

GOSULIN[®]HOLD GOSULIN[®]STYLE

Upcycled / Fermented Styling Beauty



Natural & Sustainable

PATENT PENDING



Natural Wellness For Every Hairstyle

GOSULIN[®]HOLD

GOSULIN[®]HOLD combines styling and conditioning benefits:

EXCELLENT HOLD

HAIR HYDRATION

CURL RETENTION

FLEXIBLE HOLD

WHOLE DAY HAIR HYDRATION

THICKENING

VELVET HAIR FEEL

FLAKE FREE

LOW TACKINESS

NATURAL HAIR FEEL

NATURAL SHINE

NATURAL LOOK

GOSULIN[®]STYLE

GOSULIN[®]STYLE combines styling and conditioning benefits:

Endless styling possibilities are created when GOSULIN[®]HOLD is combined with GOSULIN[®]STYLE. All the polysaccharides together intertwine into a firm and silky sensorial network that keeps the hair in any desired shape.

The styling effects last more than a day. The shape of the hair, whether straight or curly, does not deteriorate even during sleep or intense movement.



GOSULIN®HOLD

GOSULIN®HOLD is a synergistic blend of natural polysaccharides:

Cellulose gum

High molecular-weight carboxylated cellulose obtained from sawdust, a waste product from woodworking.

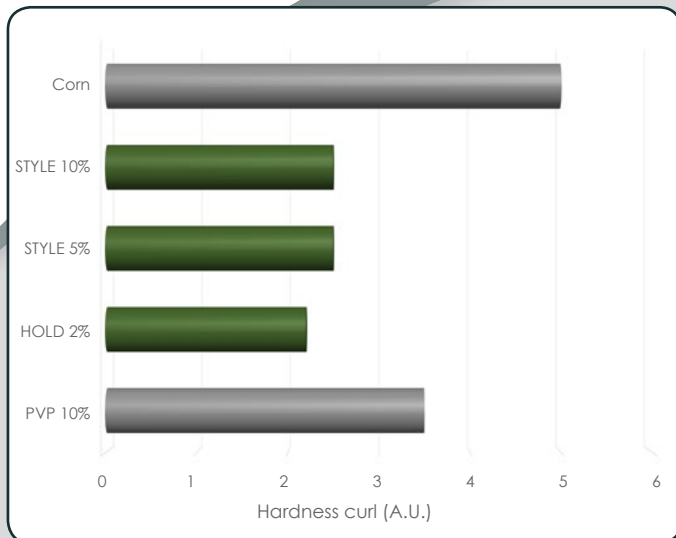
Graminans / Agavins

Polysaccharides extracted from Agave tequilana and purified to obtain mainly high molecular weight polysaccharides.

Both polysaccharides synergistically form a firm and pleasant sensorial network that holds the hair in any desired shape.

Demonstration of activity

Hair feel test



GOSULIN®HOLD gives the softest and the most discreet touch of all tested styling polymers.

GOSULIN®STYLE has a natural flexible hair feel, which is dose independent.

GOSULIN®STYLE

GOSULIN®STYLE is another combination of natural polysaccharides:

Graminans / Agavins

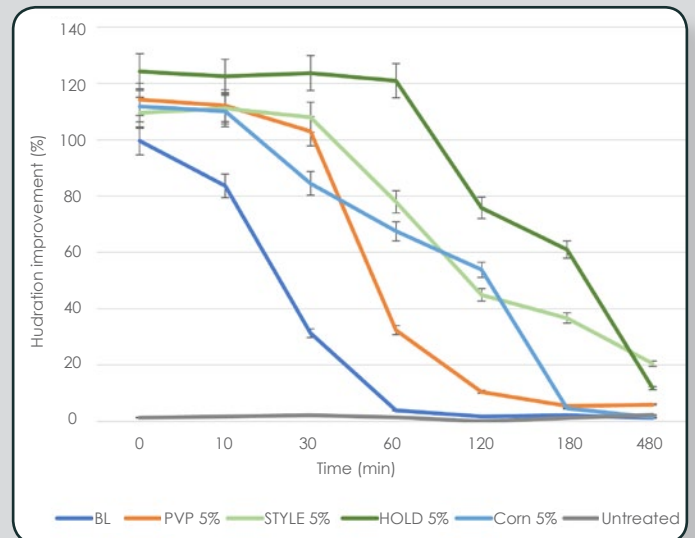
Polysaccharides extracted from Agave tequilana and purified to obtain mainly high molecular weight polysaccharides.

Ferment extract

The fermentation of molasses, a waste product from sugar refineries results in different high molecular weight (>50kDa) polysaccharides such as poly maltose, poly glucose, pullulan and poly β -malic acid.

The polysaccharides collaborate to form a flexible and delicate sensorial network that keeps the hair in shape.

Hair hydration



Results obtained with corneometer on chemically treated hair swatches (RM 52% +/-2%).

GOSULIN®HOLD gives the most intense hydration.

GOSULIN®STYLE hydrates the hair the longest, longer than 8h.

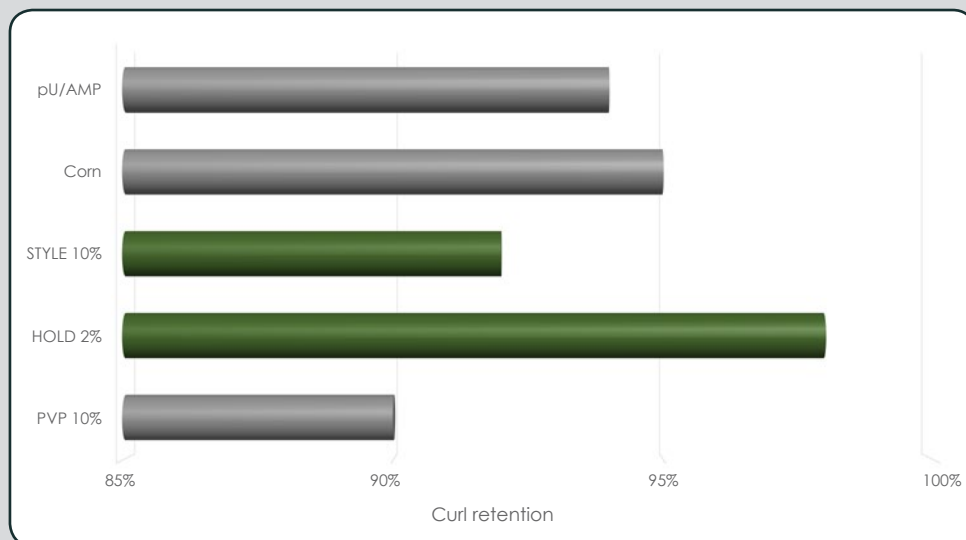


Demonstration of activity

Curl retention test



Curl retention test on hair swatches



pU/AMP: AMP-acrylates copolymer, Polyurethane-14

Corn : Hydrolyzed corn starch

$$\text{Curl retention} = \frac{L - L_t}{L - L_0} * 100\%$$

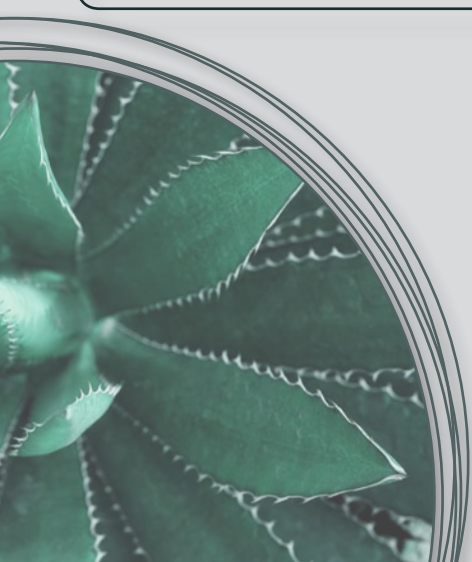
L – length of straight hair swatch

L₀ – length of hair curl after untangling

L_t – length of hair curl after 24h

GOSULIN®HOLD provides the best curl retention at a concentration 5 times lower than microplastic polymers.

GOSULIN®STYLE has a similar curl retention to PVP.



Consumer test



Before



3% GOSULIN®HOLD + 10% GOSULIN®STYLE,
without using any styling equipments.

The hair is more hydrated and looks more healthy, stronger, shinier, and more attractive.

Applications

CG-PRODUCTS

Natural curls are kept in shape and look healthier.

MEN'S HAIR STYLING

Short hair is naturally kept in shape even after sporting.

STYLING WAXES

A remarkable synergy is obtained together with waxes and butters.

LESS IS MORE

With only 4 to 5 ingredients every styling effect can be achieved.

MICROPLASTIC FREE

Replacement for PVP, AMP acrylates copolymer and polyurethane styling polymers.

Technical data

	GOSULIN®HOLD	GOSULIN®STYLE
INCI	Cellulose Gum, Inulin	Inulin, Aureobasidium Pullulans Ferment
DOSAGE	1-3%	5-15%
ASPECT	Powder	Powder
SOLUBILITY	Dispersible in water	Soluble in water



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