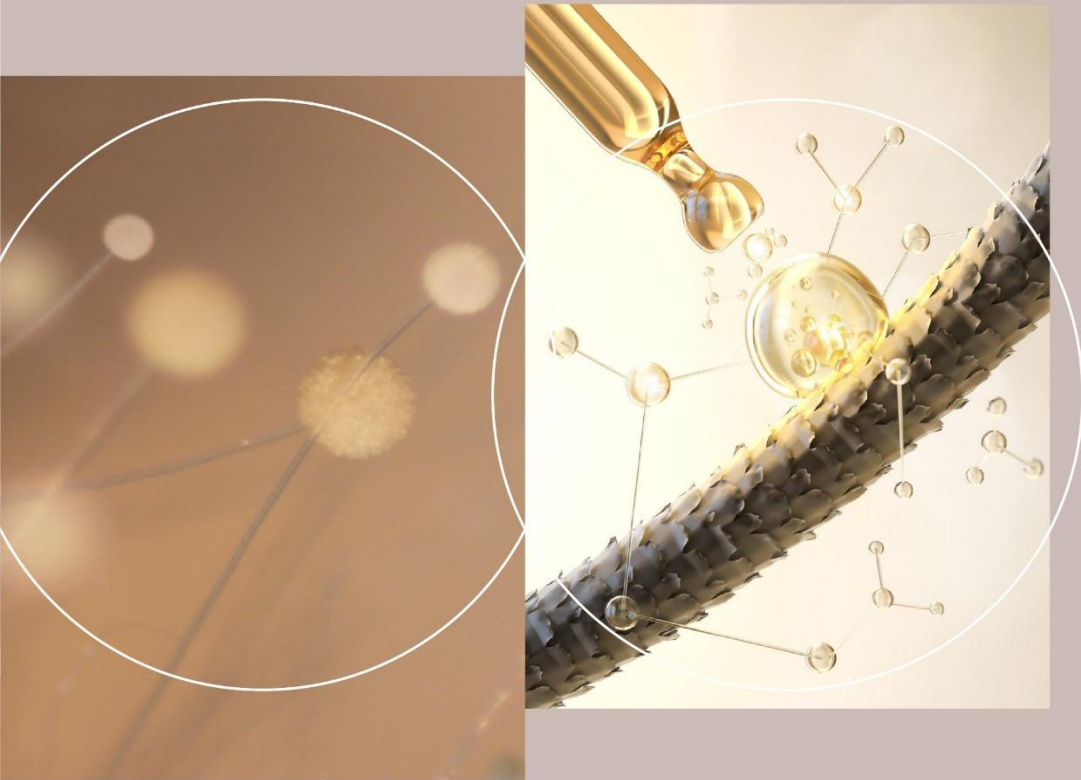


BOND AID with OXY 229 CB

*Biotech innovation for hair
integrity and scalp vitality*

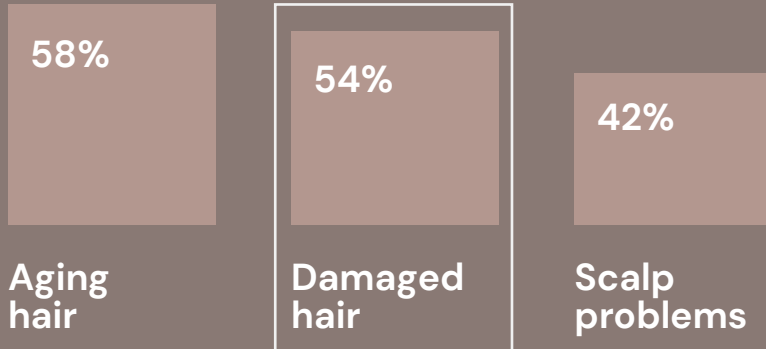


TRENDS

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)*



*Source: Euromonitor

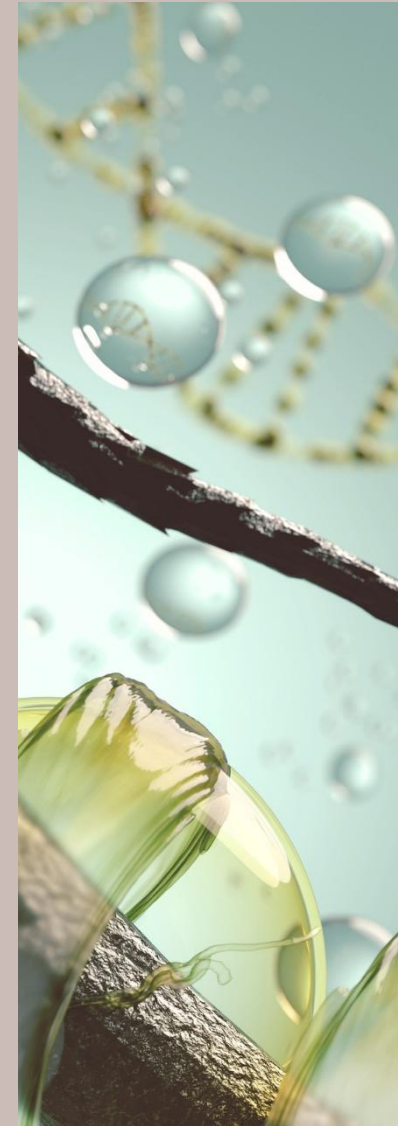
TRENDS

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



Damage repair
“Bond repair”

Biotechnology



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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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.

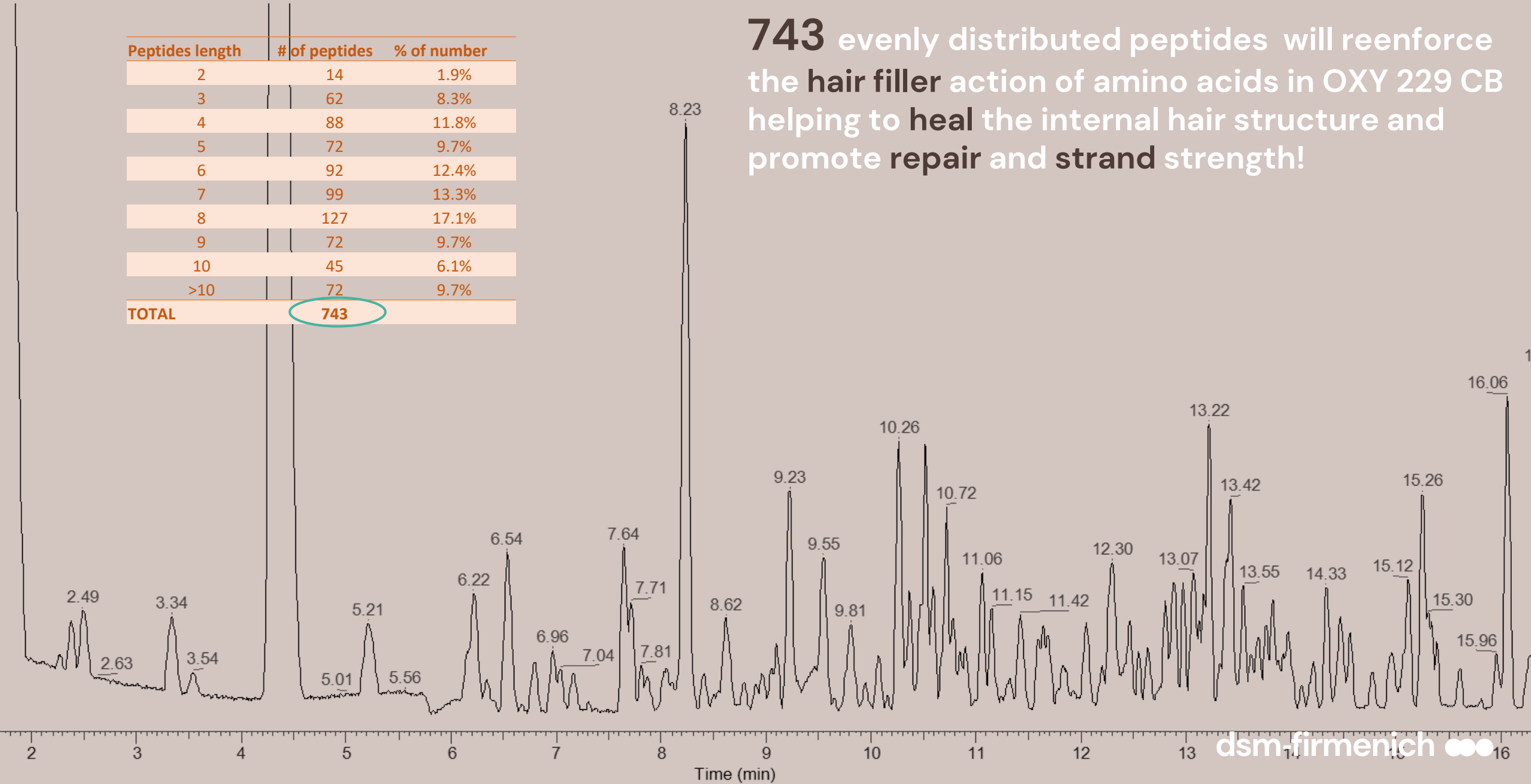


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FROM OUR ANALYTICS

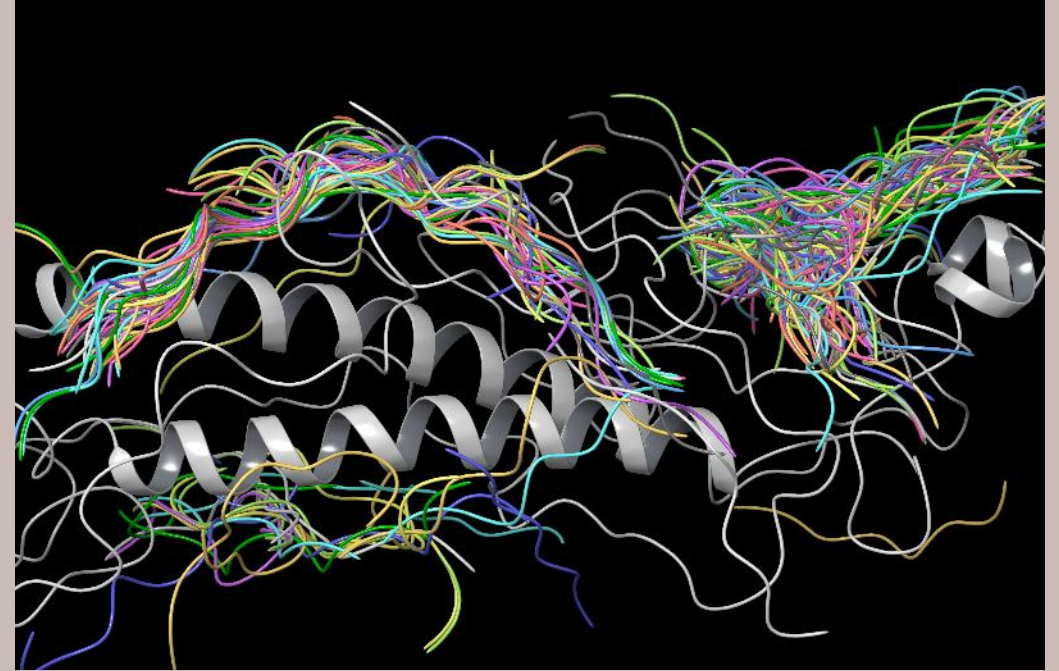
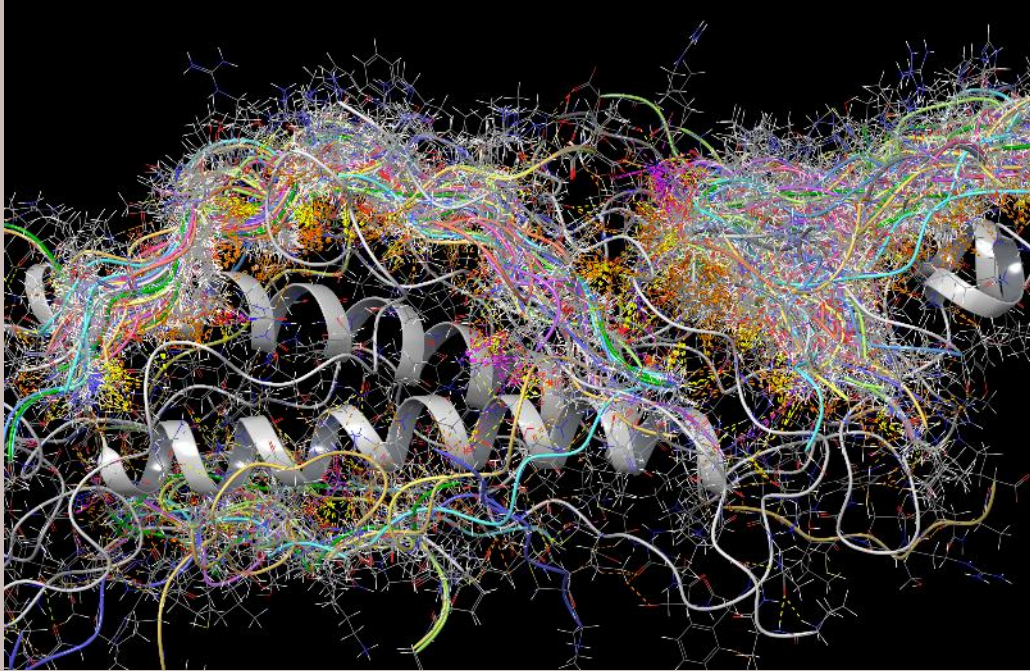
Peptides length	# of peptides	% of number
2	14	1.9%
3	62	8.3%
4	88	11.8%
5	72	9.7%
6	92	12.4%
7	99	13.3%
8	127	17.1%
9	72	9.7%
10	45	6.1%
>10	72	9.7%
TOTAL	743	

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

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 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



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BOND AID

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**



*In vitro

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