



*kerarice*<sup>TM</sup>

Color and hair fiber  
protection from sun  
radiation

PROVITAL  GROUP

For a beautiful life from cells to the skin

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# kerarice™

Color and hair fiber protection from sun radiation

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Sun exposure seriously damages hair:

- The protective shield of the fiber is weakened.
- Internal structure loses cohesion.
- Color variation and shine loss.
- Diminishes softness, elasticity and resistance.

**The hair weakens, loses brightness and color**



**kerarice™** is a plant active ingredient obtained from rice grain (*Oryza sativa* L.).

It is characterized by the presence of:

- Phytic acid, acts as antioxidant against damages caused by sun radiation.
- Amino acids, with high sustantivity for keratin, give strength to hair.
- Peptides that:
  - Penetrate and reape from the inside.
  - Cover the fiber and improves its sensorial properties.
- Polysaccharides, which avoid product build-up and a cumulative effect.

## kerarice™

Avoids color fading in any hair type



Color protection

Improves tensile and sensorial hair properties



Reparation of internal structure

Protects hair keratin and lipids



Recovery of shine and softness

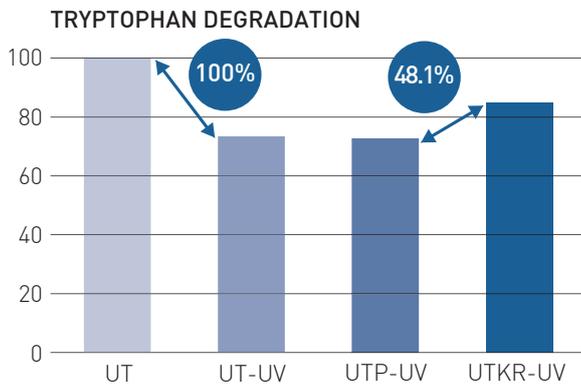
# Ex vivo efficacy

Dark brown natural hair treated with neutral shampoo and with serum containing 5% of *kerarice*<sup>TM</sup>.

## ● Protection of hair keratin

The more tryptophan the fiber has, the more protected and resistant to the aggressions is the hair.

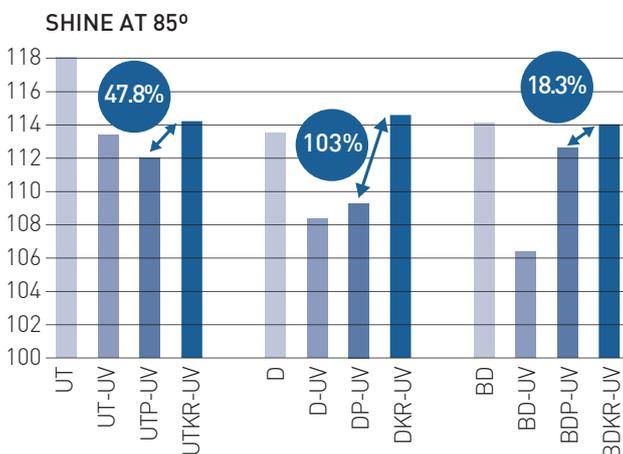
Recovery of **48.1%** of tryptophan degraded by sun radiation.



*kerarice*<sup>TM</sup> restores internal fiber cohesion and provides resistance against sun radiation

## ● Shine

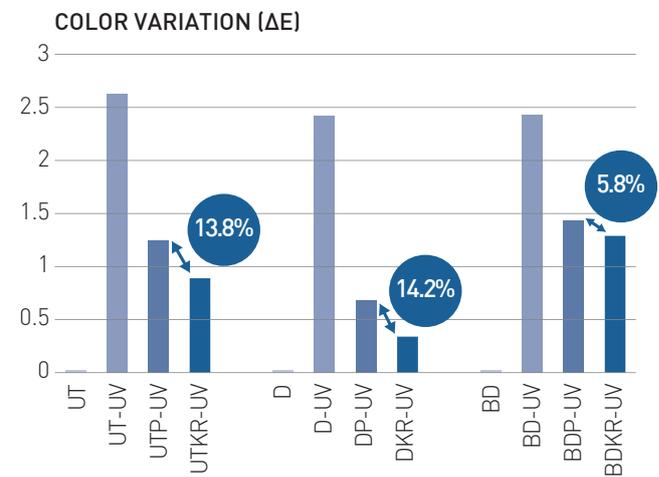
*kerarice*<sup>TM</sup> recovers hair shine in any hair type: Untreated (UT), Dyed (D) or Bleached / dyed (BD).



*kerarice*<sup>TM</sup> protects the cuticle resulting in bright radiance

## ● Color protection

*kerarice*<sup>TM</sup> decreases color fading in any hair type: Untreated (UT), Dyed (D) or Bleached / dyed (BD).



*kerarice*<sup>TM</sup> enhances and protects the color of natural or dyed hair, against sun radiation damages

## ● Complementary studies

*kerarice*<sup>TM</sup> also:

- Increases of **29%** in breaking energy = Stronger and more resistant hair.
- Decreases of **26%** in protein degradation = Hair fiber repair.
- Decreases of **50%** in the level of lipid peroxidation = Cuticle protection.

**USED HAIR SAMPLES:** untreated hair (UT), irradiated untreated hair (UT-UV), irradiated untreated hair and treated with placebo (UTP-UV), irradiated untreated hair and treated with *kerarice*<sup>TM</sup> (UTKR-UV).

# kerarice™

Color and hair fiber protection from sun radiation

## cosmetic applications

- Specific lines for sun-exposed hair
- Products for color-treated hair care
- Intensive repairing products
- Specific products for a bright radiance
- Hair dyes

### Technical specifications

#### kerarice™ 73410

PROPERTIES	Protects from sun radiation Restores structural and sensorial properties Avoids color fading
ACTIVES MOLECULES	Peptides and biofunctional amino acids, phytic acid and polysaccharides Standardized in proteins and phytic acid
APPEARANCE	Transparent liquid Pale brown - brown color
SOLUBILITY	Soluble in aqueous solutions
RECOMMENDED DOSE	0.5 - 5 %
INCI	Aqua, glycerin, oryza sativa seed protein, phytic acid, oryza sativa extract, sodium benzoate, gluconolactone, calcium gluconate

### Formulation

#### Ultra Shine Color Saver Serum

INCI / PCPC	% (w/w)
A Aqua (Water) kerarice™ Propanediol	30.00 3.00 29.25
B Isopropyl Myristate Cyclopentasiloxane Parfum (Fragrance) Sodium Acrylate/Acryloyldimethyl Taurate Copolymer, Isohexadecane, Polysorbate 80	10.00 25.00 0.30 1.75
C Caprylyl Glycol, Caprylhydroxamic Acid, Glycerin	0.70

