

WALNUT

PRO-STRUCTURE

GREEN WALNUTS TO PROTECT HAIR COLOUR AND INCREASE SKIN ELASTICITY



COSMOS APPROVED

PRODUCT DESCRIPTION

In our laboratories we have spotted a particular stage of walnut ripening when the green walnuts are richer in active molecules. Large size phenolics are able to effectively interact with proteins and are also very efficient antioxidants, these molecules are the key of the efficacy of Pro-Structure.

Pro-structure due to its phytocomplex can create new interactions between corneocytes proteins improving skin elasticity.

The phenolic fraction of Pro-Structure is also able to interact well with hair, making the hair itself antioxidant and therefore protected. This also results in long term protection since hair are still well protected after 3 days.

This close and efficient interaction between hair and Pro-Structure active molecules is also able to provide efficient hair colour protection from the UV/radical induced colour fading.

BENEFITS

- **Improves skin elasticity** (+15% *in vivo* test)
- **Provides long term anti-radical protection to hair** (up to +400% *ex vivo* test)
- **Protects hair colour** (+53% *ex vivo* test)

TECHNICAL INFORMATION

INCI: hydrolyzed walnut extract, citric acid, sodium benzoate, potassium sorbate.

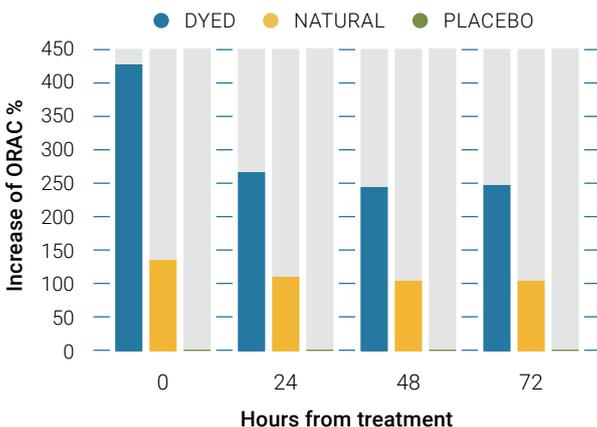
PLANT USED: green walnuts fruit from the Veneto region, Italy.

TECHNOLOGY: Bioliquefaction Technology.

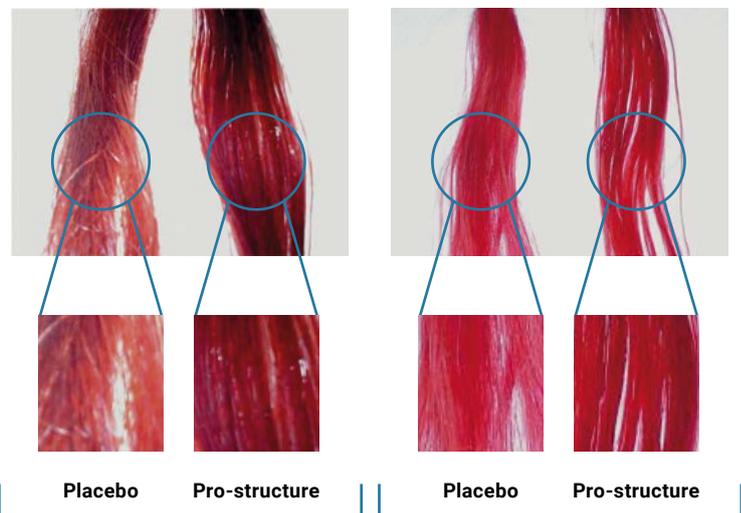
SUGGESTED CONCENTRATION OF USE: 2.5-5% w/w skin care, 1% w/w hair care.

ORGANIC STATUS: COSMOS approved.

CHINA STATUS: also available in China compliant version.



Antiradical capacity (ORAC) of different hair after treatment with Pro Structure



Hair colour protection from UV induced fading. Leave on treatment with Pro-Structure 1% w/w vs. placebo.