

Phytantriol

*The time-tested hair secret
to repair, enhance and
protect, from root to tip*

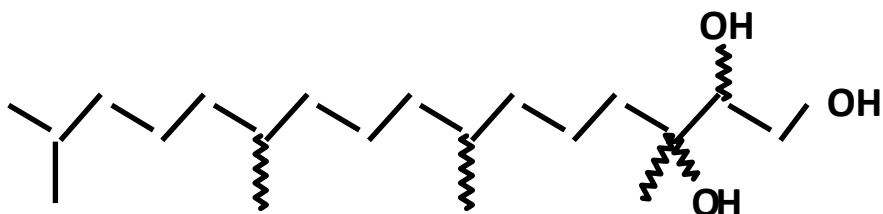
November 2020

[http://www.youtube.com/
watch?v=hHRa54b9rr8](http://www.youtube.com/watch?v=hHRa54b9rr8)



- ***The product***
- ***The market***
- **Claim substantiation**
- **Formulation concepts**
- **Build on latest trends**

DSM PHYTANTRIOL



INCI Phytantriol
CAS 74563-64-7
EINECS 277-932-2
Empirical Formula $C_{20}H_{42}O_3$

EXCLUSIVE

- Colorless to light yellow, viscous liquid
- Excellent formulation compatibility and stability
- Recommended use levels between 0.1-1%
- China approved

Key benefits on hair
Moisturization - Strengthening - Heat/Spliss/Color Protection

Phytantriol Claim Summary



Deposition

Boosts effects of Panthenol, Ethyl-Panthenol and keratin amino acids



Moisturization

Excellent water retention by Phytantriol alone and in synergy with Panthenol



Strengthening

Greatly strengthens damaged hair when delivered in shampoos and conditioners



Color Protection

Visible prevention of wash-out from various color shades



Split-end Protection

Excellent prevention of split ends after just one application



Heat Protection

Good protection against heat damage (shampoos and conditioners)

BRIGHT SCIENCE. BRIGHTER LIVING.™