



COMMERCIAL TEAM FOCUS ITEMS

Oxisense® S0440:

- Hair conditioning agent, which can be used in shampoos, conditioners, masks, and finishing products. Allows for transparent shampoo formulas. Reduces frizz and makes combing easy.

Oxismooth® CO:

- 100% renewable emollient, with moisturizing properties, excellent spreadability, and pleasant sensory characteristics. Provides medium residual film and shine.

Oxismooth® ST:

- 100% renewable emollient, with moisturizing properties, excellent spreadability, and pleasant sensory characteristics. Provides high residual film and a lot of shine. It is more suitable for hair applications or in products where high shine is desired.

Oxisense® R1051:

- Active for repairing and preventing damage to chemically treated hair and/or weakened, promotes alignment of the cuticles, prevents protein loss (60% less protein loss compared to control)/2.5 times more protection against future damage), increases strength (hair 3 times stronger, 84% less breakage), resistance of the strands, and improves combability. Excellent cost-effectiveness.

TOOLS

Presentations:

1. Oxismooth Hair PreInCos Latam Oxiteno_MCassab
2. OXISENSE S 0440 Innovative conditioning agent for hair care
3. Oxisense R1051: External Presentation
4. Oxiteno Value Matrix

Prototypes:

1. Hair Apple Acidifier HC 1.070223.ctd (Oxismooth ST, Oxisense R1051)
2. Smooth Shampoo (Oxisense R1051 and Oxisense S0440)
3. Toning Hair Mask - HC 2.281222.ctd (Oxisense R1051)
4. Nourishing Oil Code: HC 2.300123.ctd (Oxismooth CO and Oxismooth ST)

SALES TEAM FOCUS

- Hair care: shampoos, conditioners, leave-in products, and sprays
- Hair Dyes