



Infuse life
into your hair

Keep your
color radiant

Pump up
the volume

A burst of
mildness



SOLVAY

asking more from chemistry®

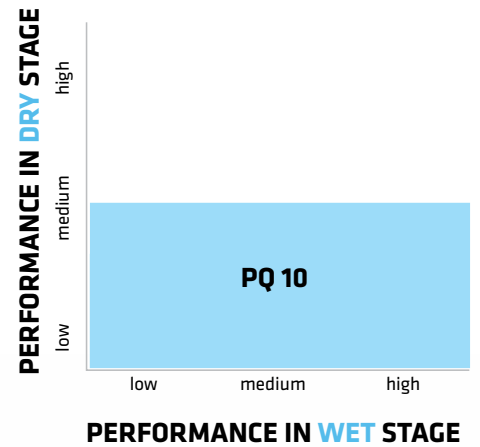
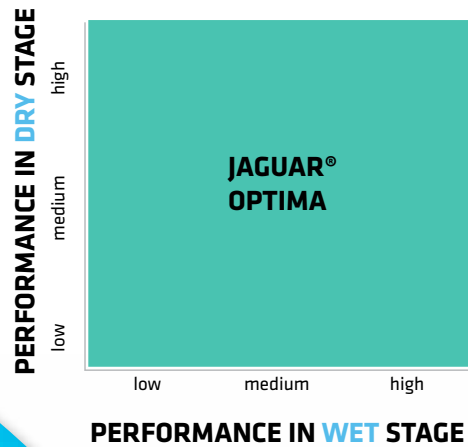
Jaguar® Optima

A unique experience
for clean, smooth and healthy
looking hair

Beauty & Care



Jaguar® Optima is an excellent conditioning polymer to deliver performance on wet hair, and outperforms PQ-10 performance in the dry stage!



Jaguar® Optima

A unique naturally-derived solution for oil-based and silicone-free shampoos offering conditioning performance even in sulfate-free formulations!

Most consumers choose their shampoo based on their hair type: normal, slightly damaged, color treated, thin... and the corresponding benefits: clean, shine, smooth, silky... Shampooing is necessary to feel clean and good-looking, but to save time many consumers use conditioning shampoos.

Flat hair from oil build-up?

Silicone-based conditioning shampoos are efficient in wet hair combing while delivering hair shine and softness on dry hair, but have a negative effect of weighing down hair from greasy hair roots due to build-up over time. Silicones protect hair from damage by leaving a film on hair fibers; but this film is said to limit penetration of moisture, actives and color into hair fibers.

Consumer desires:

- ▶ Long-lasting clean, lightweight feel
- ▶ Hair is soft, shiny and healthy looking

The balanced shampoo leaving clean roots and soft lengths has not yet been found!

Damage Level

None/Slight	Medium	High
0.2 to 0.3% Jaguar® OPTIMA	0.3 to 0.7% Jaguar® OPTIMA	0.3 to 0.7% Jaguar® OPTIMA + 0.5 to 1.5% Insoluble conditioners (e.g. natural oils or butters)

Formulate with Jaguar® Optima

INCI: Guar Hydroxypropyltrimonium Chloride

- ▶ 100% solids powder
- ▶ Recommended dose: 0.2 to 0.7%
- ▶ Excellent conditioning in sulfate-based and sulfate-free shampoos; as sole conditioner and in combination with oils
- ▶ For Thin, Dry, Colored, and Damaged Hair

Performance in formulation

- ▶ Naturally derived conditioner
- ▶ White creamy foam
- ▶ Outstanding conditioning performance in sulfate-free and silicone-free formulations
- ▶ Smooth wet feel, light dry hair
- ▶ Formulation flexibility with deposition of silicone and oils

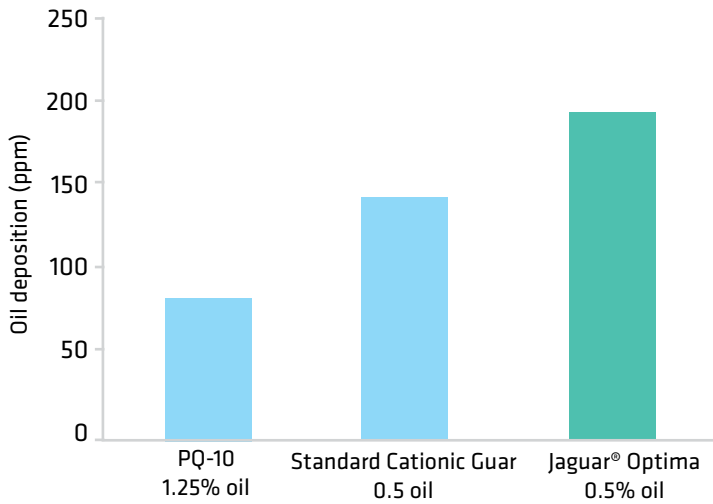
Feel Unique!

- ▶ Ease of wet and dry combing
- ▶ Quick rinse, rich wet feel
- ▶ Superior hair softness and suppleness
- ▶ Clean dry feel
- ▶ No build-up on hair



Oil Therapy For Color Treated and Dry Hair

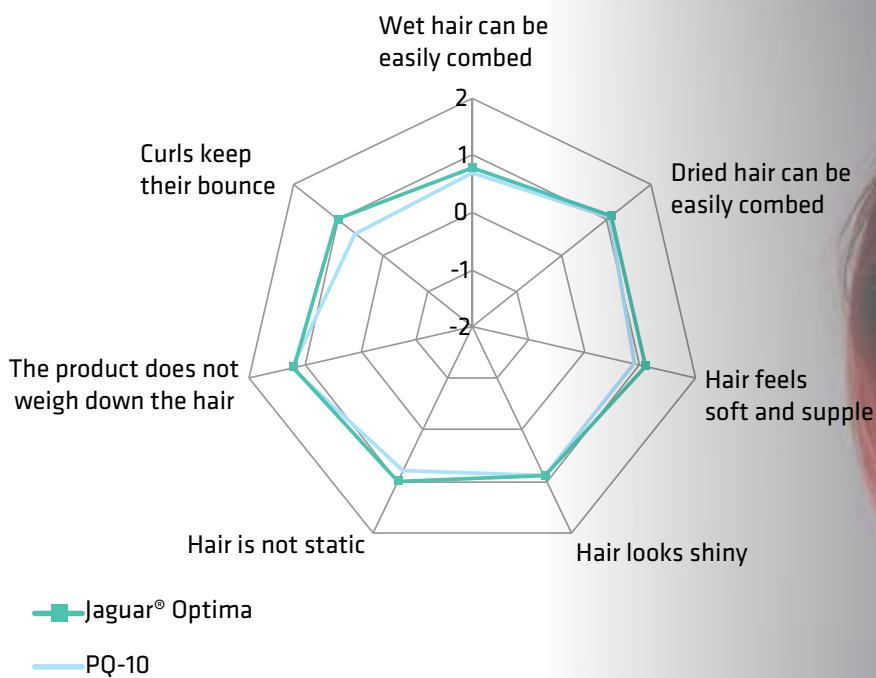
Jaguar® Optima is a leading deposition cationic polymer, enabling to reduce the oil level by more than 60% vs PQ-10.



Amount of Oil Deposited on Bleached Caucasian Hair (ppm)
Formulation: 12% SLES, 2% CAPB, 0.5 - 1.25% Oil, 0.5% cat polymer, 0.4% Carbomer



Add shine and bounce to **COLOR TREATED** hair with Jaguar® Optima. Colored hair becomes supple and shiny, full of health!

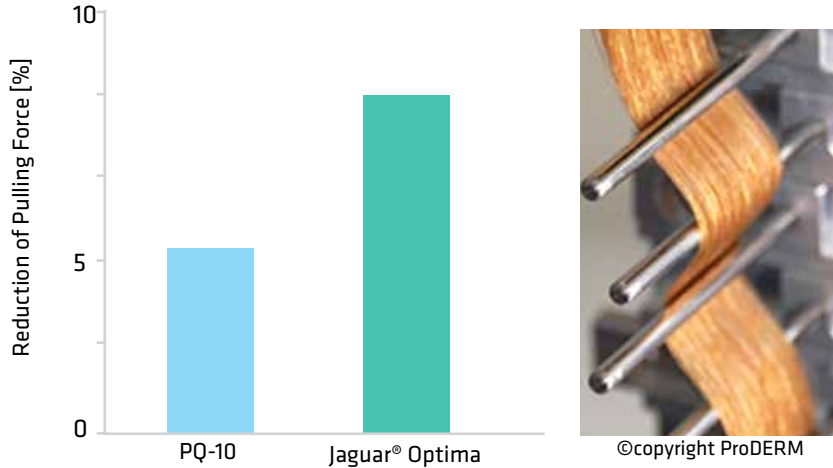


Consumer test carried out at ProDERM.
Formulation: Silicone-free sulfate-free shampoo with Jaguar® Optima and Shea Olein Vegetable Oil vs PQ-10
% Active Surfactants = 10%, % Solids = 16%
Scale: 2 = fully agree; 1 = rather agree; 0 = neither...nor; -1 = rather disagree; -2 = fully disagree



With Jaguar® Optima, suppleness is significantly improved on **COLOR TREATED** hair

Measurement of hair suppleness as the reduction of pulling force



The force required to pull the hair tress along a number of metal bars is measured before and after treatment.

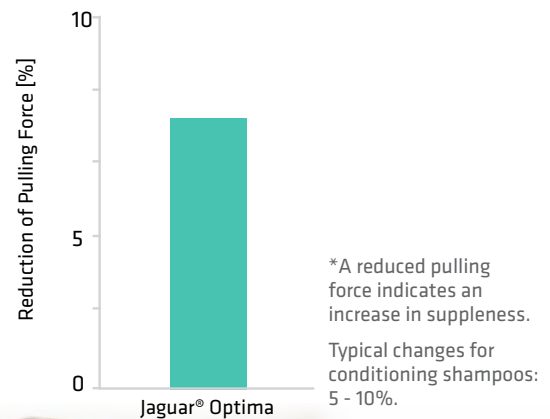
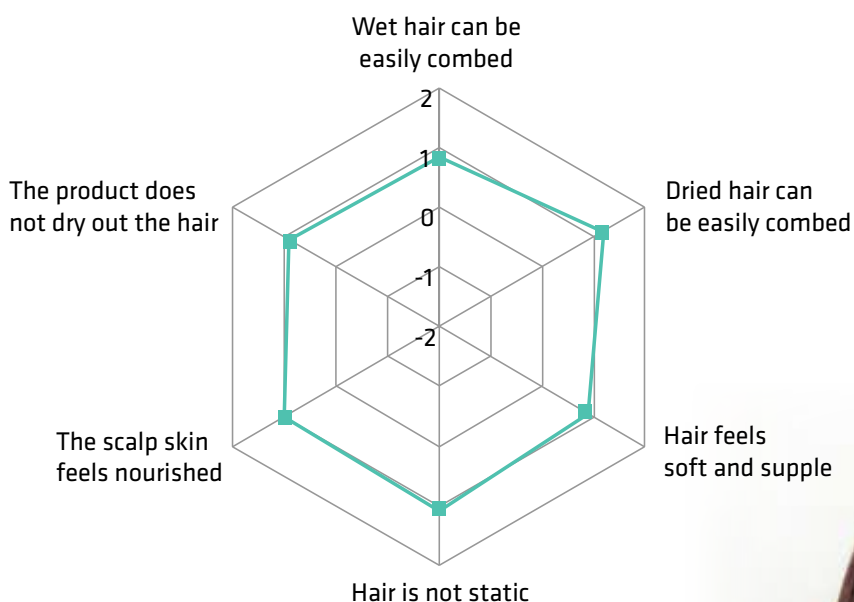
A reduced pulling force indicates an increase in suppleness: Typical changes: 5 - 15%; Conditioning shampoos: 5 - 10%; Conditioners: 10 - 15%.

Hair Suppleness Measurements on Bleached European Hair [%] - ProDERM

Formulation: Sulfate-free shampoo with 0.5% of cationic polymer and Shea Olein Vegetable Oil



DRY HAIR is easy to comb and smooth; and the scalp feels nourished! Hair suppleness is improved by 7%!*



Consumer test carried out at ProDERM.

Formulation: Silicone-free sulfate-free shampoo with Jaguar® Optima and Argan Oil

% Active Surfactants = 10%, % Solids = 16%

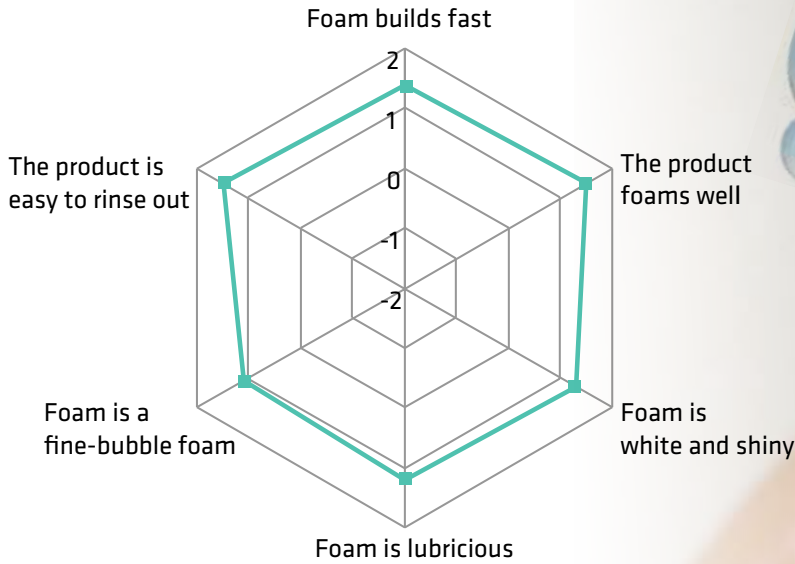
Scale: 2 = fully agree; 1 = rather agree; 0 = neither...nor; -1 = rather disagree; -2 = fully disagree



Oil-free Conditioning For Thin and Moderately Damaged Hair

Enjoy the foaming experience!

- ▶ Excellent flash foam
- ▶ Fast cleansing and rinsing
- ▶ Smooth texture*



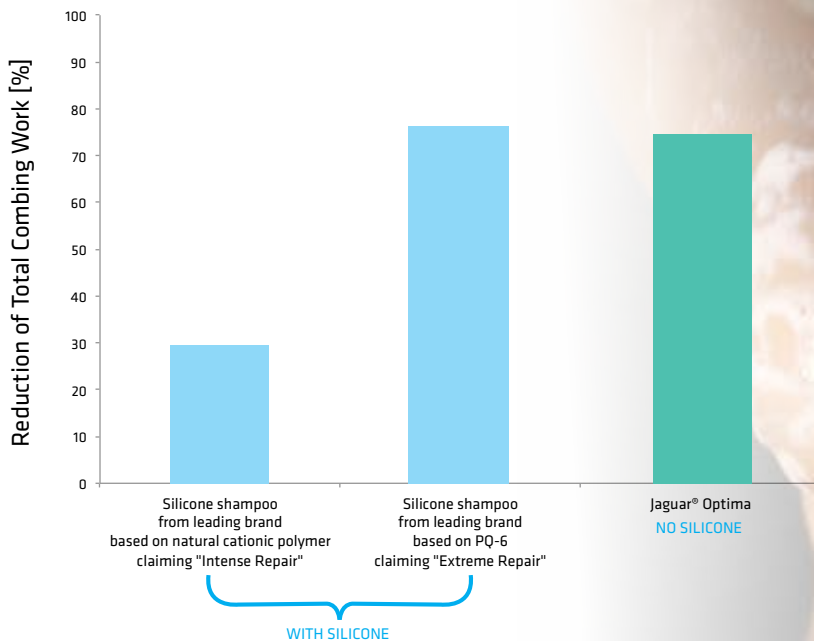
Consumer test carried out at ProDERM (33 subjects panel)

*60% consumers have considered that Jaguar® Optima was giving a wet cared feel and 50% a wet smooth feel.

Formulation: Silicone-free shampoo with Jaguar® Optima (12.3% SLES, 2% Cocamidopropylbetaine, 0.7% Jaguar® Optima).

Scale: 2 = fully agree; 1 = rather agree; 0 = neither...nor; -1 = rather disagree; -2 = fully disagree

Wet hair is easy to comb even without silicone!

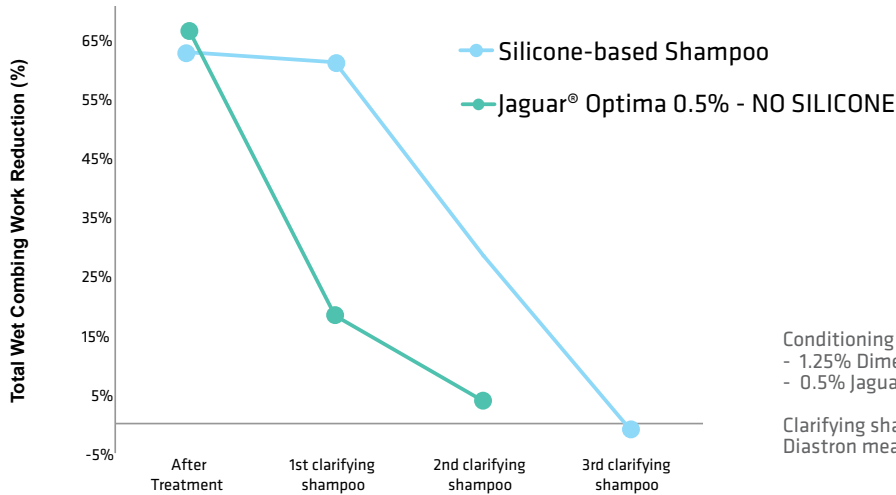


Wet Combing Measurements on Bleached Caucasian Hair

Formulation for Jaguar® Optima: 12% SLES, 2% CAPB, 0.5% cationic polymer.

Get the conditioning, not the silicone filming!

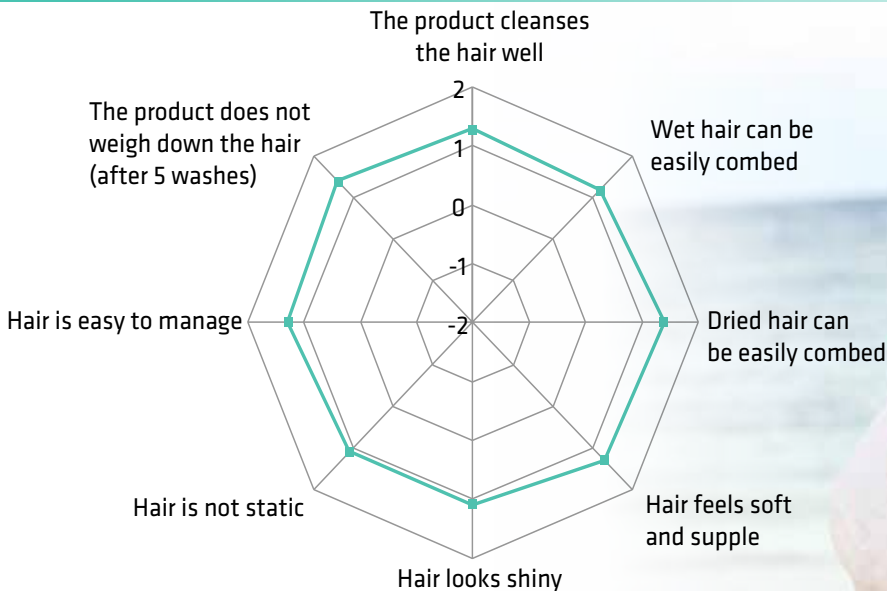
Jaguar® Optima shampoo delivers a conditioning similar to that with silicone, but is easier to remove from hair compared to silicone which remains on hair even after 2 clarifying shampoos.



Conditioning shampoo: 12% SLES, 2% CAPB:
 - 1.25% Dimethicone + 0.4% Carbomer + 0.2% Jaguar® C14s
 - 0.5% Jaguar® Optima

Clarifying shampoo: 12% SLES, 2% CAPB (no conditioning agent)
 Diastron measurement.

THIN HAIR washed with Jaguar® Optima shampoo is easy to comb and looks clean. It feels supple and soft but is not weighed down after multiple washes!



Consumer test carried out at ProDERM.
 66% of consumers would buy this formulation.

Formulation: Silicone-free shampoo (9% SLES, 2% Sunfloweramidopropylbetaine, 0.3% Jaguar® Optima).

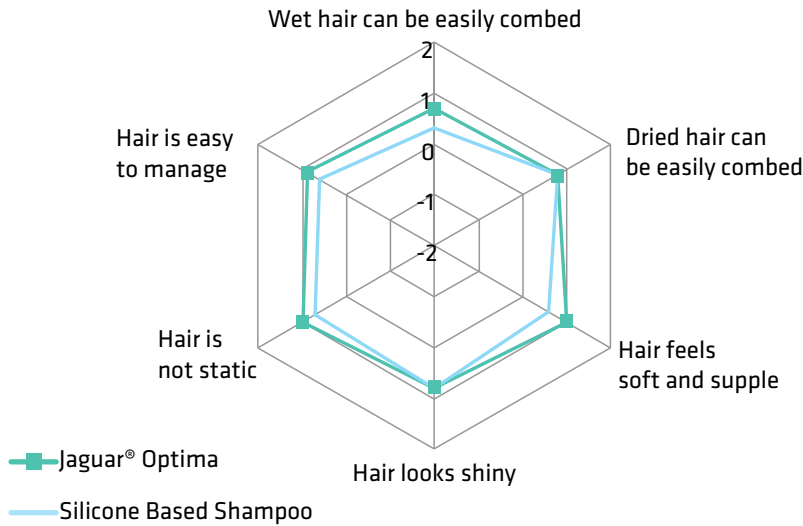
Scale: 2 = fully agree; 1 = rather agree; 0 = neither...nor; -1 = rather disagree; -2 = fully disagree



Oil-free Conditioning For Thin and Moderately Damaged Hair

Superior results displayed by Jaguar® Optima vs silicone on MODERATELY DAMAGED HAIR.

Damaged hair is easy to comb, feels soft and supple, and looks shiny without the use of conditioning oils such as silicones or vegetable oils!



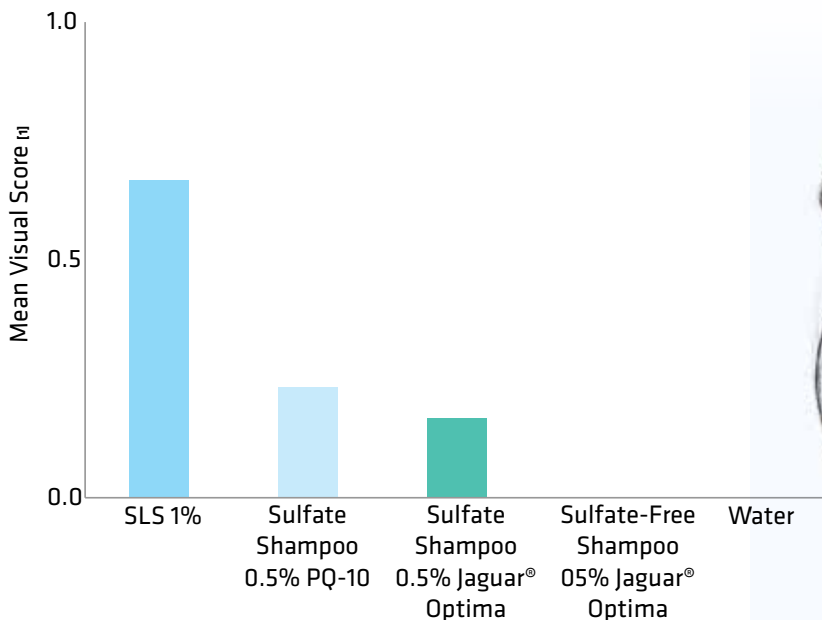
Consumer test carried out at ProDERM. Results after 5 washes.

Formulation: Silicone-free shampoo with Jaguar® Optima (12.3% SLES, 2% Cocamidopropylbetaine, 0.7% Jaguar® Optima); benchmark: silicone-based shampoo (12.3% SLES, 2% Cocamidopropylbetaine, 0.2% Jaguar® C14S, 0.5% dimethicone)

Scale: 2 = fully agree; 1 = rather agree; 0 = neither...nor; -1 = rather disagree; -2 = fully disagree

Some hair types can demand more mildness: Jaguar® Optima improves performance in mild sulfate-free shampoos.

Sulfate-free cleansers containing Jaguar® Optima are as mild as water on skin and scalp!



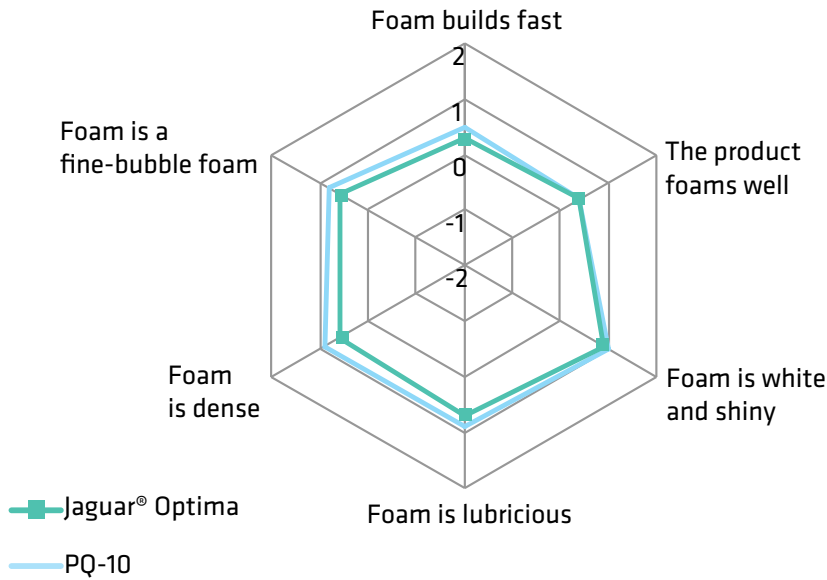
Visual Assessment of Skin Irritation. Epicutaneous 24 hours Patch Test carried out at ProDERM. 21 subjects with 30% having sensitive skin

SLS 1% solution is applied as is. Shampoos are diluted 10 times prior to be applied.
 Sulfate Formulation: 12% SLES, 2% CAPB, 0.5% cationic polymer.
 Sulfate-free Formulation: Sulfate-free shampoo with 0.5% of Jaguar® Optima as single conditioning agent.

[1] Average of visual assessments carried out right after, 24 hours and 48 hours after patch removal

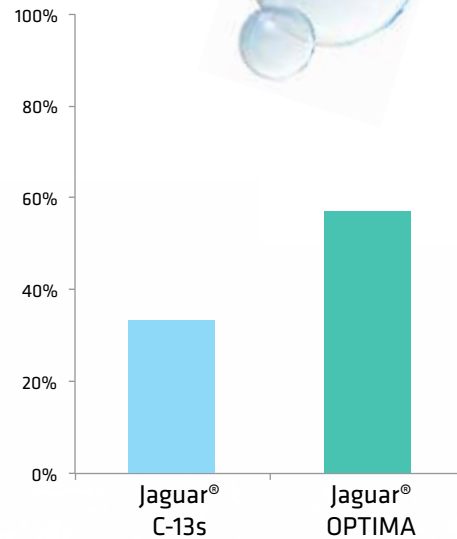
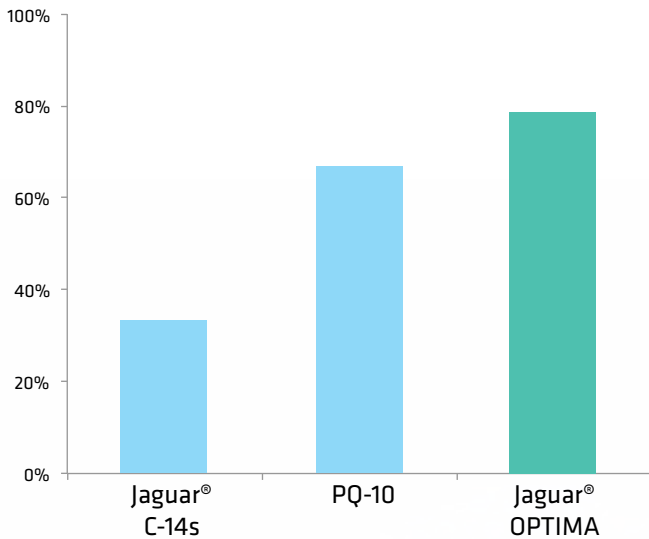


Consumers with damaged hair have found the foam generated with the silicone-free sulfate-free Jaguar® Optima shampoo of good quality: fine bubbles, good density and texture, white and shiny. The foam volume and flash foam can be further adapted by fine tuning the surfactant base and surfactant levels.



Consumer test carried out at ProDERM.
 Formulation: Silicone-free sulfate-free shampoo with Jaguar® Optima vs PQ-10
 % Active Surfactants = 10%, % Solids = 16%
 Scale: 2 = fully agree; 1 = rather agree; 0 = neither...nor; -1 = rather disagree; -2 = fully disagree

Jaguar® Optima provides excellent conditioning for silicone-free sulfate-free shampoos.



% reduction of total combing work in the wet stage vs untreated hair (Diastron)

Bleached Caucasian Hair
 10% Sodium Methyl Cocoyl Taurate, 4% Decyl Glucoside,
 0.5% cationic polymer

Bleached Caucasian Hair
 4% Disodium Laureth Sulfosuccinate,
 3.5% Sodium Cocoyl Isethionate,
 2.25% Sodium Lauroamphoacetate, 0.5%
 cationic polymer

Hair Care Solutions With Jaguar® Optima



Featuring:
Jaguar® Optima
Mackam® SFB-E
Mackadet® OPR-1

For Thin Hair

Pump your hair up!

(Total Solids: 15%)

This light silicone-free milky shampoo for **thin hair** cleanses the hair well and provides effective conditioning and antistatic effects without weighing it down. It leaves hair feeling soft and supple without greasy build-up.

Water, Sodium Laureth Sulfate, Sunfloweramidopropyl Betaine, Sodium Chloride, Glycol Distearate, Sodium Benzoate, Carbomer, Guar Hydroxypropyltrimonium Chloride, Panthenol, Cocamidopropyl Betaine, Glycerol Stearate, Citric Acid, Fragrance, Tocopherol Acetate, Preservative



Featuring:
Jaguar® Optima
Mackam® 50ULB
Mirasheen® Star NB

For Moderately Damaged Hair

Infuse life into your Hair!

(Total Solids: 17%)

This pearlescent silicone-free shampoo for **moderately damaged Caucasian hair** cleanses the hair providing fantastic conditioning and antistatic effects to moderately damaged hair without the use of any oil. The hair is easy to comb, looks shiny and feels soft and supple without any oil.

Water, Sodium Laureth Sulfate, Cocamidopropyl Betaine, Guar Hydroxypropyltrimonium Chloride, Glycol Distearate, Sodium Benzoate, Sodium Chloride, Carbomer, Fragrance, Citric Acid, Myristyl alcohol, Tetrasodium, EDTA, Preservative



Featuring:
Jaguar® Optima
Mackanate® EL
Miranol® Ultra L32
Rheomer® 33T

For Colored Hair

Keep your color radiant!

(Total Solids: 16%)

This sulfate-free and silicone-free shampoo for **colored hair** formulated with shea olein and a UV-filter is suitable for color-treated or highlighted hair. It cleanses and conditions the hair with a rich and creamy foam whilst allowing color to resist successive washes. It leaves hair with lively color reflexes, looking shiny and feeling soft and supple; and curls keep their bounce!

Water, Disodium Laureth Sulfosuccinate, Sodium Cocoyl Isethionate, Sodium Lauroamphoacetate, Polyacrylate-33, Butyrospermum Parkii Oil, Guar Hydroxypropyltrimonium Chloride, Fragrance, Glycol Distearate, Panthenol, Benzophenone-4, Glycerin, Sodium Hydroxide, Cocamidopropyl Betaine, Glycerol Stearate, Tocopherol, Preservative.



Featuring:
Jaguar® Optima
Mackanate® EL
Miranol® Ultra L32
Rheomer® 33T

For Dry Hair

Softness is your strength!

(Total Solids: 16%)

This sulfate-free and silicone-free shampoo formulated with argan oil is suitable for **dry hair**. It smoothly cleanses with a rich and creamy foam without drying out the hair; and makes hair more supple, feeling soft; while the scalp feels refreshed and nourished.

Water, Disodium Laureth Sulfosuccinate, Sodium Cocoyl Isethionate, Sodium Lauroamphoacetate, Polyacrylate-33, Argania Spinosa Kernel Oil, Guar Hydroxypropyltrimonium Chloride, Fragrance, Glycol Distearate, Panthenol, Glycerin, Sodium Hydroxide, Cocamidopropyl Betaine, Glycerol Stearate, Tocopherol, Preservative



Your Preferred Partner
For Hair Care Solutions.





Solvay S.A.
Rue de Ransbeek, 310
1120 Bruxelles
Belgique
T: +32 2 264 2111
F: +32 2 264 3061

North America

Solvay Novicare
8 Cedar Brook Drive
Cranbury, NJ 08512 – USA
Tel: +1-800-973-7873
F: +1-609-860-0463
NovicareCC@solvay.com

Europe

Solvay Novicare
40, rue de la Haie-Coq – F-93306
Aubervilliers Cedex – France
Tel: +33 (0) 1 53 56 50 00
F: +33 (0) 1 53 56 53 90

Asia Pacific

Solvay Asia Pacific Pte. Ltd.
438B Alexandra Road
#02-09/12 Alexandra Technopark – Singapore 119968
Tel: +65 - 6291 1921
F: +65 - 6394 3377

Latin America

Solvay Novicare
Centro Empresarial
Avenida Maria Coelho Aguiar, 215, Bloco B-1º Andar
Cep: 05804-902 – São Paulo-SP Brazil
Tel: +55 11 3747-7637
F: +55 11 3741-8378

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