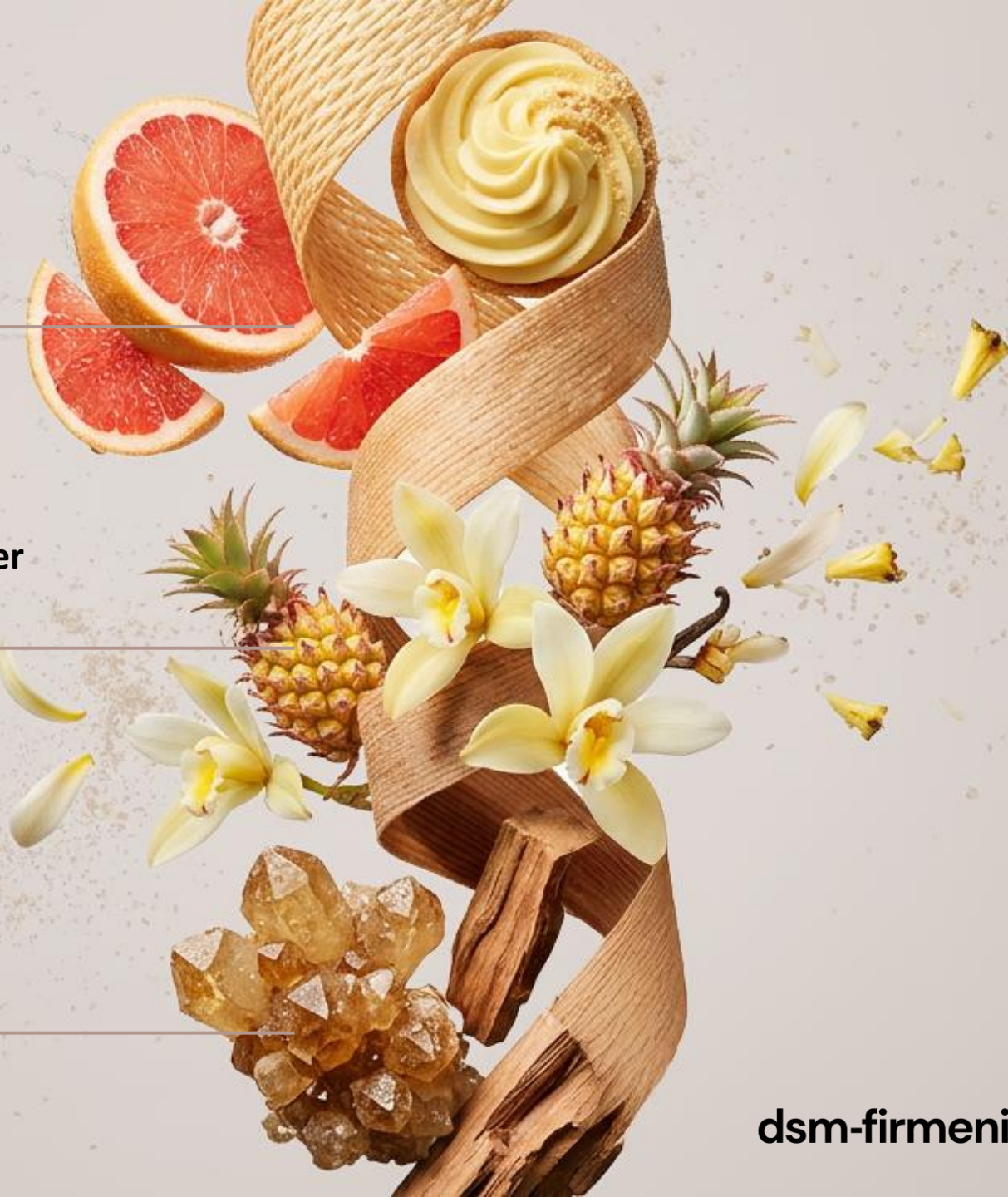
Grapefruit
Lemon Pie

HEART NOTES

Pineapple Flower
Vanilla Orchid

BASE NOTES

Brown Sugar
Sandalwood



BOND AID RITUAL

Take a bath to boost your mood while treating your strands.

dsm-firmenich 

PREPARE & TREAT

PRE-SHAMPOO

Professional tip

Use before every wash.
Apply on damp hair from roots to ends and let it sit for a few minutes to maximize the performance.

CLEANSE & ENERGIZE

SHAMPOO

Professional tip

Use it like your regular shampoo as often as required.
Massage gently to help enhance energizing benefits.

STRENGTHEN & FORTIFY

HAIR MASK

Professional tip

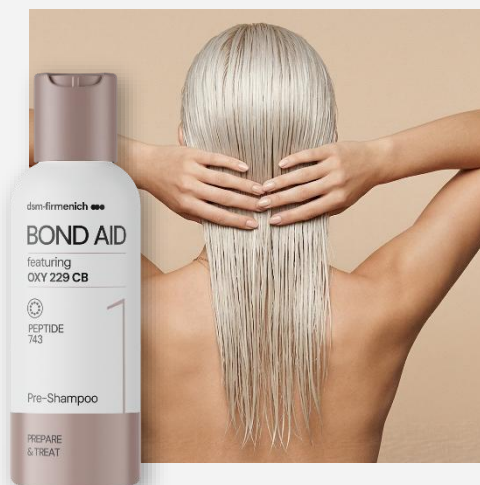
Leave on for 5–10 minutes for deep, targeted strengthening. Use after every wash.

SOFTEN & HYDRATE

HAIR MIST

Professional tip

Mist 3x lightly over damp hair to veil the fiber in weightless hydration, continuous protection, and effortless manageability.



BOND AID RITUAL

featuring
OXY 229 CB

Four steps.
One impacting journey.

This 4-step peptide-powered routine featuring OXY 229 CB reinforces the fiber inner structure, vitalizes the scalp, strengthens, and hydrates — delivering hair that looks restored, feels renewed, and performs like never before.



2 in 1 ACTION

Scalp Vitality
& Strand Integrity



BIOTECH

Derived
Technology



PEPTIDE 743

With biotech-powered care for **scalp vitality and strand integrity**, BOND AID RITUAL helps hair look restored, feel renewed, and perform at its best.

STEP 1 – PRE-SHAMPOO

Prep the core.

Strength starts with reinforcement of the inner structure of the fiber.



STEP 2 – SHAMPOO

Cleanse with purpose.

Vitality and repair in every wash.



STEP 3 – HAIR MASK

Fortify the surface.

Mask-driven strength and smoothness.



STEP 4 – HAIR MIST

Seal with softness.

A hydrating mist and energizing fragrance veil complete the transformation.



dsm-firmenich

BOND AID

featuring **OXY 229 CB** for scalp vitality & strand integrity

What consumer will perceive

Visible transformation from first use

- Stronger strands: up to 22% more strength after just one application.
 - Hair feels reborn, resilient, radiant, full of life.
- Smoother feel: easier to comb, softer feel.
 - A touch of luxury you can feel in every strand.
- Surface renewal: scientifically proven smoother hair surface.
 - Less damage, more shine.

Scalp & Hair wellness

- Scalp vitality boost: +750% oxygen uptake and +10% more cell vitality.
 - A revitalized scalp, the secret to hair longevity.
- Clean Beauty promise: gentle on you, kind to the planet.

Confidence you can wear

- Every day is a good hair day: hair that feels protected, and full of life.
- Science you can trust: Advanced care, inspired by nature, perfected by biotechnology innovation.
- Advanced fragrance technology: long-lasting scent, powered by mood boosting experience.



**2 in 1
ACTION**
Scalp Vitality
& Strand Integrity



BIOTECH
Derived
Technology



**PEPTIDE
743**

dsm-firmenich

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We bring progress to life

OXY 229 CB

ID Card

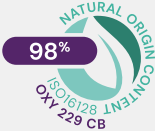
INCI NAME: Aqua, Glycerin, Caprylyl Glycol, 1,2-Hexanediol, Saccharomyces Lysate, Valine, Threonine, Glutamic acid, Glycine, Disodium Succinate

TECHNOLOGY: Amino Acids, Postbiotics peptides obtained by fermentation of yeast (specific strain)
98% of natural origin (according to ISO 16128)

TECHNICAL:	Form: liquid Use level: 1–3%	pH of use: 3–7.5 Preservative: free	Solubility: water soluble Biodegradability: readily biodegradable
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- BENEFITS:**
- Repairs Hair damages
 - Restores the hair integrity
 - Prevents keratin from damage
 - Strengthens hair strands
 - Smooths the hair surface
 - Improves combability
 - Enhances hair sensory experience
 - Helps cells respiration (oxygen uptake)*
 - Stimulates cell viability, revitalizing the scalp*

**REGISTRATION
CERTIFICATION**



*In vitro

OXY 229 CB

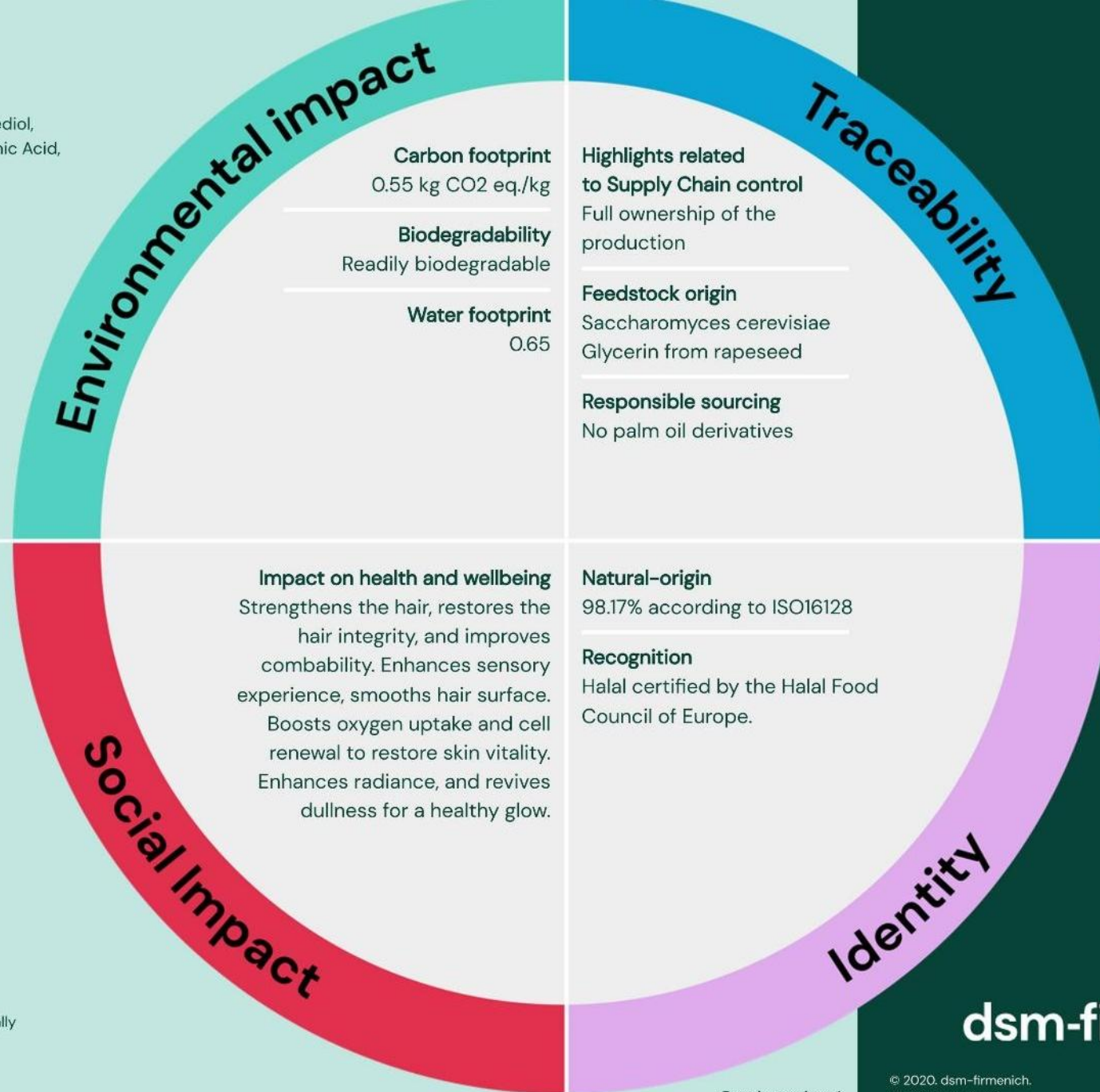
INCI name: Valine, Aqua, Glycerin, Caprylyl Glycol, 1,2-Hexanediol, Saccharomyces Lysate, Glycine, Disodium Succinate, Glutamic Acid, Threonine

Product codes: 5038456

OXY 229 CB

743 natural peptides from biotechnology for skin vitality and hair damage repair.

The carbon and water footprint calculations are based on internally conducted LCA according to ISO 14040/44 guidelines, dsm-firmenich LCA policy and validated by an internal reviewer. The biodegradability is based on relevant OECD tests.



Aligned with and contributing to the

**SUSTAINABLE
DEVELOPMENT
GOALS**



dsm-firmenich

Card version 1

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SENSORY EVALUATION,
A PROFESSIONALLY DESIGNED
TEST SET UP



Sensory evaluation of OXY 229 CB in market product

Bleaching:

- Mix commercial bleaching agent according to description on packaging.
- Spread the mixture homogeneously on dry (not washed) hair.
- Cover with alu foil for 45 min.
- Rinse off with 39°C tap water until water is clear.
- Leave hair tresses for 50 min. in deionized water.
- Dry slightly with paper towels.
- Let tresses dry in climate room overnight at 20°C / 60% humidity.

Material:

European strong bleached hair (20cm long, Art.Nr. 814010-E-D)

Sensory evaluation of OXY 229 CB in market product

Design of the questionnaire

- Test: Each panelist has done a comparison of 3 tresses in a specific order and rated them (see example below)

Tress 1 vs 3 / Tress 3 vs 4 and Tress 1 vs 4 => each panelist express a preference in terms of smoothness of the tress.

- Rating: Each panelist should evaluate the difference of preference on a **scale from 0 to 10** (worst to best) between the 3 tresses tested

	TEST			RATING		
Panelist xxx-1	Tresses 1-3	Tresses 3-4	Tresses 1-4	Tress 1	Tress 3	Tress 4
	3	4	4	2	3	7
Panelist xxx-2	Tresses 1-3	Tresses 3-6	Tresses 1-6	Tress 1	Tress 3	Tress 6
	3	6	6	3	3.5	7
Panelist xxx-3	Tresses 1-4	Tresses 4-5	Tresses 1-5	Tress 1	Tress 4	Tress 5
	4	4	0	2	6	2
Panelist xxx-4	Tresses 1-4	Tresses 4-5	Tresses 1-5	Tress 1	Tress 4	Tress 5
	4	0	5	2	4	4
Panelist xxx-5	Tresses 1-5	Tresses 5-6	Tresses 1-6	Tress 1	Tress 5	Tress 6
	5	6	6	1	3	6

BOND AID

STEP 1 – PRE-SHAMPOO

PREPARE & TREAT

91 % Natural Origin
content according to
ISO 16128 by including
formulation water.

Phase	Ingredient	INCI	% w/w
A	Water Dem	AQUA	69.50
	Citric Acid Anhydrous	CITRIC ACID	0.40
	Polycos CA-50 ECO	GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE	0.25
	Edeta® BD	DISODIUM EDTA	0.10
B	TEGO Betain F50	COCAMIDOPROPYL BETAINE, AQUA	3.80
	PLANTACARE® 818 UP	COCO-GLUCOSIDE, AQUA	5.50
	Prebiulin C90	CELLULOSE GUM, XANTHAN GUM, INULIN, CELLULOSE, GLUCOSE, FRUCTOSE	0.20
	D-Panthenol 75 L	PANTHENOL, AQUA, PANTOLACTONE	0.50
C	DL-alpha-Tocopheryl Acetate	TOCOPHERYL ACETATE	1.00
	Lanette® 18	STEARYL ALCOHOL	3.00
	Kokosöl raffiniert kbA DE-ÖKO-001	COCOS NUCIFERA OIL	3.00
	AminoSensyl HC	BRASSICA ALCOHOL, BRASSICYL VALINATE ESYLATE	3.00
	Mixed Tocopherols 95	TOCOPHEROL	0.50
	Lanette® 16	CETYL ALCOHOL	3.00
	Phytantriol	PHYTANTRIOL	0.25
	<i>life'sGLA™ '10' n-6 Oil</i>	OENOTHERA BIENNIS SEED EXTRACT, ASCORBYL PALMITATE, TOCOPHEROL	0.50
	ARGAN OIL	ARGANIA SPINOSA KERNEL OIL	0.50
	Varisoft BT 85	BEHENTRIMONIUM CHLORIDE, ISOPROPYL ALCOHOL	1.50
D	Niacinamide PC	NIACINAMIDE	0.20
	PENTAVITIN®	SACCHARIDE ISOMERATE, AQUA, CITRIC ACID, SODIUM CITRATE	0.50
	OXY 229 CB	SACCHAROMYCES LYSATE, VALINE, THREONINE, GLUTAMIC ACID, GLYCINE, GLYCERIN, AQUA, DISODIUM SUCCINATE, 1,2-HEXANEDIOL, CAPRYLYL GLYCOL	1.00
	PUROX® S	SODIUM BENZOATE	0.60
E	BOND AND BEYOND P04E062	PARFUM, BENZYL SALICYLATE, CITRAL, CITRONELLOL, COUMARIN, LIMONENE, CITRUS AURANTIUM PEEL OIL, DIMETHYL PHENETHYL ACETATE, GERANYL ACETATE, PINENE, TERPINEOL, TETRAMETHYL ACETYLOCTAHYDRONAPHTHALENES	1.20

BOND AID

STEP 2 –SHAMPOO CLEANSE & ENERGIZE

91 % Natural Origin content
according to ISO 16128 by
including formulation water.

Phase	Ingredient	INCI	% w/w
A	Water Dem	AQUA	37.55
	TEGO Betain F50	COCAMIDOPROPYL BETAINE, AQUA	5.00
	Bio-Terge AS-40 HASB	SODIUM C14-16 OLEFIN SULFONATE, AQUA	12.00
	Amphosol DM	COCO-BETAINE	3.00
	Comperlan® KD	COCAMIDE DEA	2.00
	Oramix L 30	SODIUM LAUROYL SARCOSINATE	8.00
	Jaguar® C 162 SGI	HYDROXYPROPYL GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE	0.30
	TEGIN BL 315	GLYCOL DISTEARATE	2.00
	Citric Acid 25% sol.	AQUA, CITRIC ACID	1.10
B	Water Dem	AQUA	20.00
	TC-BIO-CARBOMER 380	CARBOMER	0.20
	Sodium Hydroxide 10%	AQUA, SODIUM HYDROXIDE	0.25
C	Citric Acid 25% solution	AQUA, CITRIC ACID	1.10
D	TEGO SOLVE 61 MB	POLYGLYCERYL-6 CAPRYLATE, POLYGLYCERYL-6 RICINOLEATE, POLYGLYCERYL-4 CAPRATE, POLYGLYCERYL-3 COCOATE, AQUA	2.40
	BOND AND BEYOND P04E062	PARFUM, BENZYL SALICYLATE, CITRAL, CITRONELLOL, COUMARIN, LIMONENE, CITRUS AURANTIUM PEEL OIL, DIMETHYL PHENETHYL ACETATE, GERANYL ACETATE, TETRAMETHYL ACETYLOCTAHYDRONAPHTHALENES	0.80
E	D-Panthenol 75 L	PANTHENOL, AQUA, PANTOLACTONE	1.00
	PENTAVITIN®	SACCHARIDE ISOMERATE COMPLEX	0.50
	TILAMAR® Quat 640	POLYQUATERNIUM-6, AQUA	1.00
	Sodium Chloride Emprove exp	SODIUM CHLORIDE	0.50
	PUROX® S	SODIUM BENZOATE	0.40
	Potassium Sorbate	POTASSIUM SORBATE	0.20
	OXY 229 CB	SACCHAROMYCES LYSATE, VALINE, THREONINE, GLUTAMIC ACID, GLYCINE, GLYCERIN, AQUA, DISODIUM SUCCINATE, 1,2-HEXANEDIOL, CAPRYLYL GLYCOL	1.00
	Sodium Hydroxide 30% Solution	AQUA, SODIUM HYDROXIDE	0.80

BOND AID

STEP 3 – HAIR MASK

STRENGTHEN & FORTIFY

96 % Natural Origin content
according to ISO 16128 by
including formulation water.

Phase	Ingredient	INCI	% w/w
A	Water Dem	AQUA	80.05
	L(+) Lactic Acid 90%	LACTIC ACID, AQUA	0.50
	Polycos CA-50 ECO	GUAR HYDROXYPROPYLTRIMONIUM CHLORIDE	0.25
	CremerGLYC Refined Glycerine Organic	GLYCERIN	3.00
	Ucare Polymer JR-125	POLYQUATERNIUM-10, AQUA, SODIUM ACETATE, SODIUM CHLORIDE, ISOPROPYL ALCOHOL	0.10
B	Solagum GM	GLUCOMANNAN	0.50
C	DL-α-Tocopheryl Acetate	TOCOPHERYL ACETATE	0.50
	Mixed Tocopherols 95	TOCOPHEROL	0.10
	TEGO Care Eco CAT MB	DISTEAROYLISOPROPYL DIMONIUM METHOSULFATE	3.00
	PARSOL® SLX	POLYSILICONE-15	0.50
	<i>life'sGLA '10' n-6 Oil</i>	OENOTHERA BIENNIS SEED EXTRACT, ASCORBYL PALMITATE, TOCOPHEROL	1.00
	STIMU-TEX® AS	ARGANIA SPINOSA KERNEL OIL, TOCOPHEROL, BUTYROSPERMUM PARKII BUTTER EXTRACT, SPENT GRAIN WAX	1.50
	Lanette O	CETEARYL ALCOHOL	5.00
D	euxyl K 712	AQUA, SODIUM BENZOATE, POTASSIUM SORBATE	0.80
	OXY 229 CB	SACCHAROMYCES LYSATE, VALINE, THREONINE, GLUTAMIC ACID, GLYCINE, GLYCERIN, AQUA, DISODIUM SUCCINATE, 1,2-HEXANEDIOL, CAPRYLYL GLYCOL	1.00
E	D-Panthenol 75 L	PANTHENOL, AQUA, PANTOLACTONE	1.00
	BOND AND BEYOND P04E062	PARFUM, BENZYL SALICYLATE, CITRAL, CITRONELLOL, COUMARIN, LIMONENE, CITRUS AURANTIUM PEEL OIL, DIMETHYL PHENETHYL ACETATE, GERANYL ACETATE, PINENE, TERPINEOL, TETRAMETHYL ACETYLOCTAHYDRONAPHTHALENES	1.20

BOND AID

STEP 4 – HAIR MIST SOFTEN & HYDRATE

92 % Natural Origin content
according to ISO 16128 by
including formulation water.

Phase	Ingredient	INCI	% w/w
A	Water Dem	AQUA	67.32
	L(+) Lactic Acid 90%	LACTIC ACID, AQUA	0.18
	HYA-ACT™ M	SODIUM HYALURONATE	0.10
B	Hydrolite 5 green	PENTYLENE GLYCOL	2.00
	OXY 229 CB	SACCHAROMYCES LYSATE, VALINE, THREONINE, GLUTAMIC ACID, GLYCINE, GLYCERIN, AQUA, DISODIUM SUCCINATE, 1,2-HEXANEDIOL, CAPRYLYL GLYCOL	2.00
	Niacinamide PC	NIACINAMIDE	0.20
	Pyridoxine HCl	PYRIDOXINE HCL	0.20
	D-Panthenol 75L	PANTHENOL, AQUA, PANTOLACTONE	1.00
	PUROX S	SODIUM BENZOATE	0.20
	Potassium Sorbate	POTASSIUM SORBATE	0.40
	Magnesium Citrate	MAGNESIUM CITRATE	0.20
	Cremophor RH40	PEG-40 HYDROGENATED CASTOR OIL	4.50
D	BOND AND BEYOND P04E062	PARFUM, GERANIOL, BENZYL SALICYLATE, CITRAL, CITRONELLOL, COUMARIN, EUGENOL, LIMONENE, LINALOOL, BENZALDEHYDE, BETA-CARYOPHYLLENE, CITRUS AURANTIUM PEEL OIL, DIMETHYL PHENETHYL ACETATE, GERANYL ACETATE, PINENE, ROSE KETONES, TERPINEOL, TETRAMETHYL ACETYLOCTAHYDRONAPHTHALENES,	0.80
	Bio-Ethanol	ALCOHOL	20.00
	Mixed Tocopherols 95	TOCOPHEROL	0.20
	DL-alpha-Tocopheryl Acetate	TOCOPHERYL ACETATE	0.50
	Argan Oil	ARGANIA SPINOSA KERNEL OIL	0.10
	Phytantriol	PHYTANTRIOL	0.10

BOND AID

featuring
OXY 229 CB



**2 in 1
ACTION**

Scalp Vitality
& Strand Integrity



BIOTECH

Derived
Technology



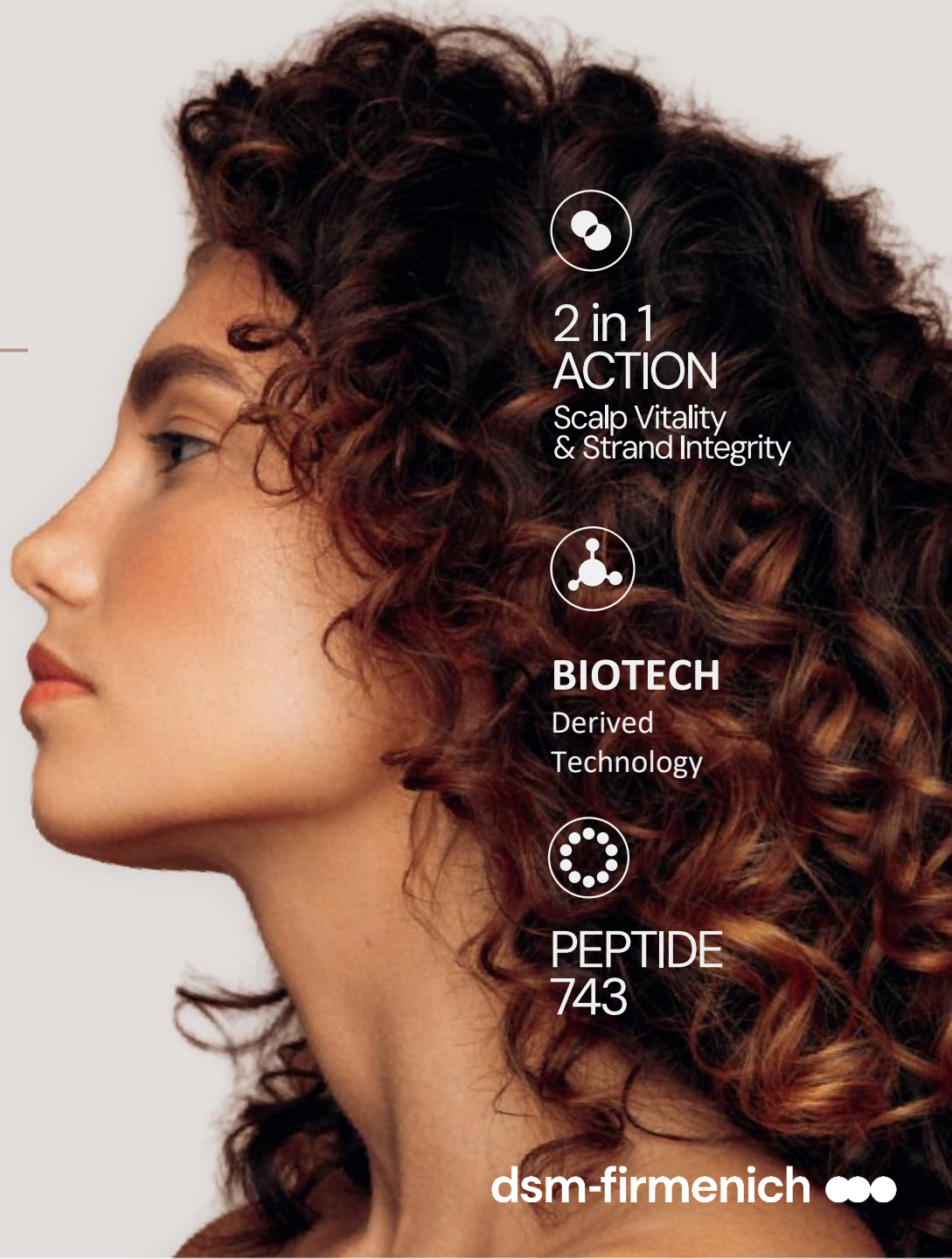
**PEPTIDE
743**



dsm-firmenich

BOND AID

featuring
OXY 229 CB



**2 in 1
ACTION**
Scalp Vitality
& Strand Integrity



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Technology



**PEPTIDE
743**

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