

ULØCKS



Feel the pleasure
of unique care
for textured hair.

March 2025

dsm-firmenich 

Agenda: Textured hair

01 Textured hair definition

02 The market

- The texture gap
- Market examples

03 Understanding the consumers

- The routine
- The needs

04 The science behind textured hair

05 Our solution: ULocks

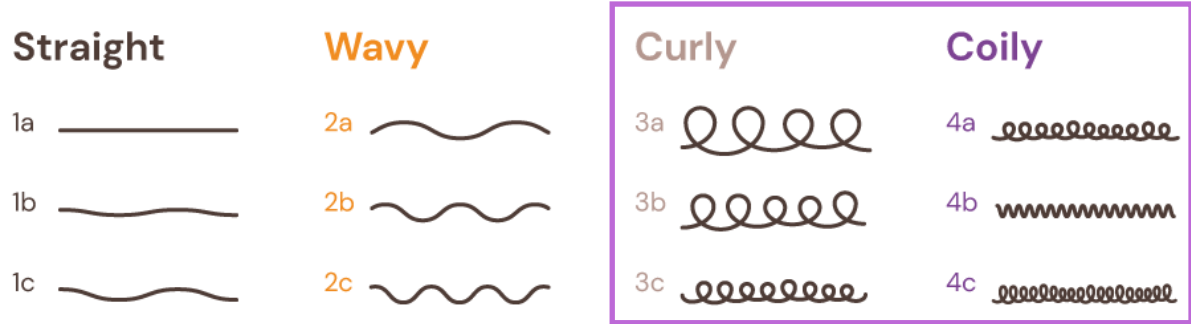
01 Textured hair definition



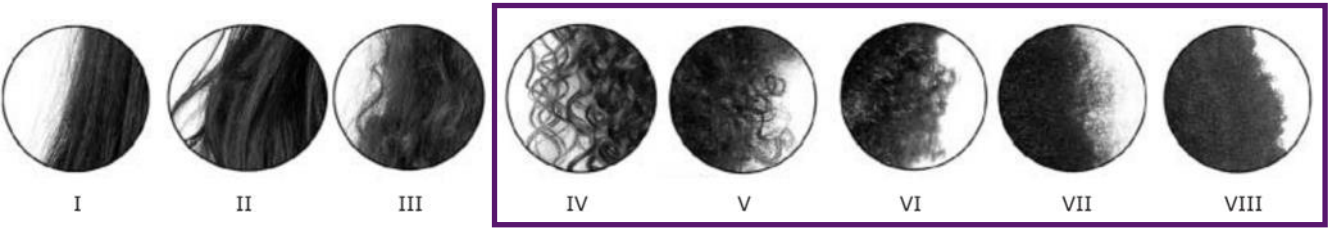
Let's talk about textured hair

Textured hair classification – know your hair type to find your right solution

Walker Classification:



Our focus



L'Oréal / Loussouarn Classification, Eight curliness types:¹

Texture hair: natural hair that involves a curl pattern.

There are 2 types of classification

Walker classification

The lower the number, the straighter the hair, and the higher the letter in the alphabet, the coarser or more coily strands.

L'Oréal / Loussouarn classification¹

Measurements of four parameters related to hair curliness or kinking of the hair:

- Curve diameter
- Curl Index
- Numbers of waves
- Numbers of twists

1. G. Loussouarn, Worldwide diversity of hair curliness: a new method of assessment, International Journal of Dermatology, 2007, 46 (Suppl. 1), 2–6.

02

The market: The Texture Gap



The Texture Gap

A growing market...

As an example, today,
the **coily hair/Type 4**
(**Walker's classification**)
market is estimated to
be worth

\$10 billion¹

and is expected to reach

\$15 billion by 2033¹



A growing market that remains an untapped economic potential

...with 60–70% of the world's population having texture in their hair¹

In Brazil²

79%

of women describe their natural hair as wavy / curly / coily (vs 17% straight)

In the US²

68%

of women describe their natural hair as wavy / curly / coily (vs 31% straight)

In France²

53%

of women describe their hair as wavy / curly / coily / kinky (vs 44% straight)

Re-partitioning of hair into the eight curliness types³

Type IV to VIII (L'Oréal / Loussouarn classification) mapped mainly within **African, African-American** and **Caribbean hair** as well as within Brazilian and Caucasian at a lower levels.

7
1. https://www.cosmeticsdesign-europe.com/Article/2023/11/20/60-70-of-the-world-s-population-has-texture-in-their-hair.-Innovating-in-the-underserved-textured-hair-care-market?utm_source=copyright&utm_medium=OnSite&utm_campaign=copyright. 2. Base: Brazil: 1,500 internet users aged 16+; US: 2,000 internet users aged 18+; France: 977 internet users aged 16+. Source: Kantar Profiles/Mintel, February 2022, January 2022, December 2022. 3. G. Loussouarn, Worldwide diversity of hair curliness: a new method of assessment, International Journal of Dermatology, 2007, 46 (Suppl. 1), 2–6.

And with a limited dedicated offer

People with textured hair feel underserved in hair care

Not enough **products**

32% of UK adults agree that there are not enough mainstream hair care brands for people with textured hair¹

Not enough **inclusivity**

40% of adults in France agree that diversity/inclusion efforts by BPC brands often feel inauthentic²

Not enough **product choice**

61% of female adults in the UK agree a diverse BPC brand is one that creates products for people with different skin tones/hair types²

Not enough **services**

"Only **5% of hairdressers** are trained in textured hair"³

Resulting in hair inequality



Women with coily hair are more likely to spend more money searching for products that work for them⁴

5.2% of women with coily hair in the U.S. **spend more than \$100** on hair products each month vs **1.7%** of women with wavy hair⁴



Women with coily hair are more likely to travel furthest to shop for these products or even have their hair styled⁴

5.2% of women with coily hair have to travel more than three hours, compared to **only 0.5%** of women with straight hair⁴

1. Base: UK: 1,949 internet users aged 16+ Source: Lightspeed/Mintel. 2. US: 1,773 internet users aged 18+ who use beauty products; UK: 998 female internet users aged 16+; France: 977 internet users aged 16+ Source: Kantar Profiles/Mintel, November 2021, December 2020, December 2022. 3. Jean-Michel Gaudineau, Kérastase educator.
4. www.allthingshair.com/en-us/hairstyles-haircuts/hair-inequality-in-the-united-states/

On top, textured hair consumers look for clean/natural products and skin-inspired ingredients

In the US, **55%** of textured hair consumers seek natural/clean products⁴

35% of textured hair users in the US would be interested in skincare-inspired ingredients (vs 29% of non-textured hair consumers)⁵



02

The market: Market examples

Textured hair: A target on the rise in different regions

Answering specific needs with understanding, scalp care, adaptive cosmetics, positive messages...



Les Secrets de Loly¹ – France

Founded in 2009, for wavy, curly, frizzy or frizzy hair, ECOCERT COSMOS Natural certified.



African Pride⁶ – Ethiopia

Designed for the specific needs of coily and curly textures.



CANTU x Angela Stevens⁵ – US

Wigs, weaves, braids, locks & more.



Salon Line² – LATAM

Designed for all hair types, to promote healthy scalp.



BREAD³ – US

Hair brand BREAD's range is structured around wash day essentials for textured hair, with a positive message.



HairArboree⁴ – France

The first hair care brand for textured hair that adapts to the season and curl type.

Source:

11 ¹ Les Secrets de Loly – pour les cheveux texturés, ² <https://www.salonline.com.br/kit-shampoo-e-condicionador-sos-cachos-r%C3%ADcino-e-quercatina-gelatina-%C3%B3leo-de-r%C3%ADcino-todecacho-salon-line#sl-details-descriptions>, ³ <https://www.breadbeautysupply.com>, ⁴ HairArboree – HairArboree, ⁵ Accueil – Cantu Beauty, ⁶ AfricanPride® – Hair Care Products (africanpridehair.com)

Textured hair: A target on the rise for global players



SUNSILK¹ (Seda) – Unilever
Strong emphasis placed on curly hair products



JOHNSON'S & JOHNSON'S²
Blackinho Poderoso range targets kids in Brazil with textured hair



SHEA MOISTURE³ (Unilever)
Shea Moisture offers hair care products for curly, wavy and straight hair.



MIZANI⁴ (L'Oréal)
The Mizani range offers products for curly, frizzy and wavy hair.



CAROL'S DAUGHTER⁵ (L'Oréal)



MIELLE ORGANICS⁶ (P&G – 2023)
Natural hair products specific to textured hair types

Textured hair: A market being covered in inclusive campaigns

Les secrets de Loly¹

Magic Van Tour in 6 major French cities to meet their Lolys and promote their products

Nearly 200,000 people.

My Hair My Power Tour: hair care tour in France (secretsdeloly.com)



Unilever promotes textured hair through its brands³

Dove aims to be inclusive: the brand recently launched a campaign on LinkedIn aimed at ending hair discrimination in the workplace; and now offers a free online guide to coding textured hair. Shea Moisture, meanwhile, has launched a new mom-led campaign celebrating textured hair "Same Roots, New Rules".

Dove co-founded the CROWN Coalition to advance anti-hair-discrimination legislation The Crown Act



'Hair Love' – best short film at the 92nd academy awards²

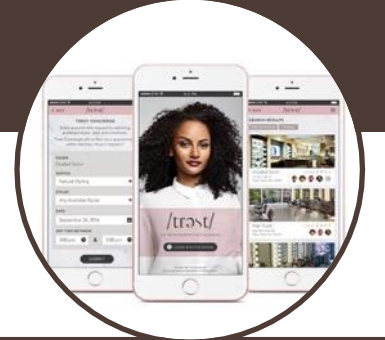
Hair Love tells the heartwarming story of an African American father who learns how to do his little girl's hair for the first time.

YouTube/Sony Pictures AnimationB



Community inspiration⁴

Trest operates as something of a salon social network. The app syncs with the user's Facebook account to populate salon recommendations generated by one's Facebook friends.



Recognize, respect & celebrate identity



03

Understanding the consumer

- The routine
- The needs

The Texture Gap



Complex and long hair care routine

LOC¹ method | up to >3h²

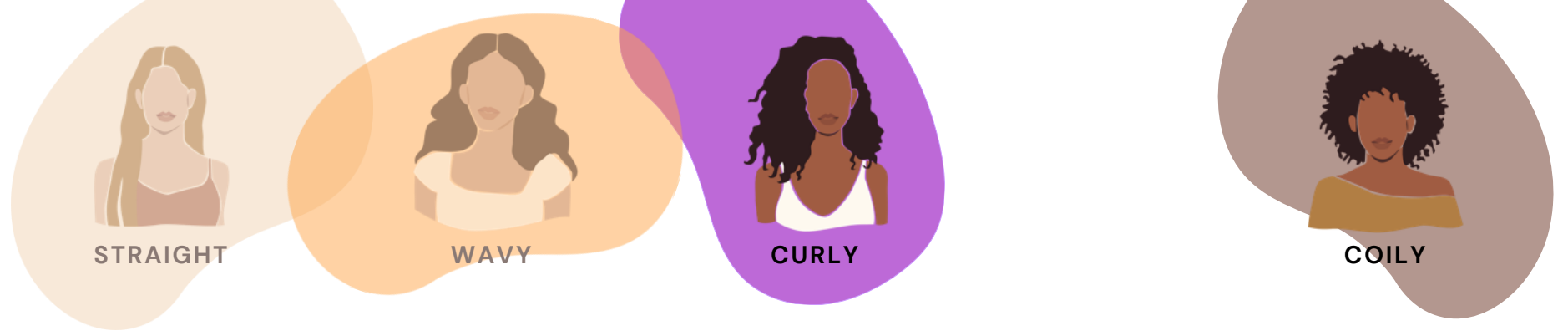


Demanding hair type

Lower moisture content,
tangled and fragile hair,
scalp concerns



The routine



STRAIGHT

WAVY

CURLY

COILY

TO KEEP IN MIND

	Time spent per week	<30min (+) / 30min-1h	<30min (+) / 30min-1h	<30min (+) / 30min-1h	MORE TIME DEDICATED TO HAIR CARE	>1h / >3h (15%) (+)
	Frequency of wash	3,44 times in a week	2,87 times in a week	2,87 times in a week	LOWER WASHING FREQUENCY	2,40 times in a week
	Day of the week	Any time	Any time	Any time		Any day / Saturday (+)
	Moment of the Day	Any time	Any time	Any time	HAIR CARE PLANNING NEEDED	Anytime / During the day / Evening (--)
	Hair Drying	Dry naturally 46% Blow Dry 37%	Dry naturally 47% (2a) & 49% (2b)	Dry naturally 54%	GREATER COMPLEXITY IN DRYING	Dry naturally 45% Dry naturally with a towel 26%
	POP	Supermarket/food store Pharmacy/drugstore	Supermarket/food store Pharmacy/drugstore	Hairdresser retailer Cosmetic dept of natural retailer		Supermarket/food store Pharmacy/drugstore

* (+) = significantly more important for this hair type

Source: Hair type routine, dsm-firmenich 2023, Global online survey USA, France & Brazil, 1500 women

q3 On average, how much time do you spend on your hair on a typical week in total? / q2 In general, when during the week do you wash your hair...? / q1 In general, at which moment of the day do you wash your hair...? / s6 How do you usually dry your hair...? / q10 Where do you most often buy the hair care products that you are using ?

TO KEEP IN MIND



MORE VOLUME

LESS OILY SCALP (+)



CURLY

SHINIER HAIR

LESS FRIZZ (+)

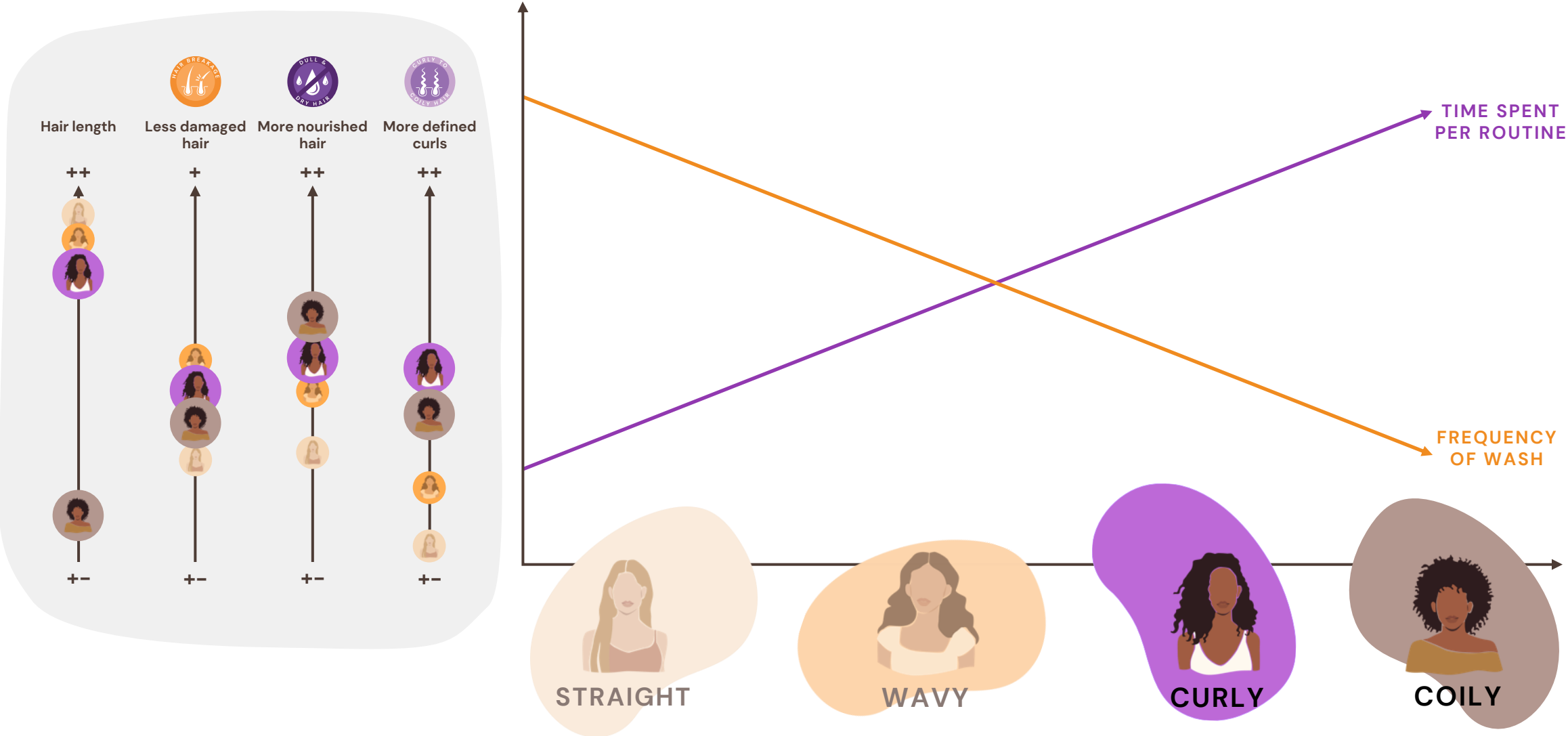
LESS DAMAGED HAIR



EASIER TO MANAGE

Routines X needs

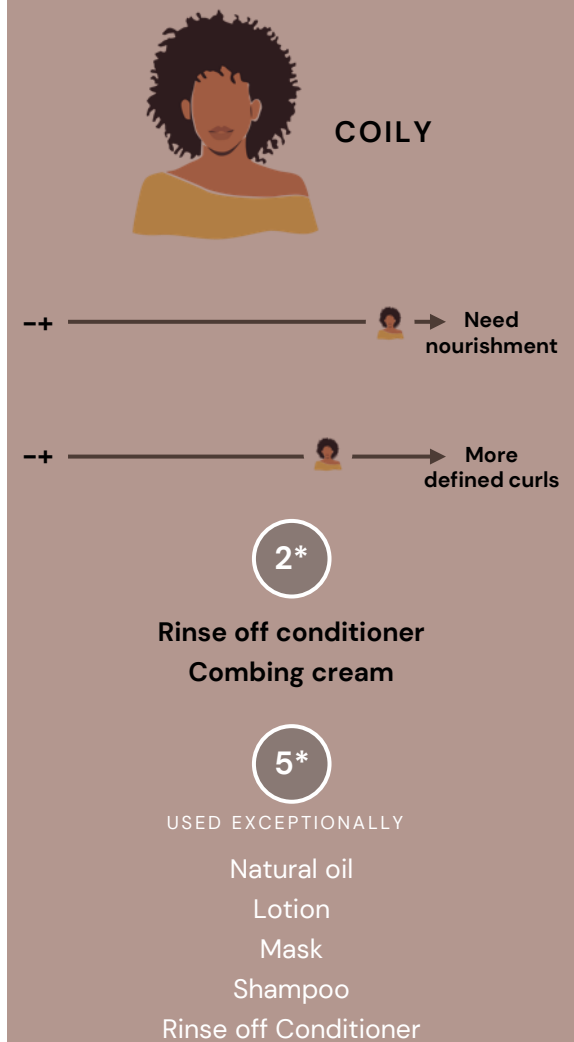
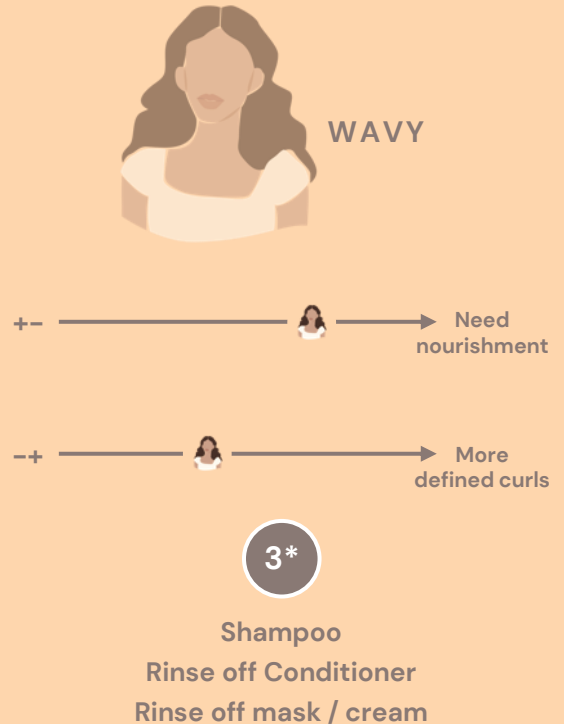
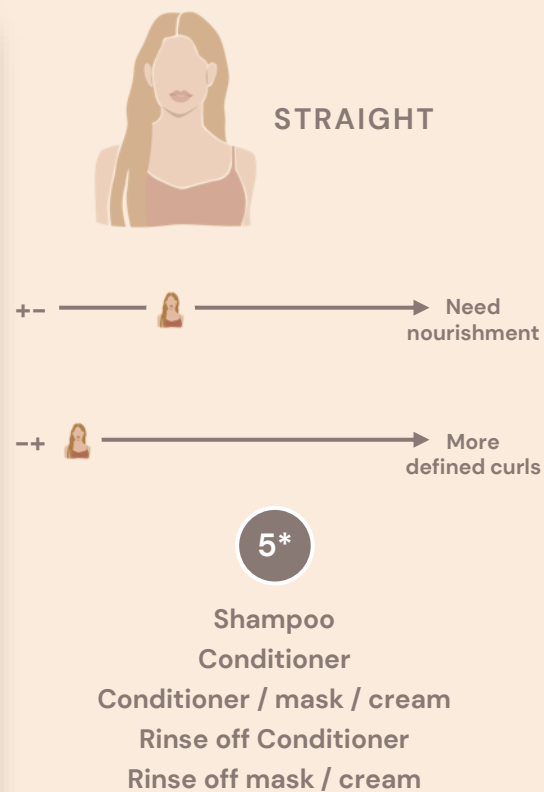
TO KEEP IN MIND



Source: Hair type routine, dsm-firmenich 2023, Global online survey USA, France & Brazil, 1500 women
s4 How long is your hair currently? Please look at the pictures and select the one fitting with your current hair length. / q3 On average, how much time do you spend on your hair on a typical week in total? / q2 In general, when during the week do you wash your hair...? / q4 Here is a list of hair and scalp characteristics. Which of these would you like to have improved for your hair/scalp?

Routines X needs

TO KEEP IN MIND



* : number of products used regularly at least once a week & exceptionally at least once a month
Source: Hair type routine, dsm-firmenich 2023, Global online survey USA, France & Brazil, 1500 women
Q6-7-8-9 Now we would like to understand more about your hair washing/ hair conditioning/ hair drying/styling/ the day after you have washed your hair routine. Here is a list of hair care products. Which of those hair care products do you personally use at home to wash your hair/ condition your hair/ home when drying or styling your hair/ the day after you have washed your hair and how frequently do you use them?

04

The science behind textured hair



Textured hair: the follicle, the scalp and the fiber

Key textured hair challenges

Hair Breakage

Difficulty in combing

Elliptical, flattened fiber shape & twisted along fiber length. Cracks and flaws due to stress in bending/twist regions. Combing force increased due to entangled hairs. Lower mechanical properties. Impacted by hair routines e.g. braids, thermal & chemical treatments.



Scalp disorders

Oily Scalp

Sebum accumulation at hair roots, not progressing along hair fiber. Itching & dandruff. Impacted by hair routines e.g. braids & chemical treatments.



Hair Loss

Hair Styling Routine

Shorter length, slower hair growth rate & less hair density. Impacted by hair routines e.g. braids (traction alopecia), thermal (straightening) & chemical treatments (relaxer).



Dry & Dull hair

Porous hair fibers, lower water sorption. Sebum not progressing along hair fiber. Abrasion of cuticle cells with bended scales.



Curly-Coily hair

Curly fibers generated by curved follicles. Final shape of hair shaft prepared and pre-determined in the follicle. Lateral separation of ortho- & para- cortical cells (with specific IF orientation) drives curl formation. Genetic profile.



Where consumer's voice meets the science

Main textured hair challenges



By combining the **consumer's voice** with the **science behind the textured hair** and working closely with a **consultant specialized in textured hair**, we have developed and **tested with consumers**

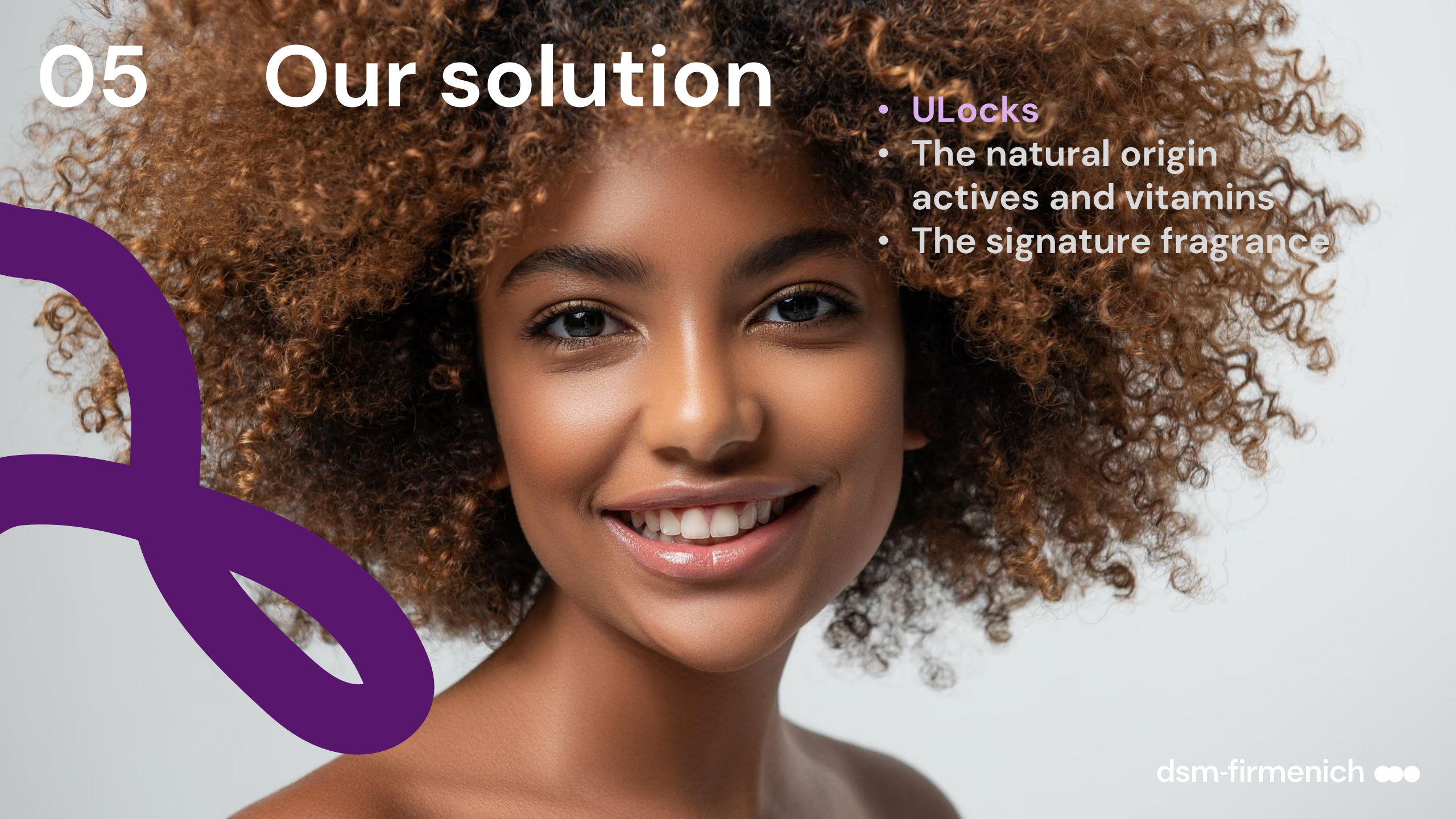
ULOCKS

the dsm-firmenich textured hair care line,
created by you, for you and with you.



Feel the pleasure of unique care for textured hair.

dsm-firmenich

A close-up portrait of a young woman with voluminous, curly, light brown hair. She is smiling warmly at the camera, showing her teeth. The background is a soft, out-of-focus white. A large, stylized purple graphic element, resembling a thick, curved line or a partial circle, is positioned on the left side of the frame, partially overlapping the woman's hair and the text.

05

Our solution

- ULocks
- The natural origin actives and vitamins
- The signature fragrance

ULØCKS



Feel the pleasure
of unique care
for textured hair.

ULOCKS

The textured hair care range

Developed by you¹,
with you²
and for you³

PERSONAL CARE



SELECTED
LockCare
complexes



Vitamins and
natural origin
actives for
effective care in
sensorial textures

BASES &
FRAGRANCE
CONSCIOUSLY
DESIGNED



PERFUMERY



UNIQUE
LockScent™
technology

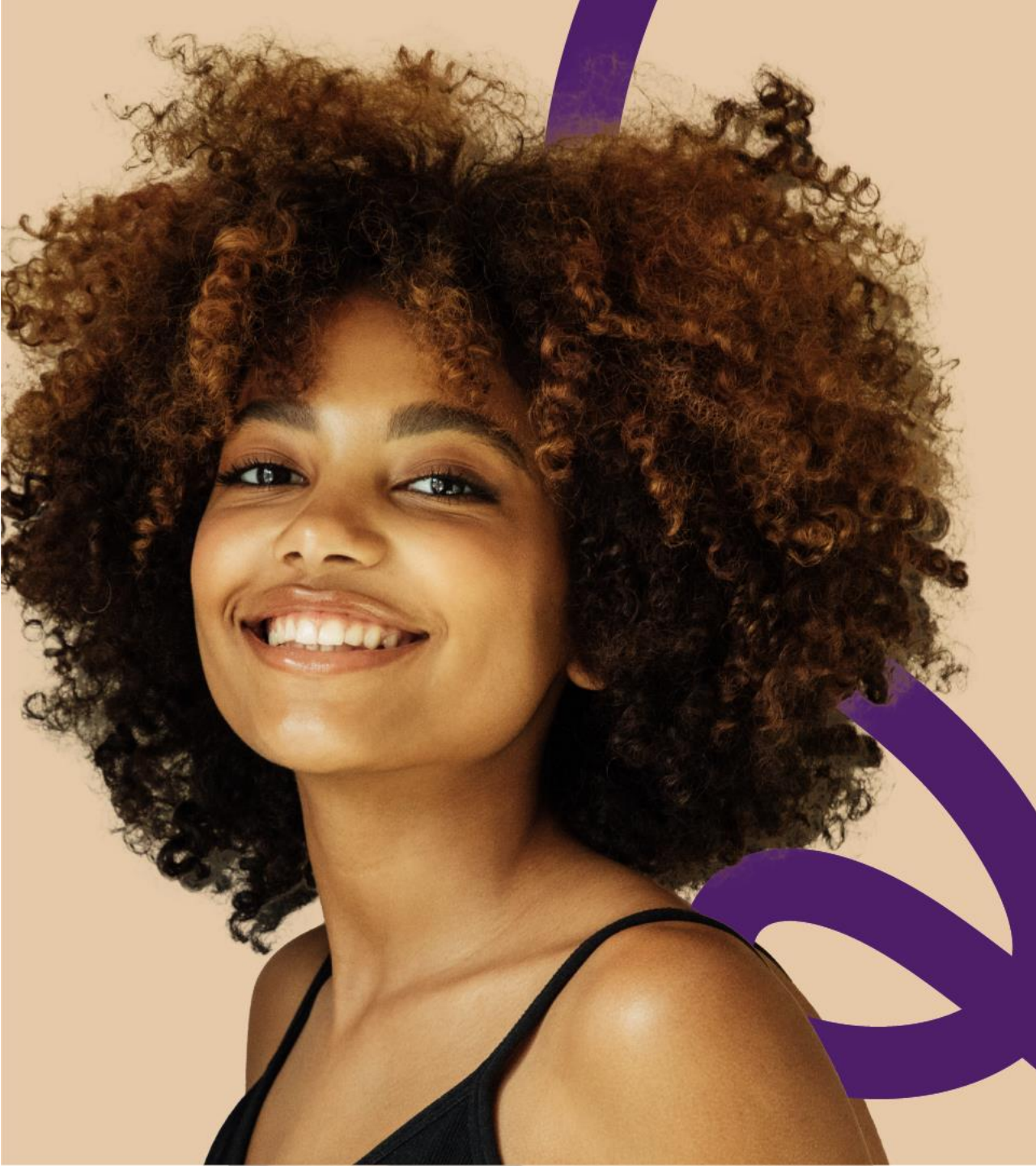


Long-lasting
fragrance for
continuous
freshness until the
next wash⁴

with the double
Lock power

dsm-firmenich 

1. Range developed with a specialist textured hair consultant
2. External Consumer test – 29 users of textured hair products with Type 4 hair (28 % with 4A hair type, 41 % 4B, and 31 % 4C) – average age between 26-35 years old – 1 month usage test – France - 2023
/ U Locks fragrance – dsm-firmenich 2023 - US Home Use Test – 113 women - best tester among women with curls/coils
3. Actives & vitamins carefully selected to fit textured hair needs
4. Sensory test – 2023 – n=30 - overall fragrance intensity of the wash day routine (day 1) versus refreshing routine (day 1 + day 4 + day 7) on Hair Swatches



ULØCKS

It's very satisfying when we find products that truly care for and enhance the natural beauty of our hair without a lot of effort, right? So, you just found it!

Introducing the dsm-firmenich textured hair care line, created by you, for you and with you. An easy routine with vitamins, natural origin actives and pleasurable fragrance, which ensures deep care and continuous freshness** for textured hair in just a few simple steps. An extraordinary ritual that combines high performance with delightful sensations to celebrate the uniqueness of your hair.

From YOUR roots to the tips of your locks. Because every hair is good hair if it represents who you are, and deserves a self-love moment to become even more gorgeous.

With the double Lock power for a double dose of pleasure:



LockCare complexes: combinations of vitamins and natural origin actives for effective care to enjoy beautiful hair

LockScent™ technology to enjoy your hair care fragrance for days**

* Fragrance tested & loved by textured hair consumers

*External consumer test – 29 users of textured hair products with Type 4 hair (28 % with 4A hair type, 41 % 4B, and 31 % 4C) – average age between 26-35 years old – 1 month usage test – France – 2023

** Sensory test – 2023 – n=30 - overall fragrance intensity of the wash day routine (day 1) versus refreshing routine (day 1 + day 4 + day 7) on Hair Swatches

dsm-firmenich

ULOCKS

The pleasure of a care made for my hair

The dsm-firmenich textured hair line combines high performance with pleasurable sensations to offer care that celebrates the uniqueness and natural beauty of coily locks.



dsm-firmenich 

A solution designed by you and for you with impacts well beyond hair care

ULØCKS



Respecting your choice

There is a gap in the hair care market, reducing the purchasing criteria to availability. ULØcks offers a new alternative fitting with the consumer expectations for pleasurable, easy to use and natural routines.



Respecting your hair

ULØcks brings an inclusive hair care solution enabling to embrace your natural hair texture and its specific needs.



Respecting the planetary boundaries

A natural routine, with consciously designed fragrance and ingredients, responsibly sourced, produced through biotech or upcycled.



FORMULAS: MINIMUM 98% NATURAL ORIGIN*
FRAGRANCE: HIGHLY BIODEGRADABLE / HIGHLY RENEWABLE

dsm-firmenich



CELEBRATE THE

UNIQUENESS OF YOUR HAIR.

ULØCKS

Feel the pleasure
of unique care
for textured hair.

dsm-firmenich ●●●

ULOCKS



CLEANSING
CONDITIONER

LUMINOUS
WAX

SCALP
SERUM

HYDRATION
MOUSSE

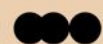
NOURISHING
OILY GEL



DAY 1
Wash day Routine

DAY 3-4
Refreshing Routine

Feel the pleasure
of unique care
for textured hair.

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Products are for illustration only, not for sale. dsm-firmenich is not responsible for final products claims.



Double LOCK power for an effective and true pleasurable routine

4 steps for the wash day and 2 steps for the refreshing day.



Combinations of vitamins and natural origin actives for effective care



Long-lasting fragrance for continuous freshness until the next wash**



56 % of the consumers with coily hair completed this wash day routine in less than one hour*

*External consumer test – 29 users of textured hair products with Type 4 hair (28 % with 4A hair type, 41 % 4B, and 31 % 4C) – average age between 26-35 years old – 1 month usage test – France – 2023

** Sensory test – 2023 – n=30 - overall fragrance intensity of the wash day routine (day 1) versus refreshing routine (day 1 + day 4 + day 7) on Hair Swatches

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Consumers with coily hair tested the products and the routine for 1 month*

Wash Day Routine*

- ★ According to **89%** of consumers, the wash day routine allows to **keep hair and scalp cleaned for 4 to 5 days after application.**
- ★ About **70%** of consumers reported a **noticeable feeling of hair hydration for 4 to 5 days after application and ease of detangling hair.**
- ★ **56%** of consumers completed the **wash day routine in less than one hour.**
- ★ **72%** of consumers agreed that **“Products have a long-lasting fragrance that leaves you feeling fresh until your next wash”.**

Refreshing routine*

- ★ **61%** of consumers reported a **noticeable feeling of hair hydration 2 to 3 days after the refreshing routine application, and silky hair directly after use.**
- ★ **67%** of consumers agreed that **“products have a fragrance that lasts and refreshes your curls between 2 shampoos while delivering a sensation of freshness”.**

“A fairly simple and quick routine, I really like the smell of the products and afterwards I don't feel like my hair is heavy with products. And my hair feels moisturized.”

Dienaba, Type 4 hair



YOU DESERVE A SELF LOVE

ULOCKS

dsm-firmenich

ULØCKS



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Feel the pleasure
of unique care
for textured hair.



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Wash Day Routine

DAY 1

For **75 %** of consumers with coily hair, it left **soft, nourished** and **shiny** hair after application*



+ LockCare complex
LockScent™ technology

98% NATURAL ORIGIN ¹

1 Cleanse

Cleansing Conditioner

A cleanser specially developed for your hair that gently removes impurities without stripping the hair fiber. With its soft texture and a LockCare complex containing spent grain wax, shea butter, argan oil, hydrolyzed rice protein and Vitamin B6, it not only deeply conditions each strand but also helps to promote a healthy scalp, reduce breakage and split ends, leaving your hair full of shine. Long-lasting fragrance for continuous freshness until the next wash. **

STIMU-TEX® AS: Argania Spinosa Kernel Oil, Butyrospermum Parkii (Shea Butter) Extract, Spent Grain Wax²

COLHIBIN CB: Hydrolyzed Rice Protein²

Vitamin B6: Pyridoxine Hydrochloride²



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1. ISO 16128
2. INCI (Active)

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Wash Day Routine DAY 1



The expert tip:

The cleansing conditioner is a non foaming rinse off formulation which is compatible with the "Curly Girl" method.

How to use



Apply the cleansing conditioner to your wet hair, covering the scalp and the lengths of the hair.



Massage your scalp enjoying the moment.



Rinse your scalp and hair thoroughly.

Rinse-off product

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Wash Day Routine DAY 1 Consumer test results*



"It's so creamy and easy to apply, I feel like I'm applying a conditioner (I don't want to use anything else afterwards). It smells super mega good, plus, the smell remains in the hair after rinsing."

Sarah, Type 4 hair

"A perfect mix between a shampoo and a conditioner that gently cleanses my scalp and conditions my hair."

Flora, Type 4 Hair

- ★ For **75 %** of consumers, it left **soft, nourished** and **shiny** hair after application.*
- ★ **95 %** of consumers found that it did not leave **any residue**.*
- ★ **90 %** of consumers found their hair **pretty clean 5 days after application**.*
- ★ Globally, the **rich texture** was **appreciated** and **easy** to apply.*
- ★ **80 %** of consumers **would recommend it to a friend**.*

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PHASE	INGREDIENTS	INCI NAME	% W / W
A	Water Dem	AQUA	49,45
	L(+) Lactic Acid 90%	LACTIC ACID, AQUA	1,00
	PUROX® S	SODIUM BENZOATE	0,60
	PYRIDOXINE HYDROCHLORIDE	PYRIDOXINE HCL	0,20
	Amisoft® LS-11	SODIUM LAUROYL GLUTAMATE	8,00
	Propanediol	PROPANEDIOL	5,00
	Prebiulin C90	CELLULOSE GUM, XANTHAN GUM, INULIN, CELLULOSE, GLUCOSE, FRUCTOSE	0,20
	COLHIBIN CB	HYDROLYZED RICE PROTEIN, GLYCERIN, AQUA, SODIUM BENZOATE, PENTYLENE GLYCOL	3,00
	QUATIN® 350 UP-DP POWDER	HYDROXYPROPYLTRIMONIUM INULIN	1,00
	PuraBeet	BETAINE	2,00
	Plantacare® 2000 UP	DECYL GLUCOSIDE, AQUA	3,00
	L-Arginine Ph Eur, JP, USP	ARGININE	0,20
B	Kokosoel nativ kbA DE-OEKO-001	COCOS NUCIFERA OIL	5,00
	ARGAN OIL	ARGANIA SPINOSA KERNEL OIL	1,00
	EMOGREEN™ L19	C15-19 ALKANE	1,20
	Rheopearl KL2	DEXTRIN PALMITATE	0,80
	STIMU-TEX® AS	ARGANIA SPINOSA KERNEL OIL, TOCOPHEROL, BUTYROSPERMUM PARKII (SHEA BUTTER) EXTRACT, SPENT GRAIN WAX	3,00
	Phytantriol	PHYTANTRIOL	0,25
	Lanette® 16	CETYL ALCOHOL	3,00
	Lanette® 18	STEARYL ALCOHOL	3,00
	Mixed Tocopherols 95	TOCOPHEROL	0,50
	AminoSensyl HC	BRASSICA ALCOHOL, BRASSICYL VALINATE ESYLATE	3,00
	Rizinusöl	RICINUS COMMUNIS SEED OIL	5,00
	U Locks P01B839	PARFUM, COUMARIN, HEXYL CINNAMAL, BENZYL SALICYLATE	0,80

HC-E-102422-14

Technical Data:

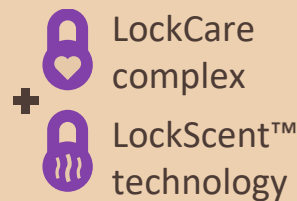
pH: 5,6
Viscosity (HR-10/ plate 40mm/ shear rate 1/s):
12000 mPa.s



Wash Day Routine

DAY 1

1 out of 2 consumers with coily hair reported a feeling of hair hydration directly after application.*



98% NATURAL ORIGIN¹

2 Moisture Hydration Mousse

With an unbelievably light texture, this mousse provides an extra dose of moisture thanks to its LockCare complex containing hydrolyzed rice protein, hyaluronic acid and Pro-Vitamin B5 without leaving a residue. Long-lasting fragrance for continuous freshness until the next wash.**

COLHIBIN CB: Hydrolyzed Rice Protein²

HYA-ACT™M: Sodium Hyaluronate²

Pro-Vitamin B5: Panthenol²

*External consumer test – 29 users of textured hair products with Type 4 hair (28 % with 4A hair type, 41 % 4B, and 31 % 4C) – average age between 26-35 years old – 1 month usage test – France – 2023

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1. ISO 16128
2. INCI (Active)

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Wash Day Routine DAY 1



The expert tip:
The Hydration mousse is a
must-to-have to create a
qualitative braid-out.

How to use



Divide your
clean hair
into 6 or
more
sections.



Apply the foam to
each section of
the hair and
massage with the
fingertips.



For long-lasting
definition, lock in the
moisture of each section
by applying the luminous
wax.

Leave-on product

dsm-firmenich

Wash Day Routine DAY 1 Consumer test results*



"My favourite. The moisturising foam concept is very original. Great hydration. I love it!"
Aurelia, Type 4 hair



1 out of 2 consumers reported a feeling of hair hydration directly after application.*



The light Mousse texture was found to be easy to apply by 70 % of consumers.*



The product did not leave any residue according to 95 % of consumers.*

dsm-firmenich 

*External consumer test – 29 users of textured hair products with Type 4 hair (28 % with 4A hair type, 41 % 4B, and 31 % 4C) – average age between 26-35 years old – 1 month usage test – France - 2023

Products are for illustration only, not for sale. dsm-firmenich is not responsible for final products claims.

PHASE	INGREDIENTS	INCI NAME	% W / W
A	STEPAN-MILD GCC/MB	GLYCERYL CAPRYLATE/CAPRATE	6,00
	Hostapon CLG	SODIUM LAUROYL GLUTAMATE, AQUA, SODIUM CHLORIDE	8,00
	U Locks P01B839	PARFUM, COUMARIN, HEXYL CINNAMAL, BENZYL SALICYLATE	0,10
	TEGO Betain F50	COCAMIDOPROPYL BETAINE	2,00
	D-Biotin	BIOTIN	0,10
B	Phytantriol	PHYTANTRIOL	0,20
	ARGAN OIL	ARGANIA SPINOSA KERNEL OIL	0,10
	Avocadoöl raff kbA DE-ÖKO-001	PERSEA GRATISSIMA OIL	0,50
	Mixed Tocopherols 95	TOCOPHEROL	0,20
	life'sGLA™'10' n-6 Oil	OENOTHERA BIENNIS SEED EXTRACT, ASCORBYL PALMITATE, TOCOPHEROL	0,40
	Rizinusoel kaltgepresst kbA EU und NOP	RICINUS COMMUNIS SEED OIL	0,80
	MIGLYOL® 829 ECO	CAPRYLIC/CAPRIC/SUCCINIC TRIGLYCERIDE	2,00
C	Water Dem	AQUA	64,50
	D-Panthenol 75 L	PANTHENOL, AQUA, PANTOLACTONE	0,50
	COLHIBIN CB	HYDROLYZED RICE PROTEIN, GLYCERIN, AQUA, SODIUM BENZOATE, PENTYLENE GLYCOL	0,20
D	HYA-ACT™ M	SODIUM HYALURONATE	0,10
	MAIZE-STYLE ORGANIC 21.510	HYDROLYZED CORN STARCH	0,60
	Glycerine CremerGLYC 86.5%	GLYCERIN	5,00
	Propanediol	PROPANEDIOL	8,00
E	Sensiva® SC 50	ETHYLHEXYLGLYCERIN	0,70
	L(+) Lactic Acid 90%	LACTIC ACID, AQUA	Qs to pH 6.0

HC-E-102305-16

Technical Data:

pH: 6,1
Viscosity (HR-10/plate 40mm/ shear rate 1/s): 914 mPa.s



Wash Day Routine DAY 1

More than **85 %** of consumers with coily hair noticed **silky and shiny hair** after application.*



+ LockCare complex
LockScent™ technology

99% NATURAL ORIGIN¹

*External consumer test – 29 users of textured hair products with Type 4 hair (28 % with 4A hair type, 41 % 4B, and 31 % 4C) – average age between 26-35 years old – 1 month usage test – France – 2023

** Sensory test – 2023 – n=30 - overall fragrance intensity of the wash day routine (day 1) versus refreshing routine (day 1 + day 4 + day 7) on Hair Swatches

1. ISO 16128
2. INCI (Active)

3 Lock & Style

Luminous Wax

Get naturally gorgeous, shiny and defined curls with this silky, delightfully wax that ensures deep conditioning with its LockCare complex containing shea butter, spent grain wax, argan oil & oenothera biennis seed extract . It also helps reduce breakage and split ends. Long-lasting fragrance for continuous freshness until the next wash.**

STIMU-TEX® AS: Argania Spinosa Kernel Oil, Butyrospermum Parkii (Shea Butter) Extract, Spent Grain Wax²

life'sGLA™ '10' n-6 oil: Oenothera Biennis Seed Extract²

ARGAN OIL: Argania Spinosa Kernel Oil²



dsm-firmenich

Wash Day Routine DAY 1



How to use



The expert tip:
For optimal use, it can be combined with the Hydration mousse to create a beautiful style for braid-out or to define natural curls. The Luminous wax is compatible with the LOC method, at the "Oil" stage.



Divide your hair into 6 or more sections.



Apply the luminous wax to each section of the hair and massage with the fingertips.



Style your hair by braiding for example.

Leave-on product

Wash Day Routine DAY 1 Consumer test results*



"You only need a small amount, and the butter lasts a very long time, smells great and the texture is incredibly soft, almost like butter. I highly recommend it because it's really great! "

Krisna, Type 4 hair



"This is my favourite product! It smells good, it's nourishing, it's shaping, it keeps the moisture in (in an LOC method routine) for a very long time."

Daniela, Type 4 hair



According to **95 %** of consumers, the Luminous Wax left **nourished hair without a sticky effect.***



More than **85 %** of consumers noticed **silky and shiny hair after application.***



75 % of consumers found that the Luminous Wax has **good properties in holding curls.***



95% of consumers mentioned that the Luminous wax was **easy to apply.***

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*External consumer test – 29 users of textured hair products with Type 4 hair (28 % with 4A hair type, 41 % 4B, and 31 % 4C) – average age between 26-35 years old – 1 month usage test – France - 2023

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PHASE	INGREDIENTS	INCI NAME	% W / W
A	Kahlwax 6279L	MYRICA CERIFERA FRUIT WAX	9,00
	Kahlwax 2811 Rice	ORYZA SATIVA BRAN CERA	7,00
	KahlWax 6290 Berry	RHUS VERNICIFLUA PEEL CERA	8,00
	Kakaobutter raffiniert	THEOBROMA CACAO SEED BUTTER	3,00
	Kesterwax K24	LAURYL LAURATE	6,00
	ARGAN OIL	ARGANIA SPINOSA KERNEL OIL	2,00
	life'sGLA™ '10' n-6 Oil	OENOTHERA BIENNIS SEED EXTRACT, ASCORBYL PALMITATE, TOCOPHEROL	3,00
	Rheopearl KL2	DEXTRIN PALMITATE	1,60
	EMOGREEN™ L19	C15-19 ALKANE	2,40
	STIMU-TEX® AS	ARGANIA SPINOSA KERNEL OIL, TOCOPHEROL, BUTYROSPERMUM PARKII (SHEA BUTTER) EXTRACT, SPENT GRAIN WAX	3,00
	Macadamianussöl raff kbA DE-ÖKO-001	MACADAMIA INTEGRIFOLIA/TETRAPHYLLA SEED OIL	13,70
	Rizinusöl	RICINUS COMMUNIS SEED OIL	6,00
	Traubenkernöl raffiniert	VITIS VINIFERA SEED OIL	12,00
	Mixed Tocopherols 95	TOCOPHEROL	0,50
	Huile de DATTIER du DESERT	BALANITES ROXBURGHII SEED OIL	10,00
	Cutina® CP	CETYL PALMITATE	12,00
B	U Locks P01B839	PARFUM, COUMARIN, HEXYL CINNAMAL, BENZYL SALICYLATE, D-LIMONENE, ALPHA-ISOMETHYL IONONE, HYDROXYCITRONELLAL	0,80

HC-E-102423-2

Technical Data:

Viscosity (HR-10/ plate 40mm/ shear rate 1/s): 52.000 mPa.s



Wash Day Routine

DAY 1

The product has good properties in **scalp hydration** according to **84 %** of consumers with coily hair.*



+ LockCare complex
LockScent™ technology

98% NATURAL ORIGIN¹

*External consumer test – 29 users of textured hair products with Type 4 hair (28 % with 4A hair type, 41 % 4B, and 31 % 4C) – average age between 26-35 years old – 1 month usage test – France – 2023

** Sensory test – 2023 – n=30 - overall fragrance intensity of the wash day routine (day 1) versus refreshing routine (day 1 + day 4 + day 7) on Hair Swatches

1. ISO 16128
2. INCI (Active)

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

4 Scalp care

Scalp Serum

Sure, you already know this, but it's worth mentioning again: beautiful hair is also healthy scalp. The LockCare complex with alpine flowers, saccharide isomerate & vitamin B12 cryst in this lightweight, water-like serum provides the care your scalp needs for visible improved hydration while also helping to reduce sebum. Plus, it helps improve hair density and soothe skin. Long-lasting fragrance for continuous freshness until the next wash.**

PENTAVITIN®: Saccharide Isomerate²

ALPAFLOR® ALP-SEBUM CB: Epilobium Fleischeri Flower / Leaf / Stem Extract²

ALPAFLOR® EDELWEISS CB: Leontopodium Alpinum Flower / Leaf Extract²

Vitamin B12 cryst: Cyanocobalamin²



dsm-firmenich

Wash Day Routine DAY 1



How to use



Apply the scalp serum on
your scalp and massage
gently

Wash day Routine DAY 1 Consumer test results*



"I wasn't familiar with the scalp serum at all. I loved the hydrating and light effect. I wasn't expecting that."

Alison, Type 4 hair



The product had good properties in **scalp hydration** according to **84 %** of consumers.*



For **95 %** of consumers, it did not leave **any sticky hair effect**.*



With an overall score of **4.53/5**, this scalp serum is appreciated by the consumers who would add this new product type in their routines.*

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PHASE	INGREDIENTS	INCI NAME	% W / W
A	Water Dem	AQUA	74,46
	Natrosol 250 HR PC	HYDROXYETHYLCELLULOSE	1,00
B	D-Biotin	BIOTIN	0,02
	PENTAVITIN®	SACCHARIDE ISOMERATE, AQUA, CITRIC ACID, SODIUM CITRATE	0,80
	Niacinamide PC	NIACINAMIDE	0,50
	Sodium Gluconate Granular	SODIUM GLUCONATE	0,20
	ALPAFLOR® EDELWEISS CB	LEONTOPODIUM ALPINUM FLOWER/LEAF EXTRACT, GLYCERIN, AQUA, CITRIC ACID	1,00
	Vitamin B12 cryst Food Grade	CYANOCOBALAMIN	0,02
	ALPAFLOR® ALP-SEBUM CB	EPILOBIUM FLEISCHERI FLOWER / LEAF / STEM EXTRACT, GLYCERIN, AQUA, CITRIC ACID	1,50
	Propanediol	PROPANEDIOL	5,00
C	ALCOHOL DENAT	ALCOHOL DENAT	12,00
	U Locks P01B839	PARFUM, COUMARIN, HEXYL CINNAMAL,BENZYL SALICYLATE, D-LIMONENE, ALPHA-ISOMETHYL IONONE, HYDROXYCITRONELLAL	0,40
	ARGAN OIL	ARGANIA SPINOSA KERNEL OIL	0,10
	Dermosoft Hexiol	1,2-HEXANEDIOL	0,30

HC-E-102436-14

Technical Data:

pH: 4.9
Viscosity (HR-10/ plate 40mm/ shear rate 1/s): 1200 mPa.s



Refreshing Routine DAY 3-4

1 out of 2 consumers with
coily hair
reported a feeling of hair
hydration directly after
application.*



+ LockCare
complex
LockScent™
technology

*External consumer test – 29 users of textured hair products with Type 4 hair (28 % with 4A hair type, 41 % 4B, and 31 % 4C) – average age between 26-35 years old – 1 month usage test – France – 2023

** Sensory test – 2023 – n=30 - overall fragrance intensity of the wash day routine (day 1) versus refreshing routine (day 1 + day 4 + day 7) on Hair Swatches

1. ISO 16128
2. INCI (Active)

98% NATURAL ORIGIN¹



1 Moisture Hydration Mousse

With an unbelievably light texture, this mousse provides an extra dose of moisture thanks to its LockCare complex containing hydrolyzed rice protein, hyaluronic acid and vitamin B5 without leaving a residue. Long-lasting fragrance for continuous freshness until the next wash.**

COLHIBIN CB: Hydrolyzed Rice Protein²

HYA-ACT™M: Sodium Hyaluronate²

Pro-Vitamin B5: Panthenol²

dsm-firmenich

Refreshing Routine DAY 3-4



The expert tip:
The Hydration mousse is a
must-to-have to create a
qualitative braid-out.

How to use



Divide your
hair in 6 or
more
sections



Apply the foam to
each section of
the hair and
massage with the
fingertips



For long-lasting
definition, lock in the
moisture of each section
by applying the luminous
wax

Leave-on product

dsm-firmenich

Refreshing Routine DAY 3-4 Consumer test results*



"My favourite. The moisturising foam concept is very original. Great hydration. I love it!"

Aurelia, Type 4 hair



1 out of 2 consumers reported a feeling of hair hydration directly after application.*



The light Mousse texture was found to be easy to apply by **70 %** of consumers.*



The product did not leave any residue according to **95 %** of consumers.*

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*External consumer test – 29 users of textured hair products with Type 4 hair (28 % with 4A hair type, 41 % 4B, and 31 % 4C) – average age between 26-35 years old – 1 month usage test – France - 2023

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PHASE	INGREDIENTS	INCI NAME	% W / W
A	STEPAN-MILD GCC/MB	GLYCERYL CAPRYLATE/CAPRATE	6,00
	Hostapon CLG	SODIUM LAUROYL GLUTAMATE, AQUA, SODIUM CHLORIDE	8,00
	U Locks P01B839	PARFUM, COUMARIN, HEXYL CINNAMAL, BENZYL SALICYLATE	0,10
	TEGO Betain F50	COCAMIDOPROPYL BETAINE	2,00
	D-Biotin	BIOTIN	0,10
B	Phytantriol	PHYTANTRIOL	0,20
	ARGAN OIL	ARGANIA SPINOSA KERNEL OIL	0,10
	Avocadoöl raff kbA DE-ÖKO-001	PERSEA GRATISSIMA OIL	0,50
	Mixed Tocopherols 95	TOCOPHEROL	0,20
	life'sGLA™ '10' n-6 Oil	OENOTHERA BIENNIS SEED EXTRACT, ASCORBYL PALMITATE, TOCOPHEROL	0,40
	Rizinusoel kaltgepresst kbA EU und NOP	RICINUS COMMUNIS SEED OIL	0,80
	MIGLYOL® 829 ECO	CAPRYLIC/CAPRIC/SUCCINIC TRIGLYCERIDE	2,00
C	Water Dem	AQUA	64,50
	D-Panthenol 75 L	PANTHENOL, AQUA, PANTOLACTONE	0,50
	COLHIBIN CB	HYDROLYZED RICE PROTEIN, GLYCERIN, AQUA, SODIUM BENZOATE, PENTYLENE GLYCOL	0,20
D	HYA-ACT™ M	SODIUM HYALURONATE	0,10
	MAIZE-STYLE ORGANIC 21.510	HYDROLYZED CORN STARCH	0,60
	Glycerine CremerGLYC 86.5%	GLYCERIN	5,00
	Propanediol	PROPANEDIOL	8,00
E	Sensiva® SC 50	ETHYLHEXYLGLYCERIN	0,70
	L(+) Lactic Acid 90%	LACTIC ACID, AQUA	Qs to pH 6.0

HC-E-102305-16

Technical Data:

pH: 6,1
Viscosity (HR-10/ plate 40mm/ shear rate 1/s): 914 mPa.s



Refreshing Routine DAY 3-4

The nourishing effect was satisfying for **90 %** of consumers with coily hair and they did not find any or a slight sticky hair effect after application.*



+ LockCare
complex
+ LockScent™
technology

99% NATURAL ORIGIN¹



2 Lock & Style

Nourishing Oily Gel

A super-nourishing oily gel that refreshes the naturally beautiful, defined look of your curls by ensuring conditioning and shine, as well as helping to reduce breakage and split ends thanks to its LockCare complex containing shea butter, spent grain wax, argan oil & oenothera biennis seed extract. Long-lasting fragrance for continuous freshness until the next wash.**

STIMU-TEX® AS: Argania Spinosa Kernel Oil, Butyrospermum Parkii (Shea Butter) Extract, Spent Grain Wax²

life'sGLA™ '10' n-6 oil: Oenothera Biennis Seed Extract²

ARGAN OIL: Argania Spinosa Kernel Oil²

*External consumer test – 29 users of textured hair products with Type 4 hair (28 % with 4A hair type, 41 % 4B, and 31 % 4C) – average age between 26-35 years old – 1 month usage test – France – 2023

** Sensory test – 2023 – n=30 - overall fragrance intensity of the wash day routine (day 1) versus refreshing routine (day 1 + day 4 + day 7) on Hair Swatches

1. ISO 16128
2. INCI (Active)

Refreshing Routine DAY 3-4



The expert tip:
The nourishing oil is lighter than the Luminous Wax. It prepares the hair and helps reduce breakage until the next shampoo. For optimal use, it can be combined with the Hydration mousse to create a beautiful style for braid-out or to define natural curls. The Nourishing Oil is compatible with the LOC method, at the "Oil" stage.

How to use



Divide your hair into 6 or more sections



Apply the Nourishing Oily Gel to each section of hair and massage with the fingertips



Style your hair by braiding for example

Leave-on product

Refreshing Routine DAY 3-4 Consumer test results*



With an overall score of 4.62/5, most of consumers prefer this Oily Gel to the one they are used to use.*



"I found the oil rich but not too much, it left a thin film, just what was needed to seal in the moisture. I have no negative points."

Alison, Type 4 hair



More than **85 %** of consumers had silky and shiny hair after the application of the Nourishing Oily Gel.*



The nourishing effect was satisfying for **90 %** of consumers, and they did not find any or a slight sticky hair effect after application.*



Curls retention properties were evaluated to be good by **55 %** of consumers.*



The rich texture was judged as pleasant and easy to apply by **95%** of consumers, and it did not leave residues.*

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*External consumer test – 29 users of textured hair products with Type 4 hair (28 % with 4A hair type, 41 % 4B, and 31 % 4C) – average age between 26-35 years old – 1 month usage test – France - 2023

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PHASE	INGREDIENTS	INCI NAME	% W / W
A	ARGAN OIL	ARGANIA SPINOSA KERNEL OIL	2,00
	Kurbiskernol kaltgepresst	CUCURBITA PEPO SEED OIL	5,00
	Rizinusöl kaltgepresst kbA EU und NOP	RICINUS COMMUNIS SEED OIL	12,00
	Mango Butter, refined	MANGIFERA INDICA SEED BUTTER	5,00
	RheopEARL KL2	DEXTRIN PALMITATE	3,52
	EMOGREEN™ L19	C15-19 ALKANE	5,28
	Kokosoel raffiniert Ph. Eur.	COCOS NUCIFERA OIL	8,00
	Jojobaöl raff kbA Kiwa BCS Öko-Garantie	SIMMONDSIA CHINENSIS SEED OIL	6,00
	Mixed Tocopherols 95	TOCOPHEROL	0,40
	life'sGLA™ '10' n-6 Oil	OENOTHERA BIENNIS SEED EXTRACT, ASCORBYL PALMITATE, TOCOPHEROL	2,00
	DL-alpha-Tocopheryl Acetate	TOCOPHERYL ACETATE	1,00
	Avocadoöl raff kbA DE-ÖKO-001	PERSEA GRATISSIMA OIL	8,00
	Cegesoft® PFO	PASSIFLORA INCARNATA SEED OIL	8,00
	Aprikosenkernöl raff kbA DE-ÖKO-001	PRUNUS ARMENIACA KERNEL OIL	8,00
	Macadamianussöl raff kbA DE-ÖKO-001	MACADAMIA INTEGRIFOLIA/TETRAPHYLLA SEED OIL	8,00
	STIMU-TEX® AS	ARGANIA SPINOSA KERNEL OIL, TOCOPHEROL, BUTYROSPERMUM PARKII (SHEA BUTTER) EXTRACT, SPENT GRAIN WAX	1,50
	Cosphaderm® Feel	TRIHEPTANOIN	16,00
B	U Locks PO1B839	PARFUM, COUMARIN, HEXYL CINNAMAL, BENZYL SALICYLATE, D-LIMONENE, ALPHA-ISOMETHYL IONONE, HYDROXYCITRONELLAL	0,30

HC-E-102166-10

Technical Data:

Viscosity (HR-10/ plate 40mm/ shear rate 1/s): 1200 mPa.s





CLEANSING
CONDITIONER

LUMINOUS
WAX

SCALP
SERUM

HYDRATION
MOUSSE

NOURISHING
OILY GEL

CLEANSE

- To cleanse without stripping the hair fiber
- To restore shine
- To help reduce hair breakage and split-ends
- To help promote a healthy scalp

LOCK & STYLE

- Conditioning and shine
- To ensure curls definition
- To help reduce hair breakage and split-ends

SCALP CARE

- To help improve hair density
- To visibly improve scalp hydration and help reduce sebum
- To help soothe skin

MOISTURE

- To replenish moisture

LOCK & STYLE

- Conditioning and shine
- To ensure curls definition
- To help reduce hair breakage and split-ends

LONG-LASTING FRAGRANCE FOR CONTINUOUS FRESHNESS UNTIL THE NEXT WASH*



LockCare
complexes



LockScent™
technology

ULOCKS



Feel the pleasure
of unique care
for textured hair.

dsm-firmenich 

A close-up portrait of a young woman with a joyful expression, featuring thick, curly brown hair that frames her face. She has a bright smile showing her teeth. The background is a soft, out-of-focus white. A large, stylized purple graphic element, resembling a thick, curved line or a partial circle, is positioned on the left side of the image, partially overlapping the woman's hair and the text.

05

Our solution

- ULocks
- The vitamins and natural origin actives
- The signature fragrance

STIMU-TEX® AS



Blend of spent grain wax from upcycling process with argan oil and shea butter

INCI NAME ACTIVE

Argania Spinosa Kernel Oil, Tocopherol, Butyrospermum parkii (Shea butter) Extract, Spent grain wax



DESCRIPTION

A unique mixture of high-quality, upcycled spent grain wax, cold-processed argan oil, and shea butter.
With upcycled spent grain wax, a by-product of the beer production



KEY BENEFIT¹

Anti-breakage
Anti-frizz
Conditioning / Ease of combing
Split-ends reduction

Scalp Care (reduces itchiness and irritation) –
extrapolation from skin results



TECHNICAL

Form: Off white to yellow lipidic mas
Use level: Up to 3%

Preservative: Free **Target:** Hair fiber and scalp
Solubility: Oil soluble



REGISTRATION CERTIFICATION



dsm-firmenich

COLHIBIN CB



Hydrolyzed rice protein



INCI NAME ACTIVE

Hydrolyzed Rice Protein



DESCRIPTION

COLHIBIN CB is a highly concentrated mixture of natural peptides with low molecular weights, extracted from edible rice protein



KEY BENEFIT¹

Anti-breakage
Conditioning/ Ease of Combing
Split-ends reduction



TECHNICAL

Form: Liquid

Use level: Up to 3%

pH of use: 3 to 9

Preservative:
Sodium Benzoate

Solubility:
Water soluble

Target: Hair fiber

Biodegradability:
Expected to be biodegradable



REGISTRATION CERTIFICATION



Quali-B Vitamin B6

INCI NAME	Pyridoxine Hydrochloride			
DESCRIPTION	Vitamin			
KEY BENEFIT ¹	Sebum reduction Scalp Care (scaling, itch and flaking reduction) Hair Thickening (helps Increase hair diameter)			
TECHNICAL	Form: Powder Use level: Up to 0.2% pH of use: 3 to 5.5	Preservative: Free Solubility: Water soluble	Target: Hair fiber and scalp Biodegradability: Readily biodegradable	
REGISTRATION CERTIFICATION	    			



dsm-firmenich

life'sGLA™ '10' n-6 Oil

Prepared by extraction of oil from seeds of Oenothera plant or Evening Primrose (9% GLA)



INCI NAME ACTIVE

Oenothera Biennis Seed Extract



DESCRIPTION

Prepared by extraction of oil from seeds of Oenothera plant or Evening primrose (9% GLA)



KEY BENEFIT¹

Anti-breakage
Anti-frizz
Conditioning/ Ease of Combing
Split-ends reduction
Shine



TECHNICAL

Form: Liquid

Preservative: Free

Target: Hair fiber

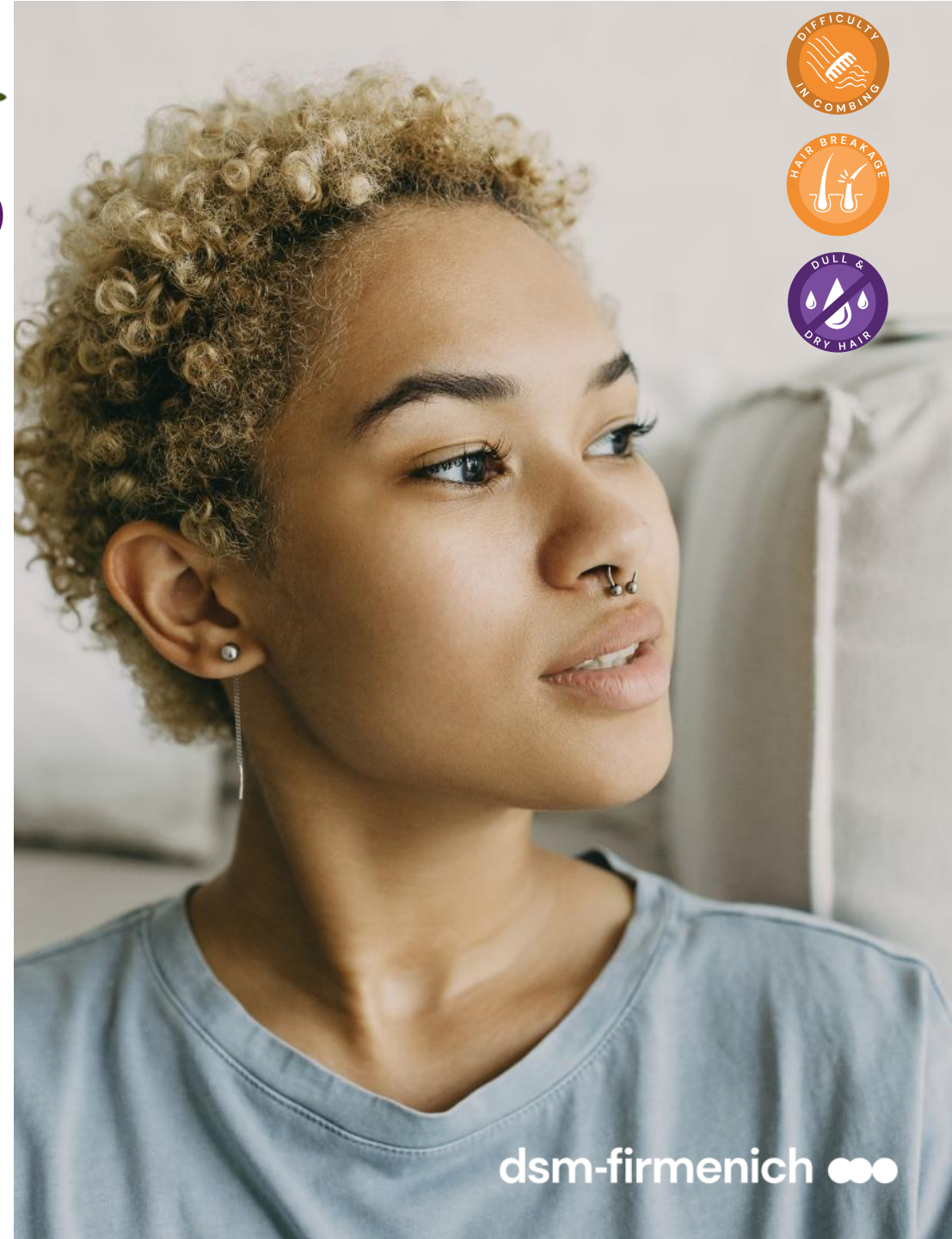
Use level: Up to 8%

Solubility:
Oil soluble

Biodegradability:
Readily biodegradable



REGISTRATION CERTIFICATION



Argan Oil



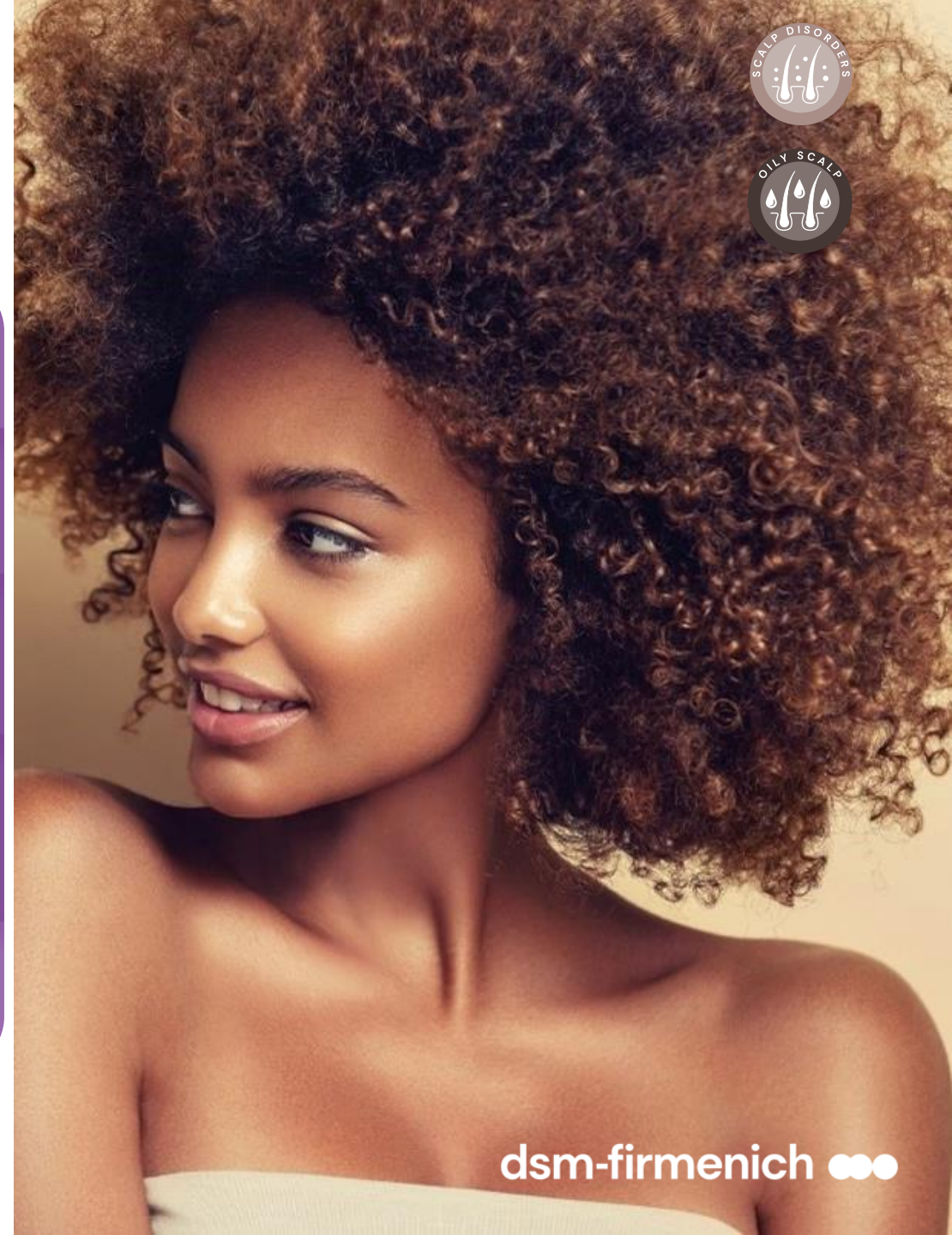
INCI NAME	Argania Spinosa Kernel Oil			
DESCRIPTION	Organically cultivated and cold extracted without the use of solvents			
KEY BENEFIT ¹	Anti-breakage Anti-Frizz Conditioning/ Ease of Combing Split-ends Reduction Shine			
TECHNICAL	Form: Liquid	Preservative: Free	Target: Hair fiber	
		Solubility: Oil soluble	Biodegradability: Expected to be biodegradable	
REGISTRATION CERTIFICATION				



PENTAVITIN®

100% natural & biodegradable edible maize kernels derived

INCI NAME ACTIVE	Saccharide Isomerate		
DESCRIPTION	100% natural & biodegradable edible maize kernels derived It binds to scalp like a magnet.		
KEY BENEFIT ¹	Moisturizes dry scalp / Strong scalp barrier Provides visible reduction of scalp flaking Reduces Sebum		
TECHNICAL	Form: Liquid Use level: 0,2 – 1% pH of use: 3 to 10	Preservative-Free Solubility: Water soluble Target: Scalp Biodegradable: Expected to be biodegradable	
REGISTRATION CERTIFICATION	      		



ALPAFLOR® EDELWEISS CB

Organic alpine plant extract power



INCI NAME ACTIVE	Leontopodium Alpinum Flower/Leaf Extract				
DESCRIPTION	Plant extract organically cultivated				
KEY BENEFIT ¹	Helps prevent hair loss* (improves hair density) Helps reduce the appearance of greying hair Anti-aging (strong anti-oxidant properties)				
TECHNICAL	Form: Liquid Use level: Up to 3% pH of use: 3,5 to 5,5	Preservative: Free Solubility: Water soluble	Target: Scalp Biodegradability: Organic components biodegradable.		
REGISTRATION CERTIFICATION	       				



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

1. See "Hair Care from Scalp to Tip" master presentation for more information

ALPAFLOR® ALP SEBUM CB

Organic alpine plant extract power



INCI NAME ACTIVE	Epilobium Fleischeri Flower/Leaf/Stem Extract		
DESCRIPTION	Plant extract organically cultivated		
KEY BENEFIT ¹	Sebum Reduction (strong 5- α -reductase inhibitor) Helps prevent hair loss* (<i>based on literature</i>) Scalp Care (anti-irritation and soothing properties)		
TECHNICAL	Form: Liquid Use level: Up to 3% pH of use: 3.5 to 5.5	Preservative: Free Solubility: Water soluble Target: Scalp Biodegradability: Active not readily biodegradable; Main component readily biodegradable	
REGISTRATION CERTIFICATION			



70 * Prevent hair loss is a drug claim in USA to use improves hair density
1. See "Hair Care from Scalp to Tip" master presentation for more information

Vitamin B12 cryst

The biotech pink vitamin for sensitive skin

Quali-B®



INCI NAME

Cyanocobalamin



DESCRIPTION

Vitamin B12 is made by non-GMO bacterial fermentation



KEY BENEFIT¹

- Relieves sensitive and stressed skin
- Helps prevent photo-damaged skin
- Protects the skin barrier damage induced by inflammation
- Maintains healthy skin microbiome
- Skin looks more vibrant



TECHNICAL

Form: Powder

Use level:

0,001–0,5%

pH of use: 3,5–7,5

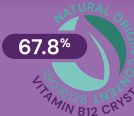
Preservative: Free

Solubility:

In water



REGISTRATION
CERTIFICATION



HYA-ACT™ M

Obtained by bio-fermentation



INCI NAME

Sodium Hyaluronate



DESCRIPTION

Obtained by bio-fermentation, derived from sweet corn seeds
HYA-ACT™ M: Medium molecular weight – 1.0–1.3 MDa.



KEY BENEFIT

1

Provides immediate hydration and strengthens the skin barrier



TECHNICAL

Form: Pure Powder
Use level: 0,01–1%

pH of use: 4 – 11
Preservative: Free

Solubility:
Water soluble
Biodegradability:
Biodegradable



REGISTRATION
CERTIFICATION

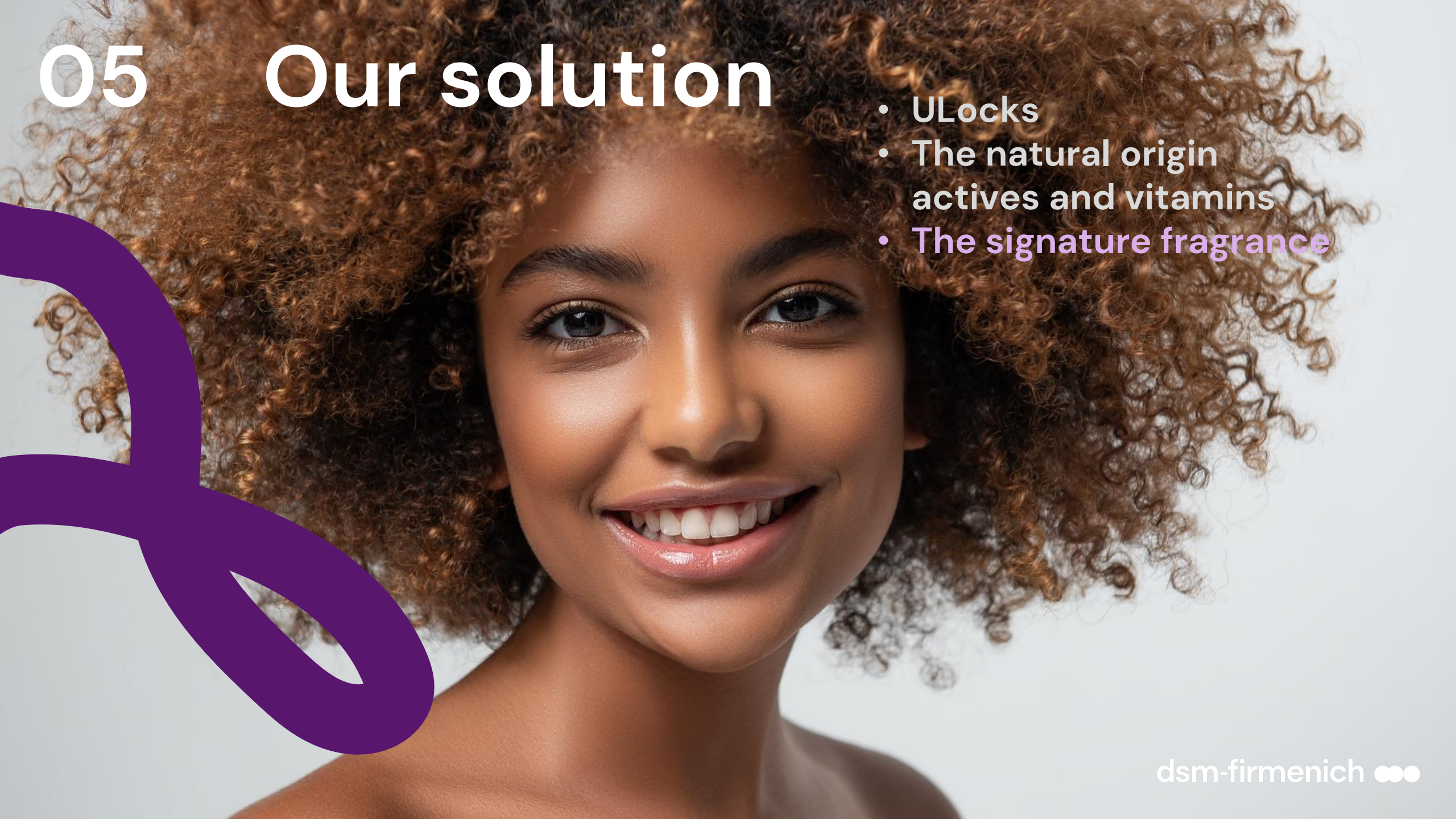


Quali-B® Pro-Vitamin B5



INCI NAME ACTIVE	Panthenol	
DESCRIPTION	D-Panthenol 75L min 75% and water	
KEY BENEFIT ¹	Scalp Care (strengthens scalp barrier / moisturization) Deposition – see Phytantriol	
TECHNICAL	Form: Liquid Use level: up to 5% pH of use: 4 to 7.5 Preservative: Free Solubility: Water soluble Target: Hair fiber and scalp Biodegradability: Readily biodegradable	
REGISTRATION CERTIFICATION		



A close-up portrait of a young woman with voluminous, curly brown hair. She is smiling and looking directly at the camera. The background is a soft, out-of-focus light grey. A large, stylized purple graphic element, resembling a thick, curved line or a stylized letter 'P', is positioned on the left side of the image, partially overlapping the woman's hair and the text.

05

Our solution

- ULocks
- The natural origin actives and vitamins
- The signature fragrance

Pleasure & care

Through the fragrance

TO KEEP IN MIND



					
	While washing	While conditioning	Drying / Styling	At the end of the day	The day after
Top 5 fragrances	Fresh / Clean, Indulgent & pleasurable, Natural, Feminine	Indulgent & pleasurable, Moisturizing (-), Soothing & comforting, Long-lasting, Mild	Clean , Fresh, Natural, Long-lasting, Moisturizing	Clean, Soapy (+), Fresh Feminine, Soothing & comforting	Long-lasting, Clean, Fresh, Feminine, Natural
Other specific expectations	Moisturizing (-)	Caring (-), Herbal (-)			
Top 5 fragrances	Clean / Fresh, Feminine, Moisturizing (2a), Fruity (2a) (+), Soothing & comforting (2b) (+), Soapy (2b),	Moisturizing, Long-lasting, Fresh / Clean, Creamy (+), Mild (2b), Indulgent & pleasurable (2b)	Natural (2a), Feminine, Fresh, Clean, Long-lasting, Indulgent & pleasurable (2b)	Clean, Long-lasting (+), Feminine (+), Fresh, Indulgent & pleasurable (2a), Natural (2b)	Long-lasting, Clean, Fresh, Feminine, Mild (2a), Indulgent & pleasurable (2b)
Other specific expectations	Antibacterial (2b) (+)	Fruity (+)	Premium (2a) (+)	Sophisticated (2b) (+)	
Top 5 fragrances	Clean / Fresh, Soothing & comforting (+), Soapy, Moisturizing, Indulgent & pleasurable (+)	Moisturizing, Clean (+), Mild, Soothing & comforting, Feminine (+)	Clean (+), Long-lasting (+), Feminine (+), Indulgent & pleasurable (+), Mild (+)	Long-lasting (+), Clean, Fresh, FF inspired (+), Feminine	Long-lasting, Clean, Feminine (+), Indulgent & pleasurable, Fresh
Other specific expectations	Antibacterial (+)	Fruity (+), Floral (+), Functional (+)	Caring (+), Moisturizing, (+) Fruity (+), FF inspired (+), Floral (+), Sophisticated (+), Creamy (+)	Sophisticated (+), Premium (+), New & different (+), Soapy (+), Strong (+), Antibacterial (+)	FF inspired (+)
Top 5 fragrances	Moisturizing, Clean / Fresh, Herbal / Natural, Soapy	Moisturizing, Soothing & comforting, Long-lasting, Feminine, Natural,	Fresh, Moisturizing, Natural, Smells ingredients I know (+), Strong (+)	Fresh, Simple (+), Feminine, Clean (-), Mild	Long-lasting, Clean, Mild, Moisturizing, New & different (+)
Other specific expectations	Antibacterial (+)			Unisex (+), Strong (+)	Antibacterial (+)

(+) = significantly more important for this hair type
 (-) = significantly less important for this hair type
 Source: Hair type routine, dsm-firmenich 2023, Global online survey USA, France & Brazil, 1500 women

A signature, tailor-made perfume to delight
you with a beautiful fragrance on your hair

creamy

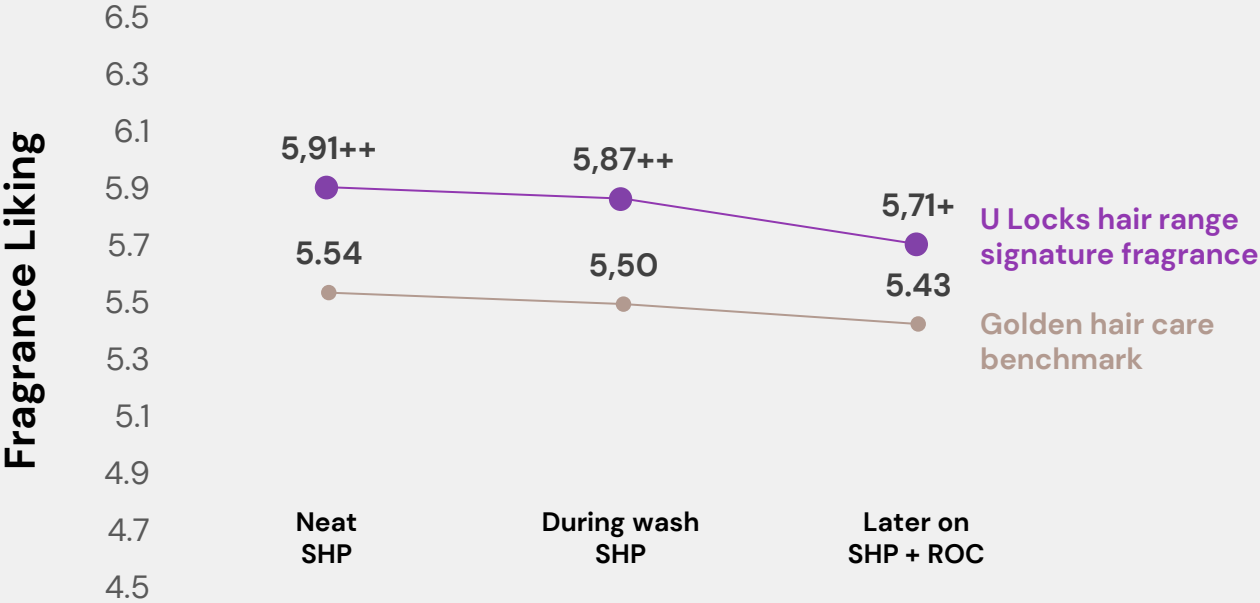
fresh

natural

U Locks signature fragrance



Tested & loved by
coily & curly consumers*



From memory,
shampoo shp
& conditioner roc

Golden hair
care
benchmark

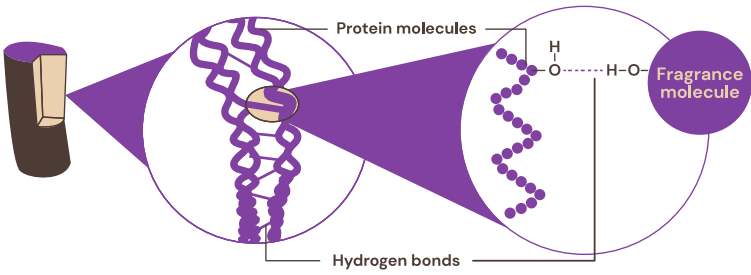
U Locks
signature
fragrance

Left my hair fresh and clean	35%	44%
Was pleasurable to use	18%	++ 37%
Nourished and moisturized my hair	28%	37%
Cleaned my hair well	34%	35%
Boosted my mood	31%	29%
Made my hair healthy	26%	29%
Made my hair beautiful	24%	28%
Made my hair soft and smooth	26%	28%

U Locks signature fragrance

LockScent™ technology

Fragrance technology bonding* with hair keratin to enjoy your hair care fragrance for days



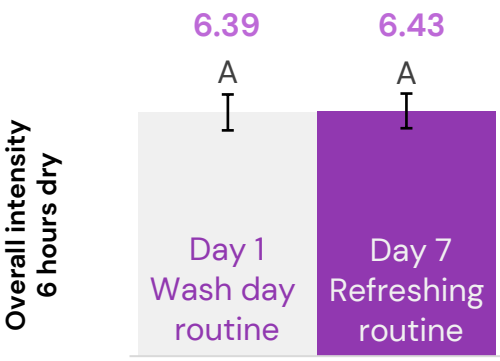
Consumer test – Feeling fresh until your next wash

Wash day routine :

72% of consumers agreed that “Products have a long-lasting fragrance that leaves you feeling fresh until your next wash”.**

Sensory test – Fragrance lasts for 7 days

Fragrance intensity after 7 days remains as high as day 1 with the refreshing routine***



* Interactions with hair proteins, by polar interaction (e.g. hydrogen bonding) or dispersion forces (e.g. van der Waals interactions)
** External consumer test – 29 users of textured hair products with Type 4 hair (28 % with 4A hair type, 41 % 4B, and 31 % 4C) – average age between 26-35 years old – 1 month usage test – France – 2023
*** Sensory test – 2023 – n=30 – overall fragrance intensity of the wash day routine (day 1) versus refreshing routine (day 1 + day 4 + day 7) on Hair Swatches



Consciously designed



Highly biodegradable fragrance >97%



Highly renewable fragrance 44.5% natural-origin ingredients

Disclaimer

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We bring progress to life

dsm-firmenich

ULOCKS

The textured hair care range

Developed by you, with you and for
you for double dose of love.



CLEANSING
CONDITIONER



LUMINOUS
WAX



SCALP
SERUM



HYDRATION
MOUSSE



NOURISHING
OILY GEL



DAY 1
Wash day Routine



DAY 3-4
Refreshing Routine

FEEL THE PLEASURE OF UNIQUE CARE FOR TEXTURED HAIR



**LockCare
complexes**

Combinations of vitamins
and natural origin actives
for effective care



**LockScent™
technology**

Long-lasting fragrance for
continuous freshness until
the next wash*

*Sensory test – 2023 – n=30 - overall fragrance intensity of the wash day routine (day 1) versus refreshing routine (day 1 + day 4 + day 7) on Hair Swatches

Products are for illustration only, not for sale. dsm-firmenich is not responsible for final products claims.

External consumer test design & protocol



ULOCKS

Consumers group

- 29 volunteers
- French females with Type 4 hair (28 % with 4A hair type, 41 % 4B, and 31 % 4C)
- Average age between 26 – 35 years old
- Users of textured hair products, familiar with the routine concept
- 18 consumers tested the full routine
- Test on a single use without any other product interactions: Cleansing Conditioner, Hydration Mousse, Luminous Wax, Scalp Serum (2 consumers for each product) / Nourishing Oily Gel (3 consumers)

Test methodology

"Monadic" method enabling consumers to evaluate products in a natural way, just as they usually do everyday, without comparing products, but based on their own personal experience.

Duration

1 month usage test

Routine protocol

- **Wash Day** at Day 1 according to the ULocks routine and use of instructions (1st step: Cleansing Conditioner, 2^d step: Hydration Mousse, 3rd step: Luminous Wax, 4th step: Scalp Serum)
- **Refreshing routine** at Day 4 according to the ULocks routine and use of instructions. (1st step: Hydration Mousse, 2^d step: Nourishing Oily Gel)
- After 1 month of testing, consumers were asked to complete evaluation forms.

Date: December 2023.

Sensory test design & protocol



Objective
Assess overall fragrance intensity of the wash day routine (day 1) versus refreshing routine (day 1 + day 4 + day 7) on Hair Swatches.

- Routines:**
- Wash day routine
 - Refreshing routine

Sample preparation

Day 1 (Wash day routine)

10g Caucasian Hair swatches washed with unperfumed shampoo.
1g of Cleansing Conditioner applied on wet hair, then Rinsed.
1g Hydration Mousse applied on the hair swatch.
1g of Luminous Wax applied on the hair swatch..
Hair swatches left to dry.

Day 4 & Day 7 (Refreshing routine)

1g Hydration Mousse applied on the hair swatch.
1g of Nourishing Oil Gel applied on the hair swatch.
Hair swatches left to dry.

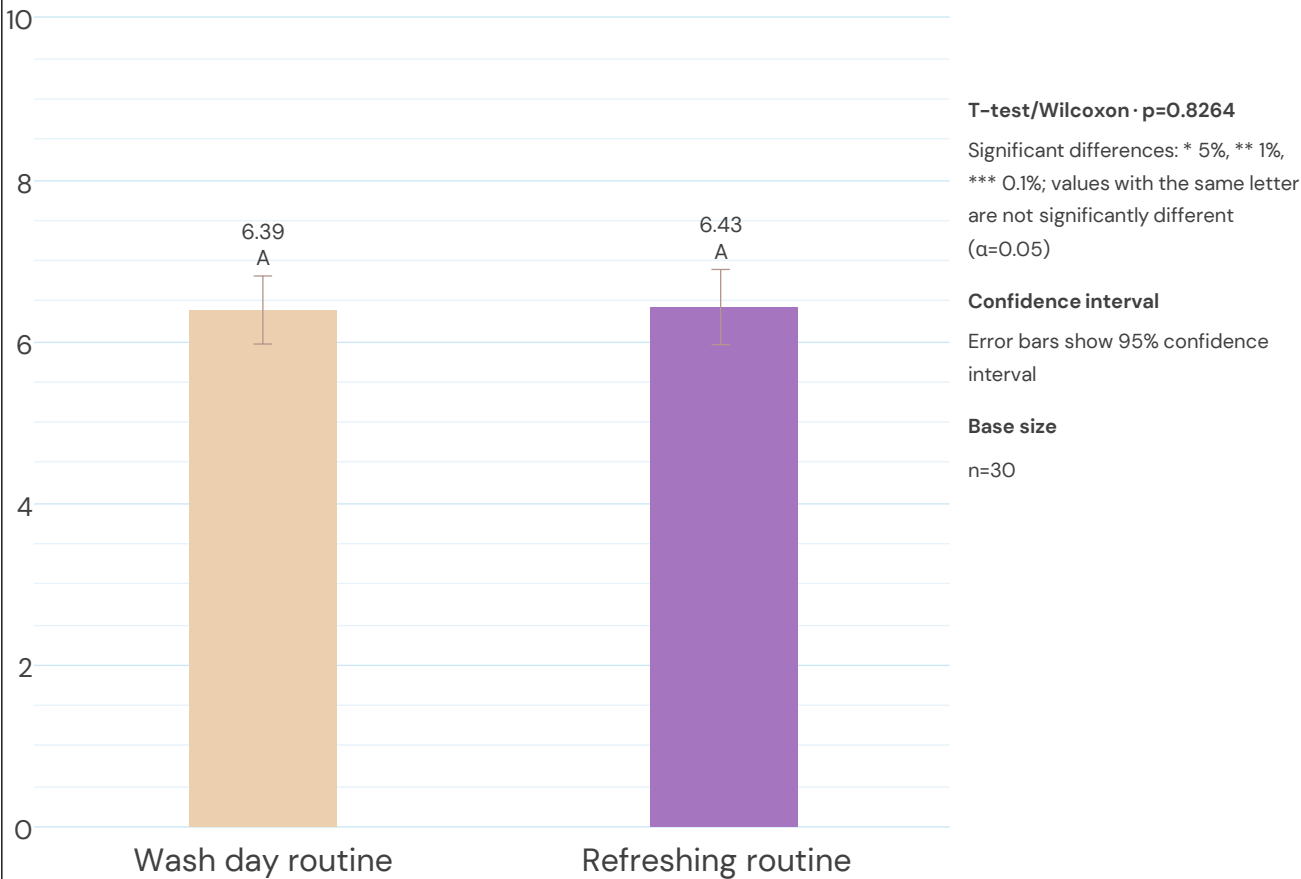
Evaluation procedure

Fragrance overall intensity
Evaluated on anchored linear line scale, where 0 = No odour, and 10 = Extremely strong odour

Steps & dates of evaluation

Dry 6h; 11/01/2024

Panelists – 30



Conclusion: Based on the results, there is no significant difference in overall fragrance intensity between the wash day routine and the refreshing routine.

Consumer test design & methodology



ULOCKS

Test country

USA, 8 different locations: California, Colorado, Texas, Florida, Ohio, Illinois, New York, New Jersey

Respondent's profile

- Women with curly/coily hair
- Aged 18–55yo (50% 18–36yo / 50% 37–55yo)
- Decision Makers on shampoo & conditioner brand used at home
- Shampoo & Conditioner users / Use Shampoo and Rinse-off Conditioner at least 3 times/week
- Minimum shoulder length hair
- Non-users of anti-dandruff or pharmaceutical brands most often

Test methodology & Sample size

- Sequential Monadic home use test, 3 out of 5 design (balanced / incomplete block)
- Blind, not branded
- Sample size (women with curly/coily hair) = 113 respondents in total => about 68 readings per fragrance

Duration

1 wash per products set (Shampoo & Rinse-off conditioner)

Evaluation steps

- Day 1 –*for all tested shampoos* : Neat, out of the bottle
- From Day 2 –*for each products set* : During Wash (SHP), While Drying (SHP+ROC), Later On (SHP+ROC), Overall/Out of memory

Date: February 2023

Online survey design



Countries

USA, Brazil, France

Respondent's profile

- Women
- Aged 18–60yo (with quotas on age groups)
- Responsible or co-responsible for buying Hair Care products
- Use at least one Hair Care product regularly

Test methodology & Sample size

- Online survey
- 1500 respondents in total => 500 respondents per country

Quotas

- Quotas set up on Hair types per country to ensure a minimum reading on Straight hair, Slightly wavy & Wavy hair types (*= not natural fallout*)

Date: May 2023

Final readings on hair types

	USA	Brazil	France
Straight	N=115	N=117	N=128
Slightly wavy	N=115	N=118	N=129
Wavy	N=115	N=118	N=128
Curly/very curly	N=105	N=117	N=90
Coily	N=50	N=30	N=25

Textured hair literature

- F.J. Wortmann, *Why is hair curly?—Deductions from the structure and the biomechanics of the mature hair shaft*, Experimental Dermatology, 2020, 29, 366–372. doi: 10.1111/exd.14048.
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- E. Cloete, *The what, why and how of curly hair: a review*, Proc. R. Soc. A, 2019, 475. 20190516. doi.org/10.1098/rspa.2019.0516.
- G. E. Westgate, *The biology and genetics of curly hair*, Experimental Dermatology, 2017, 26, 483–490. doi: 10.1111/exd.13347
- R.L. McMullen, *Physicochemical Properties of Textured Hair*, J. Cosmet. Sci., 2021, 72, 711–731.
- A. Salam, *Hair and scalp disorders in women of African descent: an overview*, British Journal of Dermatology, 2013, 169 (Suppl. 3), 19–32. doi: 10.1111/bjd.12534
- M. Marti, *The influence of hair lipids in ethnic hair properties*, International Journal of Cosmetic Science, 2016, 38, 77–84. doi: 10.1111/ics.12261.
- J. Van Wyk, *Textured hair? Exploring hair diversity in a black and white world*, TRI Princeton Conferences, 2019.



CIRCULAR CREATION : NATURALS AND MOLECULES

RENEWABLE	35%	A
NATURAL-ORIGIN INGREDIENTS	44.5%	
NATURALS	4.1%	
ESSENTIAL OILS	1.5%	
UPCYCLED INGREDIENTS	2.7%	
BIOTECHNOLOGY INGREDIENTS	0.1%	

BIODEGRADABLE ULTIMATELY	97.1%	A
GREEN SCORE	81.6%	
E-FACTOR kg waste/kg	1.1	A

Conscious claims



HIGHLY RENEWABLE
FRAGRANCE



4 ESSENTIAL OILS



5 UPCYCLED
INGREDIENTS



1 BIOTECHNOLOGY
INGREDIENT



HIGHLY
BIODEGRADABLE
FRAGRANCE

Hero ingredients

Naturals



LEMON OIL SFUMA
Ess. Oil by Cold Expression
Origin: Brazil, Italy, Argentina

Citrus



Molecules



AMBROX® SUPER
Synthetic Molecule Via Biotech

Ambery

FIRMENICH INGREDIENT



DIHYDROMYRCENOL
Synthetic Molecule

Citrus

UPCYCLED



ALDEHYDE C 12
Synthetic Molecule

Aldehydic



ETHYL PRALINE
Synthetic Molecule

Gourmand



SANDEROL™
Synthetic Molecule

Woody

UPCYCLED



UNDECALACTONE GAMMA RC
Synthetic Molecule

Fruity



MANDARIN ALDEHYDE 10 TEC
Synthetic Molecule

Aldehydic



CLIMATE & NATURE IMPACT

Certifications & Labels suitability

CARBON EMISSIONS (kg CO2.eq/kg)	11	
WATER (m3/kg)	8.7	
ETOX (person/year/t)	0.4	



PEOPLE & COMMUNITY IMPACT

Certifications & Labels suitability

EMPLOYEES & SUPPLIERS	79%	
NATURALS TOGETHER™	36.1%	



CREDO CLEAN
UP TO 100%



TARGET CLEAN
UP TO .67%

Conscious claims



4 SUSTAINABLE
PRACTICES
INGREDIENTS

The Texture Gap



Complex and long hair care routine

LOC¹ method | up to >3h²



Demanding hair type

Lower moisture content, tangled and fragile hair, scalp concerns



Limited dedicated offer

32% of UK consumers agree that there are not enough mainstream haircare brands for people with textured hair³

55% of US textured hair consumers seek natural/clean products⁴

More likely to spend more money searching for the products that work for them⁵



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1. Liquid, oil, cream/conditioner
2. Hair type routine – dsm-firmenich 2023 – Global survey 3 countries - 1500 women
3. Base: UK: 1,949 internet users aged 16+ Source: Lightspeed/Mintel
4. Source: Kantar Profiles/Mintel, September 2022 / US
5. www.allthingshair.com/en-us/hairstyles-haircuts/hair-inequality-in-the-united-states/

ULOCKS



Feel the pleasure
of unique care
for textured hair.

dsm-firmenich 