

---

**PENTAPHARM**

# EASHAVE

**The biopolymer complex EASHAVE cares for and soothes skin stressed by shaving. Modern after-shaves containing EASHAVE therefore have distinct advantages.**

## **PRODUCT DESCRIPTION**

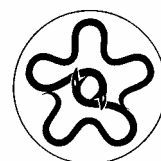
EASHAVE is a biopolymer complex made of plant-based and biotechnology-derived primary materials intended for use in after-shaves and after-depilation products. The moisturizing and anti-irritant efficacy of EASHAVE is due in particular to its ability to regenerate the lipid protective layer of the skin damaged by shaving and depilation.

## **BACKGROUND**

The appearance on the market of increasingly more sophisticated razors (wet and dry) has also increased our expectations of after-shaves. Previously the main feature of after-shaves was disinfection of the skin by means of alcohol: this has lost its importance in favor of skin care.

Today, shaving is unlikely to cause any real injury to the outer skin layer. However, the requirement for an absolutely smooth shave persists and has even gained in perfectionism. This explains why modern double-blades and razors are designed in such a way that the hairs of the beard are pulled slightly from the root before being cut. The small muscles which maintain these rather robust hairs are strained, leading to detectable reddening and slight irritation. Moreover, the lipid content of the protective layer is drastically reduced by shaving.

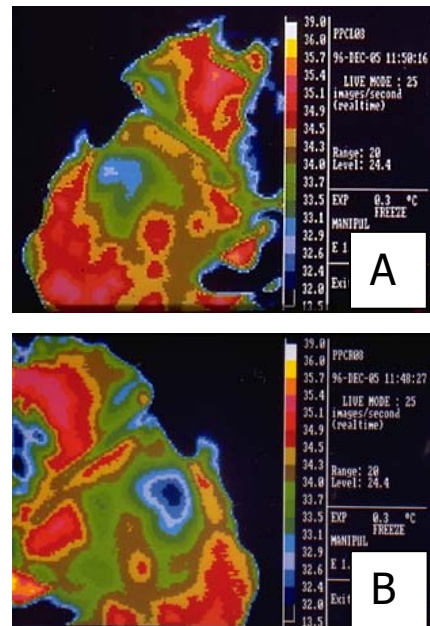
EASHAVE has been designed to combat the irritation, reddening and mechanical peeling associated with shaving. Its carefully optimized biopolymer complex has an anti-irritant effect, favors normalization of stressed skin and regenerates the natural lipid protective layer which is particularly damaged by shaving. EASHAVE is therefore appropriate for after-shaves and can be used in formulations containing more than 50% ethanol.



## EFFICACY

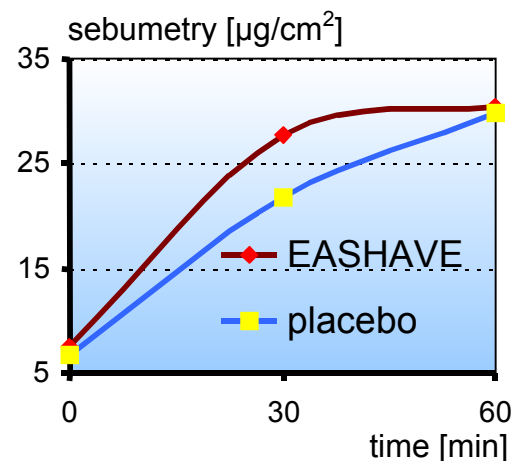
### PERSISTENT FRESHENING

The persistent soothing effect of EASHAVE has been proved by thermographic photographs taken before and after wet shaving. The sophisticated camera used (Agema Thermovision 870) recorded temperature variations of up to 0.1°C at the skin surface. 15 minutes after shaving, thermographic pictures of both sides of the face showed increased red areas. The right side was then treated with a gel containing 5% EASHAVE and the left one with the corresponding placebo, which initially led to cooling of both sides due to evaporation of the water in the formulation. 90 minutes later, the difference between EASHAVE and placebo was clearly apparent (A : placebo treated side, B : EASHAVE treated side; both after shaving and 90 minutes after application).



### IMMEDIATE COMPENSATION OF SEBUM LOSS

Shaving affects the lipid protective layer of the skin. The sebumetric value measured after wet shaving is reduced by about 70%. EASHAVE significantly shortens the critical phase up to natural regeneration. The figure beside shows the sebum content in shaved facial skin after treatment using an EASHAVE-containing balm on one side and the corresponding placebo on the other.

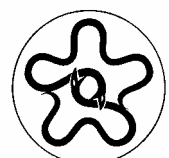


### ADDITIONAL INFORMATION

Stripping and daily application of EASHAVE demonstrated its anti-irritating and soothing effect on the microcirculation. 80% reduction in irritation versus placebo was determined using laser Doppler technique. By corneometric measurements a slight short-term moisturization and an obvious long-term moisturization (almost 10% increase in skin hydration) could be evaluated after a two week application of an EASHAVE containing formulation.

### CONCLUSION

EASHAVE combines three effects in one product: anti-irritant, sebum replenishment and moisturization. The inclusion of EASHAVE in after-shave and after-epilation formulations gives the skin all the conditioning benefits it needs.



## TECHNICAL INFORMATION

### PRODUCT SPECIFICATIONS

Appearance	:	clear to slightly opalescent, yellow liquid
pH	:	5.5 - 6.5
Total nitrogen	:	0.42 – 0.48% m/m
Relative density (20°C)	:	1.01 - 1.03
Refractive index (25°C)	:	1.347 - 1.351
Preservative (Phenonip®)	:	0.68 - 0.82% m/m
Microbial count	:	< 100 CFU/ml
Specified pathogens	:	absent

### PRESERVATION AND MICROBIOLOGY

EASHAVE is preserved using 0.7% Phenonip® (parabens in phenoxyethanol). EASHAVE is free of specified pathogens. The amount of non-pathogenic microorganisms with less than 100 CFU per ml of EASHAVE meets the CTFA microbiology guidelines. EASHAVE fulfills the criteria of the repetitive germ loading test described by Shyam B. Singh-Verma (Parfümerie und Kosmetik 68(7), 414-421, 1987).

### SAFETY AND ECOLOGY

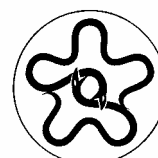
Standard and well-defined safety testing has been performed on EASHAVE which has proved the product to be safe for cosmetic use. The data available do not indicate any environmental risks. The manufacturing process is designed to meet the criteria for the assessment of safety, health and protection of people and of the environment set out in the *Responsible Care Program*.

### PROCESSING AND DOSAGE

EASHAVE should be processed below 60°C and is incorporated into the aqueous phase of a cosmetic formulation. EASHAVE is stable in the pH-range of 5.5 to 9. In formulations, EASHAVE is compatible with ethanol at concentrations of more than 50%. In after-shave formulations, we recommend the addition of 2 to 5% EASHAVE. Basic Guide Formulations are available upon request.

### STORAGE AND SHELF LIFE

EASHAVE should be stored in the original sealed containers protected from light in a clean place at a temperature between 15 and 25°C. In order to avoid secondary microbial contamination, following opening, containers should be handled with special care. If stored under the recommended conditions, EASHAVE remains stable for at least two years.



## GENERAL PRODUCT INFORMATION

Trade Name	:	EASHAVE
Product Code	:	316-01
INCI Name (CTFA)	:	Water, Wheat (Triticum Vulgare) Germ Extract, Saccharomyces Cerevisiae Extract, Sodium Hyaluronate
EU-Labeling Name	:	Aqua, Triticum Vulgare, (Saccharomyces Cerevisiae Extract is not listed), Sodium Hyaluronate
Chemical Name	:	Aqueous solution containing extracts of wheat germ and Saccharomyces cerevisiae as well as sodium hyaluronate
CAS No	:	7732-18-5, 84012-44-2, 84604-16-0, 9067-32-7
EINECS No	:	231-791-2, 281-689-7, 283-294-5, 232-678-0
JCID No	:	20900CZZ00511000, 520400, 520894
NICNAS	:	Not listed
Customs Tariff No	:	2922.41 (Harmonized System Number)
Shelf life	:	At least 2 years

## COMPOSITION

A) Ingredient	INCI Name #	Amount*
As listed in the CTFA Dictionary	Water	A
	Wheat (Triticum Vulgare) Germ Extract	F
	Saccharomyces Cerevisiae Extract	F
	Sodium Hyaluronate	F

B) Additives	INCI Name #	Amount*
Solubilizer	Disodium Cocoamphodiacetate	E
Preservative (Phenonip®)	Phenoxyethanol, Methylparaben, Butylparaben, Ethylparaben, Propylparaben	F
Others (buffers, antioxidants, colorants)	None	---

# CTFA Dictionary

\* FDA-Code (A = > 50%, B = 25-50%, C = 10-25%, D = 5-10%, E = 1-5%, F = 0.1-1%, G = < 0.1%)

## REMARK

Although these data and information have been prepared with the utmost possible care, we reserve the right to make changes due to product improvement and other considerations.

5012 jer

Pentapharm Ltd, Engulgasse 109, P.O. Box, CH-4002 Basel / Switzerland  
Phone : +41-61-706 48 48, Fax : +41-61-319 96 19, www.pentapharm.com

