



BUSINESS PLAN 2024

PERSONAL CARE



FOCUS ITEMS:

Polycare® Split Therapy:

- Active derived from patented guar, high naturalness index (RCI 78%), and capable of repairing up to 90% of split ends in the first application. Treatment resistant to hair straightener, blow dryer, and multiple washes. It can be used to prevent damage to the hair during the bleaching process. It can be used in silicone-free split end repairers.

Polycare® Heat Therapy:

- Active for thermal protection derived from natural sources (RCI=76%) and non-toxic to the environment. Aids in conditioning, detangling, and disciplining hair, making the straightening process faster and more efficient, further reducing exposure to damage from high temperatures. Allows the development of formulations with thermal protection without silicones. InCos Global 2023 Launch.

Jaguar® Optima:

- Cationic polymer derived from natural sources (RCI 79%) with high conditioning properties, aids in the deposition of silicones and actives in shampoos, especially sulfate-free ones. Helps reduce irritation from the surfactant chassis, low film formation, respecting hair volume. COSMOS Certification. NOTE: There are no mapped competitors of Solvay that have counter-types of this product.

Rheozan® SH:

- It is a natural polymer of galactose and glucose (succinoglycan) that acts as a rheological modifier, promoting viscosity donation. Natural alternative to acrylic thickeners and also applied at extremely acidic pHs (pH 0.5). It has COSMOS certification. Great for sunscreens - water phase gelling agent.

Naternal™ HP8 COS SGI (antigo Jaguar HP8):

- Charge-free guar-derived polymer. Viscosity donor that acts as a rheological modifier. Contributes to a film-forming and slippery sensory experience in hair and skin formulations. High naturalness index (RCI = 86%) and biodegradable.

TOOLS

PRESENTATIONS

- Presentation_ Polycare Split Therapy.pdf
- Presentation_ Polycare Heat Therapy.pdf
- Presentation_ Rheozan SH.pdf
- Presentation Jaguar HP8 COS SGI Presentation.pdf
- Jaguar® Optima- Flyer (1). Pdf.

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PROTOTYPES

1. Split Ends Rescue Serum – HC 2.120423.ctd (Polycare Split Therapy)
2. Heat Protective Primer – HC 3.120423.ctd (Naternal HP8 COS SGI, Polycare Heat Therapy)
3. Shampoo Sulfated – HC 3.050423.ctd (Jaguar Optima, Polycare Split Therapy)
4. Body Sunscreen SPF 50 – SUN 1.280423.ctd (Rheozan SH)

SALES TEAM FOCUS

- Hair Care
- Sun Care
- Skin Care

OPPORTUNITIES COUNTERFEITING AND BUSINESS DEVELOPMENT TEAM (INNOVATION)

COUNTERFEITING:		
Jaguar® C 17	Guar Hydroxypropyltrimonium Chloride	Quaternized guar gum
FENTACARE® 2231MS I 90	Behentrimonium methosulfate	Behentrimonium methosulfate
FENTACARE® BTMAC I 80	Behentrimonium chloride	Behentrimonium chloride
FENTACARE® 1631 25MB	Cetrimonium chloride 25%	Ammonium Quaternary 25%
FENTACARE® 1631 E50 BR	Cetrimonium chloride 50%	Ammonium Quaternary 50%

OPPORTUNITIES COUNTERFEITING AND BUSINESS DEVELOPMENT TEAM (INNOVATION)

- Jaguar® Soft
- Miracare OPR 2
- Rheozan BLC
- Alkamuls® GC-7
- Rheomer® 33T
- Dermalcare V900
- Dermalcare A 99LW
- FENTACARE® BTAC 70 DPG
- Jaguar® C500