Progress beyond

Solvay launches Polycare® Heat Therapy for bio-based thermoprotection in hair care

Natural guar-based active ingredient extends the range of silicone-free beauty care solutions for stress-free hair styling.

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Solvay, a leader in naturally derived ingredients for beauty care formulations, introduces Polycare® Heat Therapy, a new functional active ingredient that protects hair from thermal damage due to repeated use of hair styling appliances operating at very high temperatures. The non-ecotoxic, double-derivatized cationic guar active ingredient advances the global trend of bio-based and silicone-free solutions in hair care and delivers excellent thermal protection in transparent formulations.

"Our new Polycare® Heat Therapy addresses the challenge of protecting hair against thermal damage caused by high-heat devices such as flat or curling irons and hair dryers," explains Stephanie Neplaz, Global Innovation Marketing Director, Hair care, at Solvay. "As the market's best naturally-derived performer in this segment, it helps brand owners in the industry replace incumbent silicone and other synthetic polymers, and complements our broad portfolio of bio-based beauty care ingredients."

Heat is a powerful hair styling tool, but it can also cause severe damage, such as dehydration and delipidation, brittleness, porosity, reduced surface and loss of softness. When hair is damaged by heat, restoring its healthy physical integrity and sensory qualities is difficult. Thus, it is advisable to protect it when using high-heat styling appliances by providing a thermal shield and minimizing its thermal stress to avoid further damage.

In hair care formulations, Polycare® Heat Therapy forms an invisible and imperceptible barrier on the hair surface. As a multi-functional ingredient, it adds discipline, straightening effect and softness, while also improving detangling and wet combability without build-up in multiple applications. Comprehensive testing at Solvay has demonstrated that this silicone-free solution can reduce thermally induced hair damage by up to 30%. As a result, the hair is less exposed, less damaged and more protected.

Polycare® Heat Therapy extends the range of Solvay's active ingredients promoting hair health, which also include Polycare® Split Therapy to repair and care and Polycare® Frizz Therapy to style and protect. Polycare® Heat Therapy is ethically sourced from renewable sources through the

company's Sustainable Guar Initiative program in India and serves as a role model of sustainable development in line with the Solvay One Planet roadmap.

Solvay will present Polycare® Heat Therapy during in-cosmetics in Barcelona from March 28 to 30, 2023, at booth V10.

Polycare® is a registered trademark of Solvay.

SEM images confirm the excellent thermoprotection of hair with Polycare® Heat Therapy (right) vs. unprotected hair (center) during flat ironing. (Images: Solvay)

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About Solvay

Solvay is a science company whose technologies bring benefits to many aspects of daily life. With more than 22,000 employees in 61 countries, Solvay bonds people, ideas and elements to reinvent progress. The Group seeks to create sustainable shared value for all, notably through its Solvay One Planet plan crafted around three pillars: protecting the climate, preserving resources and fostering better life. The Group's innovative solutions contribute to safer, cleaner, and more sustainable products found in homes, food and consumer goods, planes, cars, batteries, smart devices, health care applications, water and air purification systems. Founded in 1863, Solvay today ranks among the world's top three companies for the vast majority of its activities and delivered net sales of €13.4 billion in 2022. Solvay is listed on Euronext Brussels (SOLB) and Paris. Learn more at www.solvay.com.

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