



GOSULIN[®] HOLD

GOSULIN[®] STYLE

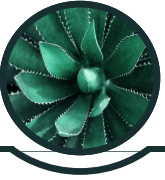


Natural Wellness For Each Hairstyle

Upcycled / Fermented Styling Beauty

PATENT PENDING





POSITIONING HAIR STYLING

The world of synthetic (microplastic) polymers:

PVP

Hard strong styling

PVP/VA

Flexible styling

Acrylates

Different possibilities



POSITIONING HAIR STYLING



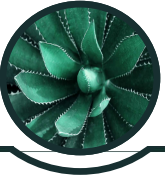
**Natural alternative:
Hydrolysed Corn Starch**

Excellent hold

Dry hair feel

**Up till now
only 1
alternative**





GOSULIN[®] HOLD

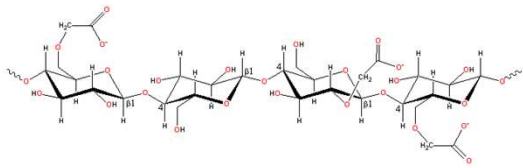
Identity

Cellulose
Gum

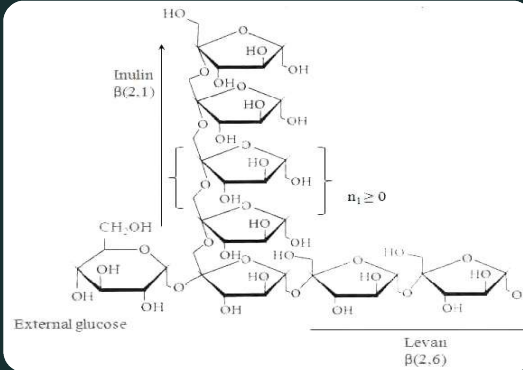
High molecular-weight
carboxylated cellulose
obtained from sawdust, a
waste product from
woodworking.

Agave
Inulin

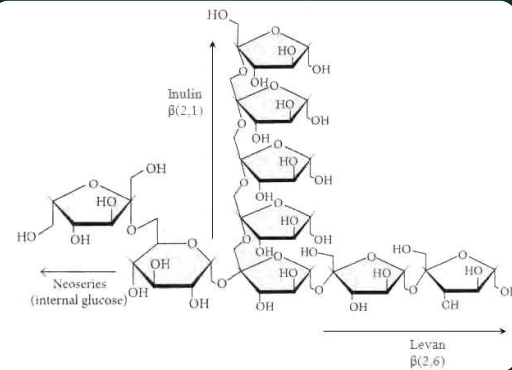
Graminans and Agavins
extracted from Agave
tequilana and purified to
obtain mainly high
molecular weight
polysaccharides.



Cellulose gum



Graminans



Agavins





GOSULIN[®] HOLD

Properties

Combines styling and conditioning benefits:

Excellent hold

Hair hydration

Thickening

Natural shine

Natural look

Curl retention

Velvet hair
feel

Flake-free

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





GOSULIN[®] STYLE

Identity



Agave Inulin

Branched inulin extracted from Agave tequilana and distilled 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.



GOSULIN[®] STYLE

Properties

Combines styling and conditioning benefits:

Flexible hold	Flake free	Low tackiness
Natural hair feel	Whole-day hydration	Natural look
	Curl retention	

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





GOSULIN[®] HOLD + GOSULIN[®] STYLE

Endless possibilities

Flexible hold – Strong hold

Amazing hair feel

Curl retention

Curl maintenance

Sleep resistance

Sport resistance

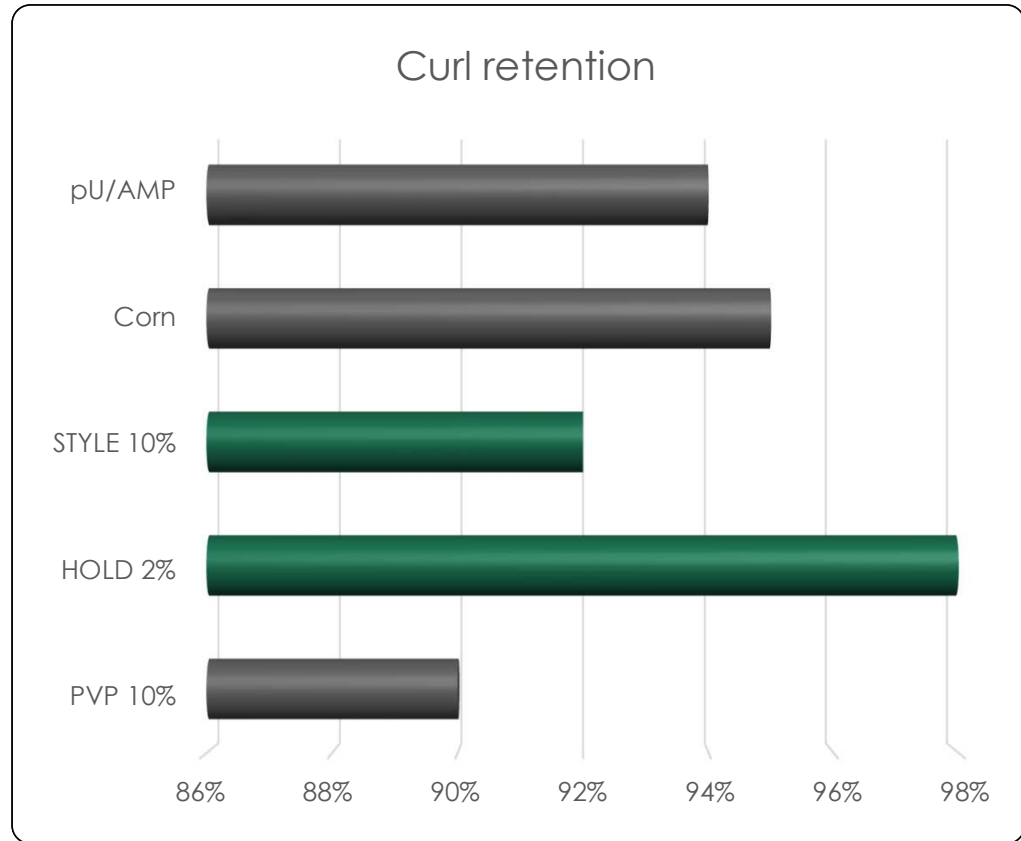
> 24h hold





GOSULIN[®] HOLD + GOSULIN[®] STYLE

Curl retention





GOSULIN[®] HOLD + GOSULIN[®] STYLE

Curl retention

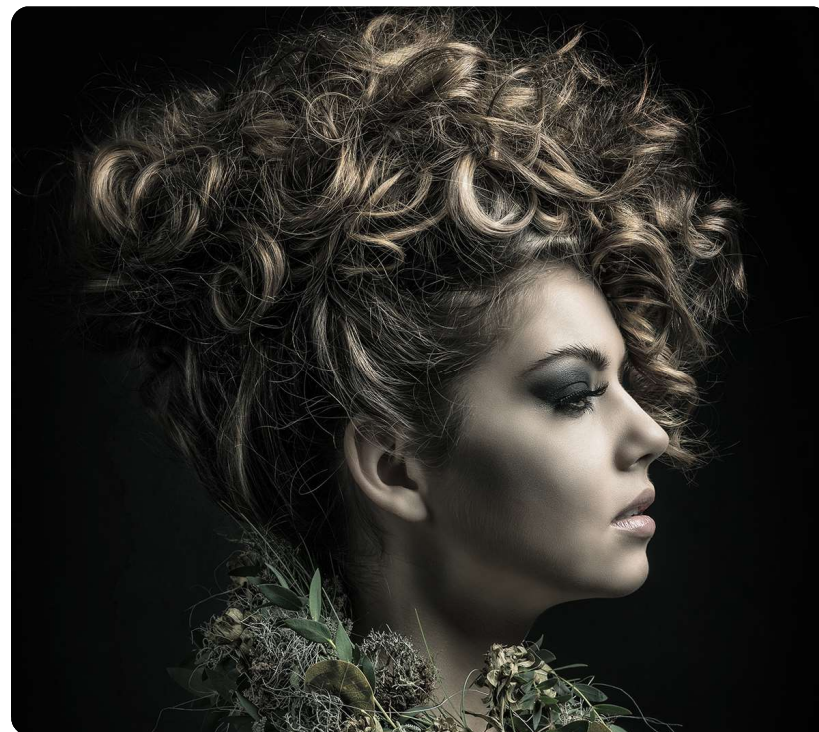
GOSULIN[®] HOLD

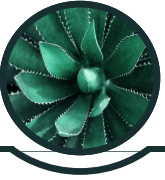
provides the best curl retention at a concentration 5 times lower than microplastic polymers

GOSULIN[®] STYLE

has a similar curl retention as PVP

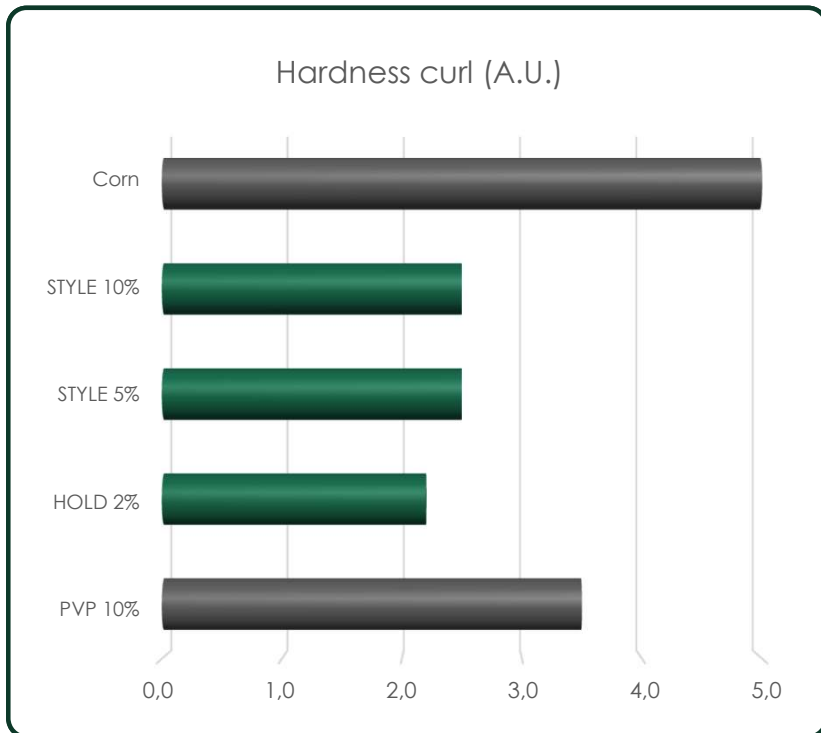
But, what hair feel...





GOSULIN[®] HOLD + GOSULIN[®] STYLE

Hair feel



GOSULIN[®] HOLD

gives the softest and discreet touch of all tested styling polymers

GOSULIN[®] STYLE

has a natural flexible hair feel, which is dose independent



GOSULIN[®] HOLD + GOSULIN[®] STYLE

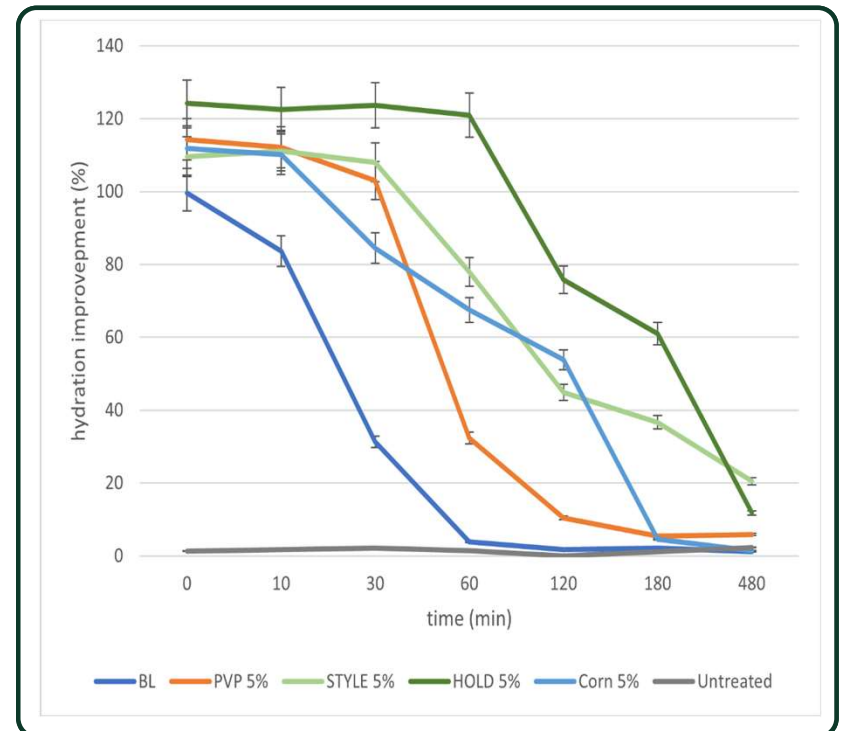
Hair hydration

GOSULIN[®] HOLD

gives the most intense hydration

GOSULIN[®] STYLE

hydrates the hair the longest, for more than 8h





GOSULIN[®] HOLD + GOSULIN[®] STYLE

Consumer test



Before



3% GOSULIN[®] HOLD + 10% GOSULIN[®] STYLE
(no styling equipment used)



3% GOSULIN[®] HOLD + 10% GOSULIN[®] STYLE
(no styling equipment used)





GOSULIN[®] HOLD + GOSULIN[®] STYLE

Consumer test



Before



3% GOSULIN[®] HOLD + 10% GOSULIN[®] STYLE
(no styling equipment used)



3% GOSULIN[®] HOLD + 10% GOSULIN[®] STYLE
(no styling equipment used)





GOSULIN[®] HOLD + GOSULIN[®] STYLE

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 all
possible styling effects can be
achieved

Microplastic-free

replacement for PVP, AMP
acrylates copolymer and
Polyurethane styling polymers



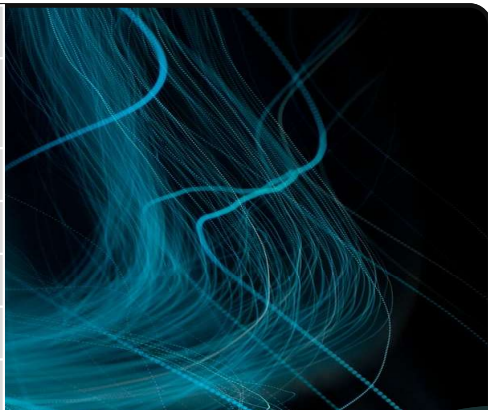


GOSULIN® HOLD + GOSULIN® STYLE

Technical information

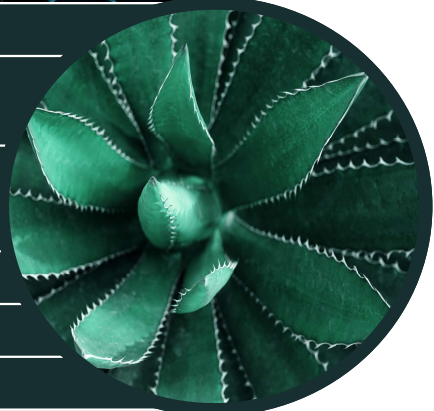


NAME	GOSULIN® HOLD
INCI	Cellulose gum, Inulin
DOSAGE	1-3%
ASPECT	Powder
SOLUBILITY	Dispersible in water
NI	1
NOI	1



GOSULIN® STYLE	NAME
Inulin, Aureobasidium Pullulans Ferment	INCI
5-15%	DOSAGE
Powder	ASPECT
Soluble in water	SOLUBILITY
1	NI
1	NOI

NAME
INCI
DOSAGE
ASPECT
SOLUBILITY
NI
NOI





GOSULIN[®] HOLD

GOSULIN[®] STYLE



Thank You for your attention

