



In-Fact

The truth behind the labels

April 2025

dsm-firmenich 



Color
Care



Hair
Care

In-Fact

The truth behind
the labels



Sun
Care



Skin
Care

IN-FACT is a line that contains the most important element for more conscious choices: the truth behind the labels.

More than high-performance ingredients, the line combines the best of **science, research and leadership in sustainable innovation** in skin care, sunscreen, makeup and hair care products. Solutions built on the latest trends and facts to deliver truly greener choices and visible effects.

It is the result of dsm-firmenich's commitment to always stand by its partners at all times, to build trust and co-create the future of cosmetics.

In-Fact

The truth behind
the labels

Waterless solutions



Hair
Care



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Greenlighting the truth for brighter solutions

93%

natural origin
ISO 16128



Transport
91%

less water

compared to a
standard liquid
shampoo

In-Fact

POWDER SHAMPOO

Good for the scalp, hair and the environment

The same performance as a liquid shampoo, only in powdered form which is activated by water in the shower. It **hydrates and strengthens the scalp's barrier, reducing sebum and flaking** in addition to being an **eco-friendly product that uses less water in its composition and reduces the amount of packaging.**



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In-Fact

POWDER SHAMPOO

The truth behind the labels

Thanks to its waterless formulation, **1 powder shampoo bottle (250g)** can last as long as **5 standard liquid shampoo bottles (250mL)**, reducing the amount of packaging by a factor 5.

Transport **91%** less water compared to a standard liquid shampoo.



Smooth combing with the Powder Shampoo:

21%

21% dry combing force reduction vs market benchmark shampoo.***

It contains PENTAVITIN®, a 100% natural and biodegradable ingredient, clinically tested after frequent showering *:

60%

60% of consumers stated “my scalp feels hydrated and healthy”.

37%

37% sebum reduction.

55%

Up to 55% reduction in scalp flaking.

**Clinical study, 30 volunteers, 18 – 50 years old, self assessment, 0.5% PENTAVITIN®, 28 days, rinse-off, standard liquid shampoo applied every 2 days*

Innovative Scalp Color 3D Mapping Technology**

Visible Hydration Power

Visible Sebum Reduction

***After 7 days of frequent use of PENTAVITIN® (0.5%) in a standard liquid shampoo compared to placebo*

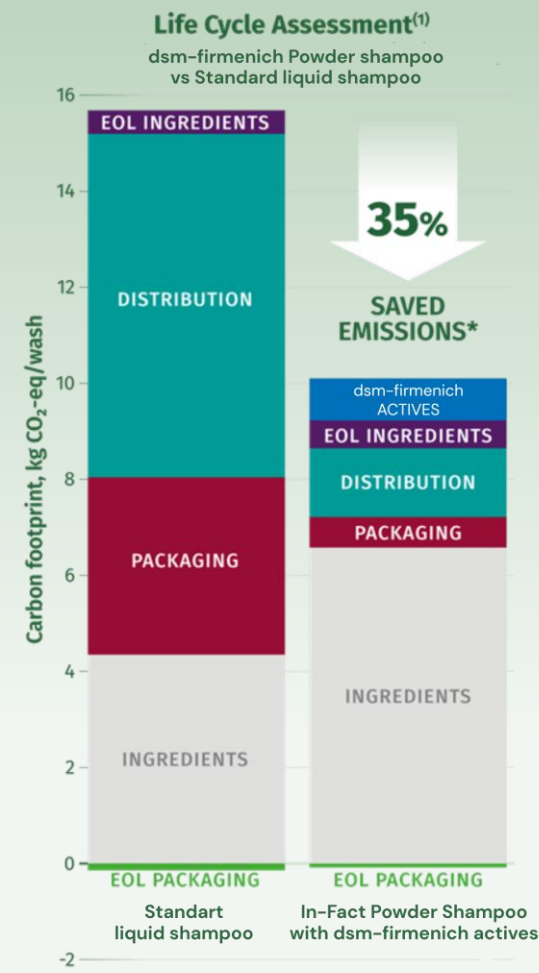
*** Instrumental test

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Life Cycle Assessment of the In-Fact Powder Shampoo

Decrease by 35% the carbon footprint vs a standard liquid shampoo⁽¹⁾



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In-Fact

POWDER SHAMPOO

Services behind these facts?

Mechanical combing test
performance on hair swatches.

Scalp Color 3D Mapping
Technology (scalp hydration
and sebum mappings).

Hair care Formulation expertise
and guide formulations library
to develop performing hair and
scalp care products.

In-Fact

POWDER SHAMPOO

Good for the scalp, hair and the environment

Use instructions: Pour the product into the palm of the moistened hands, emulsify and then applied on the hair.

The formulation fulfils the 3 months stability at 4°C, 40°C, Room Temperature and Daylight

PHASE	INGREDIENTS	INCI NAME	% W / W
A	MAISITA 21.001	ZEAMAYS STARCH	25,60
	MST MAKIGREEN RICE S	ORYZA SATIVA STARCH, MAGNESIUM STEARATE	10,00
	AGENAJEL 20.383	HYDROXYPROPYL STARCH PHOSPHATE	10,50
	Allantoin	ALLANTOIN	1,00
	QUATIN® 350 UP-DP POWDER	HYDROXYPROPYLTRIMONIUM INULIN	1,00
	BeauPlex® VH	NIACINAMIDE, CALCIUM PANTOTHENATE, SODIUM ASCORBYL PHOSPHATE, TOCOPHERYL ACETATE, PYRIDOXINE HCL, MALTODEXTRIN, SODIUM STARCH OCTENYLSUCCINATE, SILICA	1,50
B	COLHIBIN CB	HYDROLYZED RICE PROTEIN, GLYCERIN, AQUA, SODIUM BENZOATE, PENTYLENE GLYCOL	2,00
	PENTAVITIN®	SACCHARIDE ISOMERATE, AQUA, CITRIC ACID, SODIUM CITRATE	1,00
	ARGAN OIL	ARGANIA SPINOSA KERNEL OIL	1,00
	PERFUME MINT LIME 1 RS80383	PARFUM	1,40
C	Amisoft® LS-11	SODIUM LAUROYL GLUTAMATE	24,00
	Jordapon® SCI Powder	SODIUM COCOYL ISETHIONATE	17,00
	Honey Powder	MEL POWDER, MALTODEXTRIN	4,00

HC-E-102180-3

Procedure:

1. Combine powder ingredients of Phase A and mix using a blender.
2. Mix ingredients of Phase B with fragrance and spray on the bulk. Powder will form distinctly bigger particles and density of the powder will be lower.
3. Add surfactant powder ingredients of Phase C and mix them until homogenous.
4. Let the bulk pass through a screen to filter large agglomerates. The large agglomerates can be added back to the bulk after milling using a disc mill.

Technical Data:

pH:	NA	Viscosity:	Powder
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In-Fact

CONCENTRATED CONDITIONER PASTE

Ecosolution for beautiful, strong and ageless hair

A **multi-benefit concentrated conditioner** activated by the water in the shower, which combines **easy combing and softness**, helps **prevent hair loss and reduce the appearance of greying hair**, in addition to being an **eco-friendly product** that uses **less water in its composition** and **reduces the amount of packaging**.

Prevent hair loss is a drug claim in USA to use improves hair density



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In-Fact

CONCENTRATED CONDITIONER PASTE

The truth behind the labels

Thanks to its waterless formulation, **1 concentrated conditioner paste tube (250g) can last as long as 3 standard conditioner bottles (250mL), reducing the amount of packaging by a factor 3.**

Transport **91%** less water compared to a standard liquid conditioner.



36% 36% dry combing force reduction vs market benchmark conditioner.***

It contains ALPAFLOR® EDELWEISS CB, 100% natural, sustainably and organically cultivated, clinically tested:

90% 90% of volunteers treated with ALPAFLOR® EDELWEISS CB noticed an increase in hair density after 5 months.*

20% 20% more hair in the anagen phase with ALPAFLOR® EDELWEISS CB than placebo after 5 months.*

** Clinical study, 30 Volunteers, 18-65 years old, 3% ALPAFLOR® EDELWEISS CB applied daily in a leave-on*

50% 50% less grey hair versus Placebo after 4 months.**

***Clinical study, 30 volunteers, 18-45 years old, self assessment, 3% ALPAFLOR® EDELWEISS CB applied daily in a leave-on*

Prevent hair loss is a drug claim in USA to use improves hair density

*** Instrumental test

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In-Fact

CONCENTRATED CONDITIONER PASTE

Services behind these facts?

Mechanical combing test
performance on hair swatches.

Hair care Formulation expertise
and guide formulations library to
develop performing hair and scalp
care products.

In-Fact

CONCENTRATED CONDITIONER PASTE

Ecosolution for beautiful, strong and ageless hair

Use instructions: Pour the product into the palm of the moistened hands, emulsify and then applied on the hair.

The formulation fulfils the 3 months stability at 4°C, 40°C, Room Temperature and Daylight

PHASE	INGREDIENTS	INCI NAME	% W / W
A	Glycerin 99.8%	GLYCERIN	59,80
	HYA-ACT™ XS	HYDROLYZED HYALURONIC ACID	0,20
	Propanediol	PROPANEDIOL	4,00
B	STEPAN-MILD GCC/MB	GLYCERYL CAPRYLATE/CAPRATE	8,00
	Varisoft W575 PG SG	QUATERNIUM-87, PROPYLENE GLYCOL	4,00
	Montanov 202	ARACHIDYL ALCOHOL, BEHENYL ALCOHOL, ARACHIDYL GLUCOSIDE	4,00
	Lanette® 22	BEHENYL ALCOHOL	2,50
	STIMU-TEX® AS	ARGANIA SPINOSA KERNEL OIL, TOCOPHEROL, BUTYROSPERMUM PARKII BUTTER EXTRACT, SPENT GRAIN WAX	3,50
		C15-19 ALKANE, DEXTRIN PALMITATE	1,00
C	Amisoft® CS-11	SODIUM COCOYL GLUTAMATE	6,00
	Honey Powder	MEL POWDER, MALTODEXTRIN	3,00
	Quatin® 350 UP-DP Powder	HYDROXYPROPYLTRIMONIUM INULIN	1,00
D	ALPAFLOR® EDELWEISS CB	LEONTOPODIUM ALPINUM FLOWER/LEAF EXTRACT, GLYCERIN, AQUA, CITRIC ACID	2,00
	PERFUME MINT LIME 1 RS80383	PARFUM	1,00

HC-E-102181-3

Procedure:

1. Mix ingredients of Phase A in a separate vessel and stir moderate. Begin heating to 75°C.
2. Add the contents of Phase B to the main vessel and begin heating to 75°C. Continue mixing until all solids are melted.
3. At 75°C add the content of Phase A to the main vessel (Phase B) with mixing. Add ingredients of Phase C step by step and homogenize moderate until the formulation is uniform.
4. Cool to 45°C and add ingredients of Phase D under stirring until the paste is uniform.

Technical Data:

pH:	NA	Viscosity:	35.000 mPa.s ± 10.000 mPa.s
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In-Fact

SOLID SHAMPOO

Ecosolution for beautiful, strong and ageless hair

This solid shampoo is enriched with **Pro-Vitamin B5** to enhance moisturization while strengthening the hair, and **HYA-ACT™ XS**, a microbiome-friendly and Ecocert approved hyaluronic acid to moisturize and nourish the scalp.

This shampoo also combines 4 natural ingredients **STIMU-TEX® AS**, **life'sGLA™ '10' n-6 Oil**, **COLHIBIN CB** and **PHYTALURONATE® PF** which work together to improve combing properties, and deliver extra shine, anti-frizz and anti-breakage effects in addition to being an **eco-friendly product that uses less water in its composition and reduces the amount of packaging**.



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In-Fact

SOLID SHAMPOO

The truth behind the labels

Thanks to its waterless formulation, **1 Solid shampoo (55 g) can last as long as 4 standard liquid shampoo bottles (250mL), reducing the amount of packaging by a factor 4.**

Transport **93%** less water compared to a standard liquid shampoo.



It contains **Panthenol (Pro-Vitamin B5)** which improves fiber resistance to breakage.

HYA-ACT™ XS, a Microbiome-friendly ingredient to moisture and nourish the scalp.

4 natural ingredients **STIMU-TEX® AS**, **life'sGLA™ '10' n-6 Oil**, **COLHIBIN CB** and **PHYTALURONATE® PF** which work together for:

- Easier combing: **60%** wet combing force reduction vs solid shampoo base.***
- Extra Shine.
- Anti-frizz.

*** Instrumental test

In-Fact

CONCENTRATED CONDITIONER PASTE

Services behind these facts?

Mechanical combing test
performance on hair swatches.

Hair care Formulation expertise
and guide formulations library to
develop performing hair and scalp
care products.

In-Fact

SOLID SHAMPOO

Ecosolution for beautiful, strong and ageless hair

Technical Data:

pH:	NA	Viscosity:	Powder
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PHASE	INGREDIENTS	INCI NAME	% W / W
A	Propanediol	PROPANEDIOL	3,90
	Mackol CAS-100N MB	SODIUM COCO-SULFATE	37,00
	Jordapon® SCI	SODIUM COCOYL ISETHIONATE	25,00
	Tego Betain F50	COCAMIDOPROPYL BETAINE	6,00
B	PHYTALURONATE® PF	CERATONIA SILIQUA GUM, AQUA, CITRIC ACID, PHENOXYETHANOL, ETHYLHEXYLGLYCERIN	3,00
	HYA-ACT™ XS	HYDROLYZED HYALURONIC ACID	0,10
	COLHIBIN CB	HYDROLYZED RICE PROTEIN, GLYCERIN, AQUA, SODIUM BENZOATE, PENTYLENE GLYCOL	2,00
	STIMU-TEX® AS	ARGANIA SPINOSA KERNEL OIL, TOCOPHEROL, BUTYROSPERMUM PARKII BUTTER EXTRACT, SPENT GRAIN WAX	2,00
	life'sGLA™ '10' n-6 Oil	OENOTHERA BIENNIS OIL, TOCOPHEROL, ASCORBYL PALMITATE	1,25
	DL-PANTHENOL 50L	PANTHENOL, AQUA, CITRIC ACID	1,00
	Perfume Green Power RT10054	PARFUM	1,20
	Nature col. Green LC720L	CI 75810	0,10
C	Maisita 21.001	ZEA MAYS (Corn) STARCH	17,45

HC-E-100111-3

Procedure:

1. Mix ingredients of phase A. Heat to 55–60°C and knead/mix until almost fully dissolved/blended. Don't overheat during this stage. Maintain heat and knead/mix slowly to combine and avoid excess air being introduced.
2. Add ingredients of Phase B step by step to Phase A and heat to 60°C–65°C until fully melted – approx. 15 minutes. Do not overheat but maintain heat during this time. Knead/mix slowly until homogenous, be careful to limit air being introduced.
3. Add ingredient of Phase C. Knead/mix through under low shear until homogenous.
4. Keep at 60°C–65°C while pouring off into molds. Allow to set fully before removing molds.

The formulation fulfils the 3 months stability at 4°C, 40°C, Room Temperature and Daylight

6 HaiR

Repair

Our active ingredients help **promote scalp and hair repair**

- PENTAVITIN®¹ hydrates and strengthens the scalp's barrier, reducing sebum and flaking.
- ALPAFLOR® EDELWEISS CB² helps prevent hair loss and reduce the appearance of greying hair.
- Our actives³ deliver extra shine, anti-frizz and anti-breakage effects.

Reduce

Our solutions help **reduce the impact on the environment**

- We reduce the amount of packaging⁴
- We reduce shampoo carbon footprint⁵
- We support customers to reduce scope 3 emissions⁶

Re-evaluate

We constantly **review our portfolio**

to ensure we're meeting customers' needs and skinification trend in hair care, aligning our solutions with the latest science and minimising the environmental impact.

Refill

Our powder shampoo **reduces waste!**

The aluminum bottle is reusable on top of being easily recycled.

Responsibility

There's **full traceability of our ALPAFLOR® EDELWEISS**

in our concentrated conditioner paste — from seed to extract — thanks to collaboration right along the value chain. Our product's Fair for Life certification ensures ethical pricing.

Reassurance

We never compromise on performance

and rigorously evaluate them (scalp color 3D mapping technology, mechanical and hair dresser tests...)



1: in the In-Fact powder shampoo. 2: in the In-Fact concentrated conditioner paste. 3: in the solid shampoo. 4: One bottle of shampoo powder can last as long as 5 standard liquid shampoo bottles.
5: 35% saved emissions with the dsm-firmenich Powder Shampoo vs standard liquid shampoo according to our LCA. 6: with ingredients having low carbon footprint (PENTAVITIN®, ALPAFLOR® EDELWEISS CB).
Prevent hair loss is a drug claim in USA to use improves hair density.

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