



HEMP



RICE

# VEGEKER-PLUS

## HEMP AND RICE PHYTKERATIN



COSMOS  
APPROVED

### PRODUCT DESCRIPTION

Keratin is a highly stable and resistant filamentous protein, forming the main constituent component of hair and nails. It basically consists of long chains of amino acids, with an alpha-helix or beta-sheet secondary structure (for example in hair cuticle), in which vitamins, lipids and trace elements are also present.

One of the most commonly used cosmetic ingredients designed to improve the mechanical properties of hair is animal-origin keratin due to its effectiveness. Recently, however, the cosmetics sector has moved towards a more plant-based approach as an alternative to the use of animal-sourced raw materials.

Enzymatic Bioliquefaction technology was employed to hydrolyse a combination of Hemp and Rice proteins and obtain VEGEKER-PLUS, a completely plant-based product that acts as a replacement for animal keratin in cosmetic hair-care products, giving hair much greater strength and elasticity.

### BENEFITS

- **Strengthens hair** (+ 85% ex vivo test)
- **Makes hair more elastic** (+ 8% ex vivo test)
- **Hemp based ingredient**
- **An alternative to animal keratin**
- **More effective than animal keratin**

### TECHNICAL INFORMATION

**INCI:** aqua, hydrolyzed hemp seed extract, hydrolyzed rice protein, citric acid, sodium benzoate, potassium sorbate.

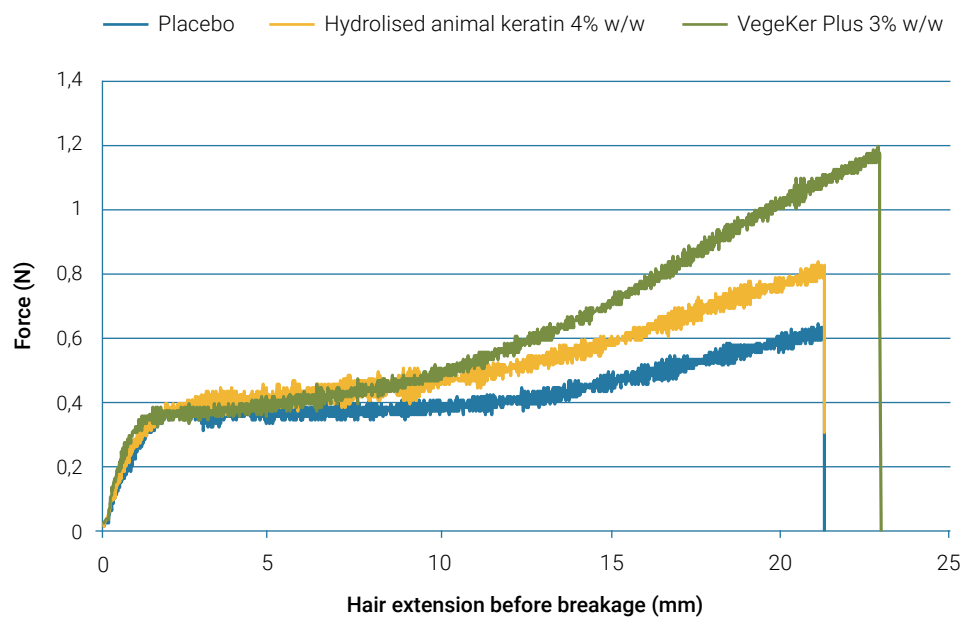
**PLANT USED:** Hemp and Rice.

**TECHNOLOGY:** Bioliquefaction Technology.

**SUGGESTED CONCENTRATION OF USE:** 3% w/w.

**ORGANIC STATUS:** COSMOS approved.

**CHINA STATUS:** not allowed in China.



Graph of the extension of the hair vs. force applied. VEGEKER-PLUS is more effective than animal keratin.