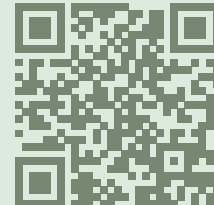




# Floratech Ingredients

## Clinically Substantiated Claims & Benefits



### Hair Care Benefits

#### Heat Protection Increased / Breakage Reduction:

Floraesters K-100 Jojoba  
Floramac 10

#### Hair Shine:

Floraesters K-100 Jojoba  
Floramac 10

#### Hair Dyeing Time Reduced / Color Retention Improved / Gray Coverage Improved:

Floraesters K-20W / K-100 Jojoba

#### Comb Force Reduction:

Floraesters K-20W / K-100 Jojoba  
Floramac 10

#### Frizz Reduction / Curl Retention:

Floraesters K-100 Jojoba

#### Better Consumer Experience (Hair):

Floraesters K-20W / K-100 Jojoba  
Floramac 10

#### Fine Line Reduction:

Floraesters K-20W Jojoba

#### Sensitivity Reduction:

Floraesters K-100 Jojoba  
Floraesters 20, 30, and 60

#### Antipollution:

Floraesters K-100 Jojoba  
Floraesters 30

#### Pore Size Reduction:

Floraesters K-20W Jojoba

#### Radiance Increased:

Floramac 10

#### Firmness / Elasticity Increased:

Floraesters K-20W Jojoba  
L22

### Skin Care Benefits

#### Erythema Reduction:

Floraesters K-20W / K-100 Jojoba  
Floraesters 20, 30, and 60

#### Skin Smoothness Increased:

Floraesters K-20W Jojoba

#### Water Resistance / Long Wear Improved:

Floraesters K-20W / K-100 Jojoba

#### SPF Booster:

Floramac 10

#### Skin Turnover / Desquamation Increased:

Floraesters K-20W Jojoba

#### Exfoliation Increased:

Ecobeads

#### Barrier Function Improved:

Floraesters K-20W / K-100 Jojoba  
Floraesters 20, 30, and 60  
L22  
Floralipids Moringa Butter  
Emulsun

#### Better Consumer Experience (Skin):

Floraesters K-20W / K-100 Jojoba  
Floraesters 20, 30, and 60  
Floraesters IPJ  
Floramac 10  
Floralipids Moringa Butter  
Emulsun  
Ecobeads

#### Skin Hydration Increased:

Floraesters K-20W / K-100 Jojoba  
Floraesters 20, 30, and 60  
L22  
Floramac 10  
Floralipids Moringa Butter  
Emulsun