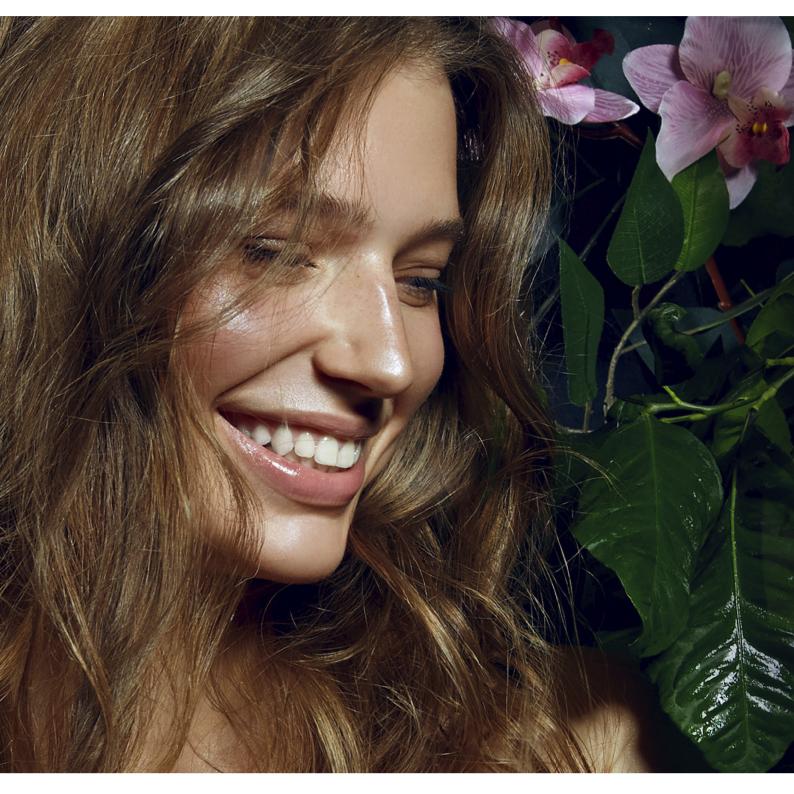
# IND CRAMA



# **BUSINESS PLAN 2024**



PERSONAL CARE

## **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 PrelnCos 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