



**■ BASF**  
We create chemistry

Care  
Creations™

**Rambuvital®**

A breath of fresh air for your hair



## Rambuvital® is a new hair beauty secret enabling the up-cycling of Rambutan's by-product

Living ethically is of growing importance to today's consumers, particularly as awareness of social and environmental issues grows.

51%

of consumers globally say their beauty product choices are often or always influenced by how environmentally friendly/socially responsible the brand is.\*

73%

of Millennials are willing to pay more for sustainable goods.\*\*

Benefiting from sustainable sourcing ensuring positive social and environmental impacts along the value chain, Rambuvital® takes your hair to perfection.

\* Candean, Organic Monitor 2018

\*\*Nielsen 2015

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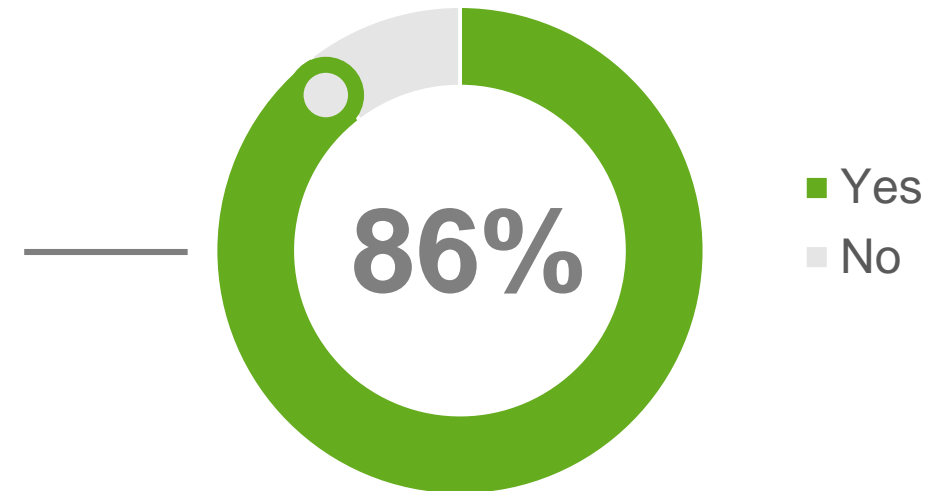


# Urban women are aware of the impact of pollution on hair and scalp



**BASF Beauty care asked urban women about their feelings on the impact of pollution on their hair and scalp**

*My hair and scalp need to be protected from the harmful effects of pollution*

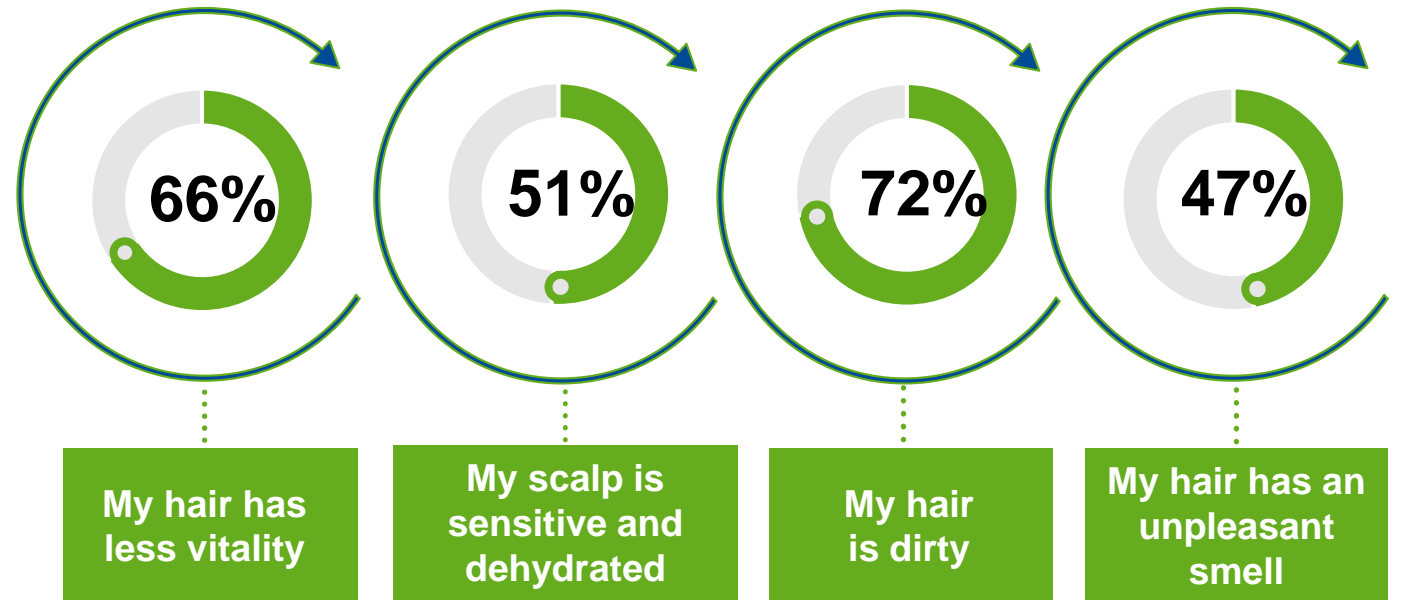


*Results on 109 women*

# What are the harmful effects of pollution on hair and scalp?



**BASF Beauty care asked urban women about their feeling on the impact of pollution on their hair and scalp**



*Results on 109 women*



# Urban women's wishes



01

## **Energized roots**

*Hair roots are full of **energy** and **vitality***

02

## **Healthy scalp**

*The scalp is well **hydrated***

03

## **Clean & bouncy strands**

*Hair lengths are airy, **shiny**, and bouncy, with a **nice smell** and a **clean** feel*

**What urban women are looking for  
airy and shiny hair, bouncing with vitality**





# Rambutan

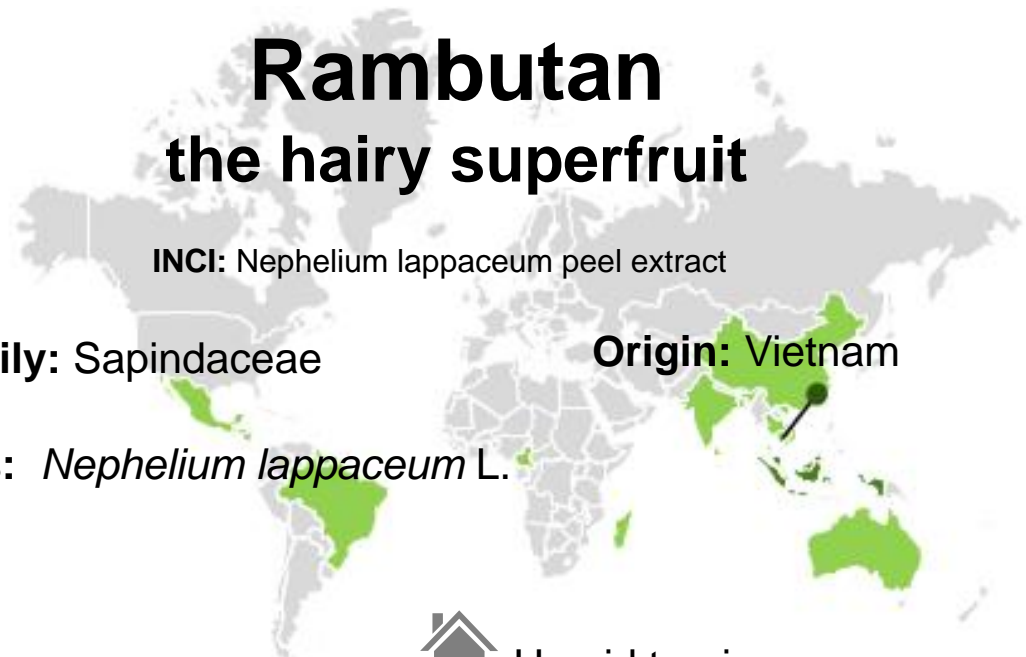
## the hairy superfruit

INCI: Nephelium lappaceum peel extract

Family: Sapindaceae

Origin: Vietnam

Species: *Nephelium lappaceum* L.



Humid tropics



Present in south Asian countries such as Vietnam, Thailand and China.



22-30 deg. C



The peels are collected mainly from July to September on domesticated trees in the south of Vietnam. Then the fruits are manually opened to separate the different parts.



BASF Partner sources the leaves from a historical supplier in Vietnam. They monitor the harvest with local independent farmers. They promote sustainable agricultural practices, that respect the local ecosystem and ensure higher incomes and specific training of Vietnamese workers



Sunny places except for young trees



2000 – 5000 mm

**Description:** *Nephelium lappaceum* is an evergreen tree of about 4 to 20 meters high. Its principal trunk is erected with an open crown of large branches. The bark is slightly rough, greyish or red. The hairy fruit is mainly red, but they can be also yellow, orange and pink. The tree can live up to 100 years.



Just as the seed provides energy to Rambutan's fruit for its development, Rambuvital® revitalizes the hair from root to tip.





Participating in the up-cycling of rambutan's by-products, Rambuvital® helps the hair to fight the deleterious effects of pollution by bringing **freshness, vitality & moisturization**

# Rambuvital®

## Product characteristics



Rambuvital®	BC10059																
Description	Natural extract of rambutan seeds, titrated in Kaempferol diglycoside, from a sustainable sourcing program																
INCI	Maltodextrin (and) Nephelium Lappaceum (Seed) Extract																
Composition 100%	70-90% maltodextrin, 10-30% Nephelium lappaceum seed extract																
Dose of use	0.1%																
Aspect	Powder (specifications in progress)																
Solubility	Soluble in water																
Preservative system	None																
Naturality	100% from natural origin (ISO 16128); Cosmos approved																
Regulatory data	<table><tr><td>PCPC</td><td>IECSC</td><td>IECIC 2015</td><td>JP cosmetics</td><td>QD additive</td></tr><tr><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>X</td></tr></table>					PCPC	IECSC	IECIC 2015	JP cosmetics	QD additive	✓	✓	✓	✓	X		
	PCPC	IECSC	IECIC 2015	JP cosmetics	QD additive												
✓	✓	✓	✓	X													



# Rambuvital®

## Stability & Formulation



### Formulation method

DU=0.1%  
Solubilize Rambuvital®  
in water at room  
temperature and add it  
during the final step of  
formulation below 40°C



### Storage conditions

Storage conditions:  
10-30°C  
Protect from  
moisture and heat

Shelf life:  
24 months



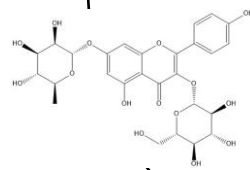
## Organic certified Rambutan seeds

*Nephelium lappaceum* L.



1 Designed extraction

2 Standardization & concentration

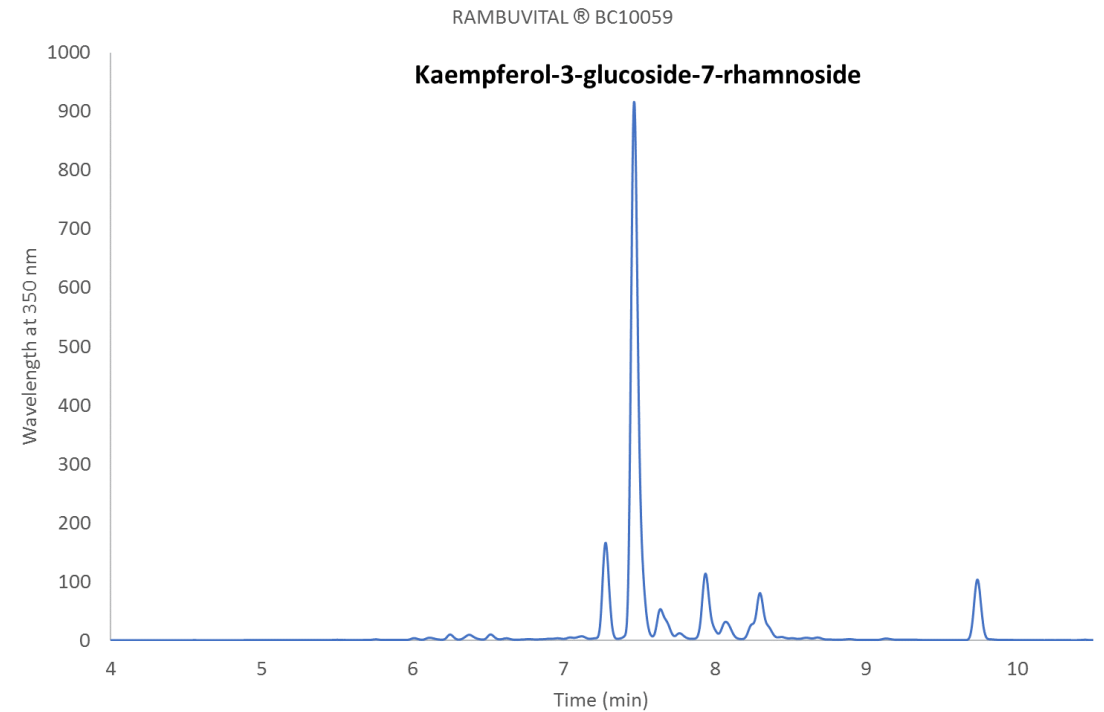


**Kaempferol diglycoside  
(K3G7R)**

**Rambuvital®**

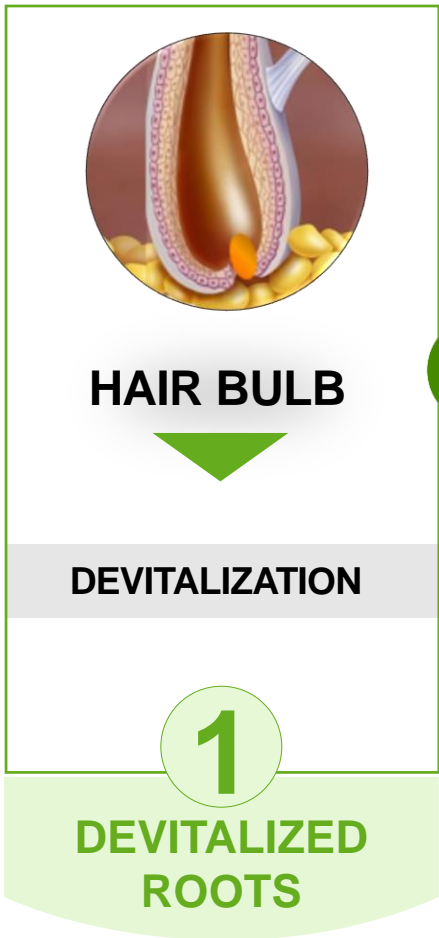


## HPLC typical chromatogram profile (350 nm)

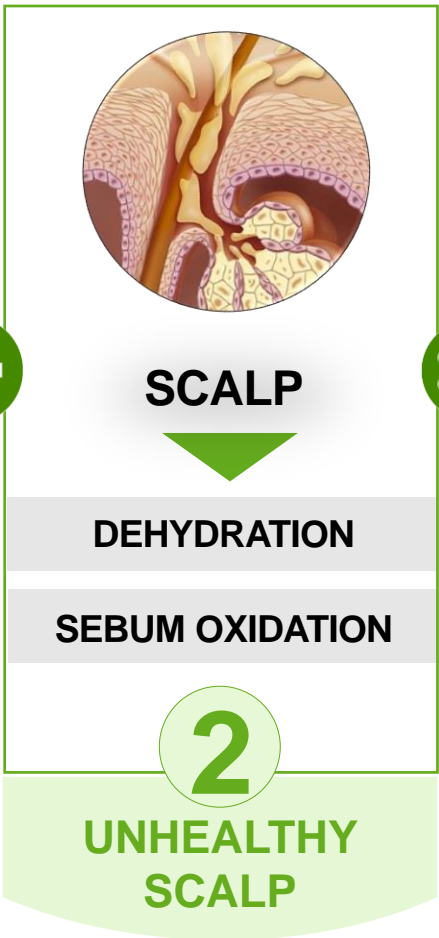




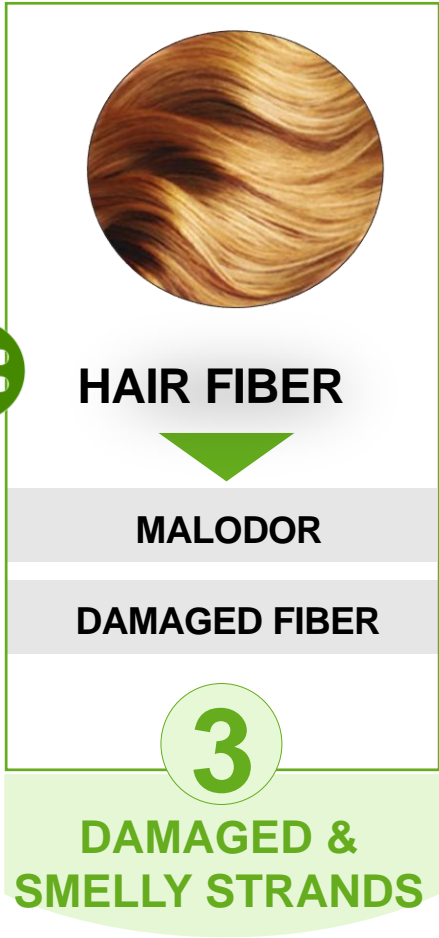
# What happens under pollution?



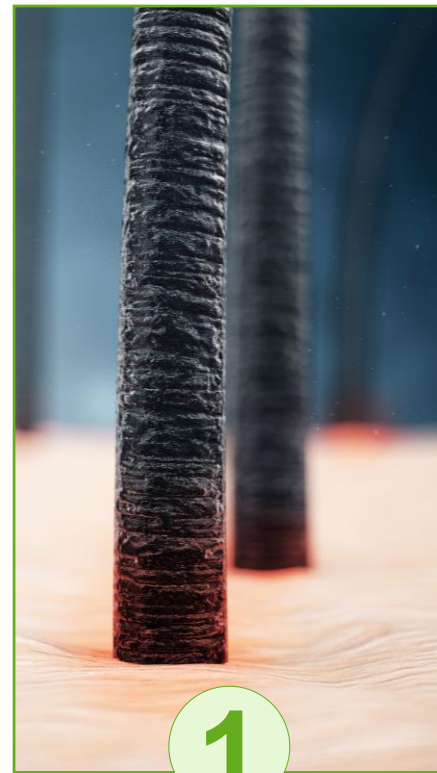
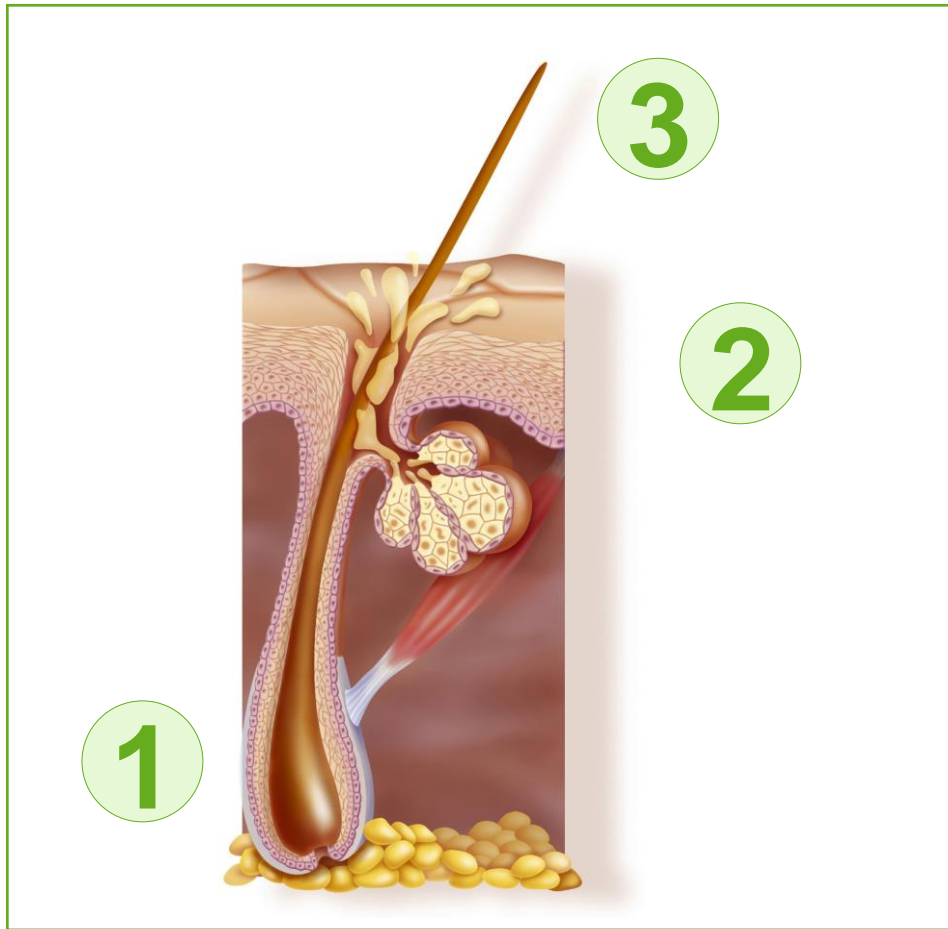
+



=



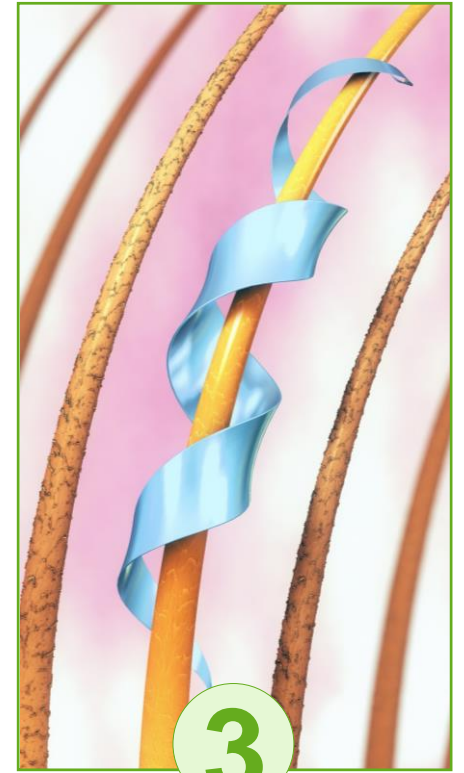
# Rambuvital®: 3 actions to cope with pollution



**ENERGIZE THE  
HAIR BULB**



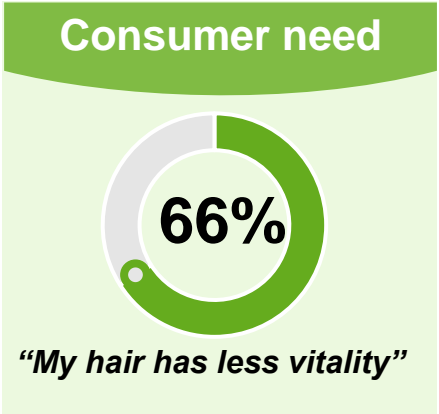
**PROTECT THE  
SCALP**



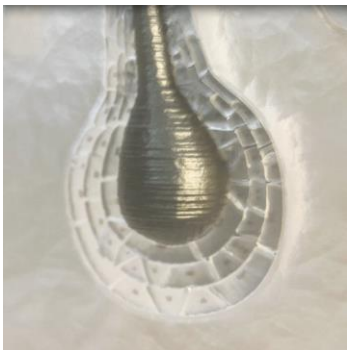
**REFRESH THE  
STRANDS**



# Rambuvital® energizes the hair bulb

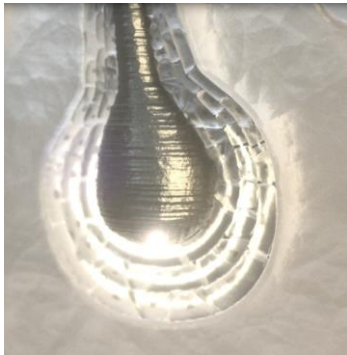


**Under pollution**



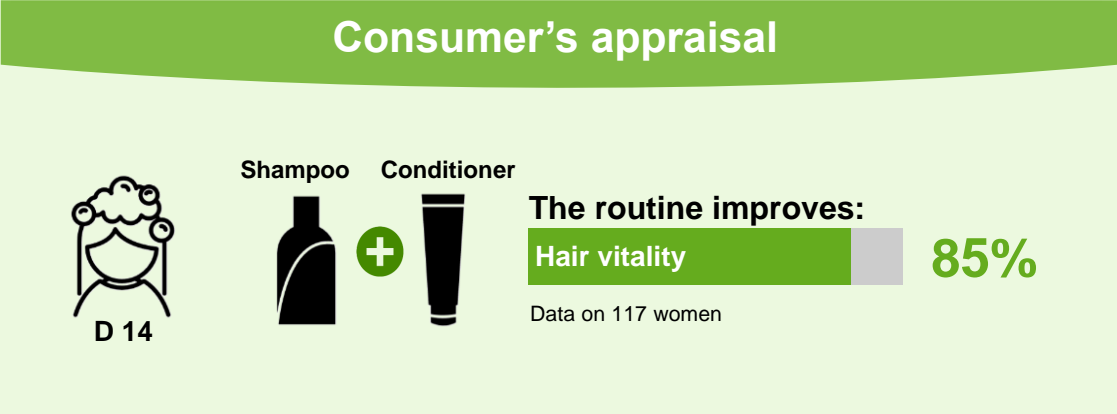
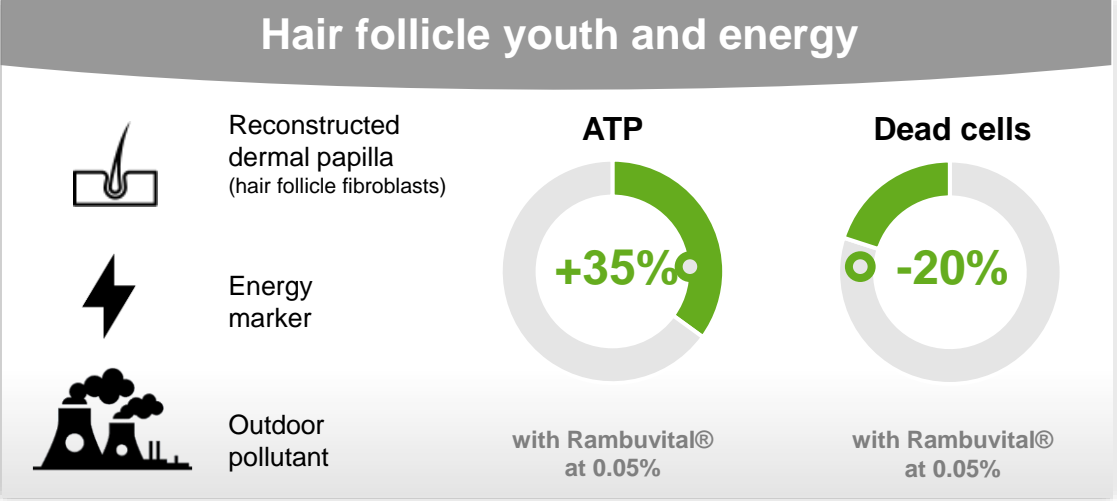
Devitalized hair bulb  
with a low level of  
energy (ATP)

**With Rambuvital®**



Revitalized hair bulb  
with a high level of  
energy (ATP)

**ATP is the energy that the hair bulb cells can  
use to increase cellular activity and make the  
hair grow.**



# Rambuvital® protects the scalp: moisturization

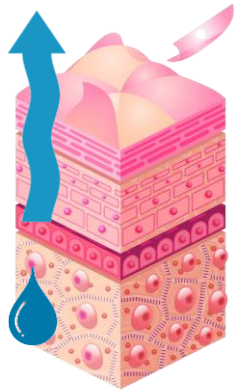
**Consumer need**

**51%**

*“My scalp is sensitive and dehydrated”*

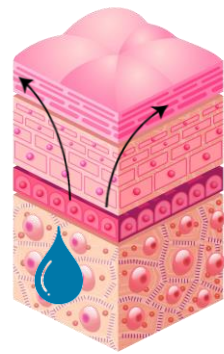


**Under pollution**



**Dehydrated scalp with weak skin barrier**

**With Rambuvital®**



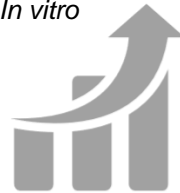
**Moisturized scalp with a strong stratum corneum**

**Loricrin is a protein able to reinforce the scalp natural barrier: its stratum corneum.**

**Barrier function**

**x4**

**Loricrin**  
*In vitro*




**with Rambuvital® at 0.05%**

**Scalp hydration**


**+31%**

**Vs Placebo**  
Data on 39 women

**with Rambuvital® at 0.1%**




**Consumer's appraisal**




**D 14**



**Shampoo**



**Conditioner**



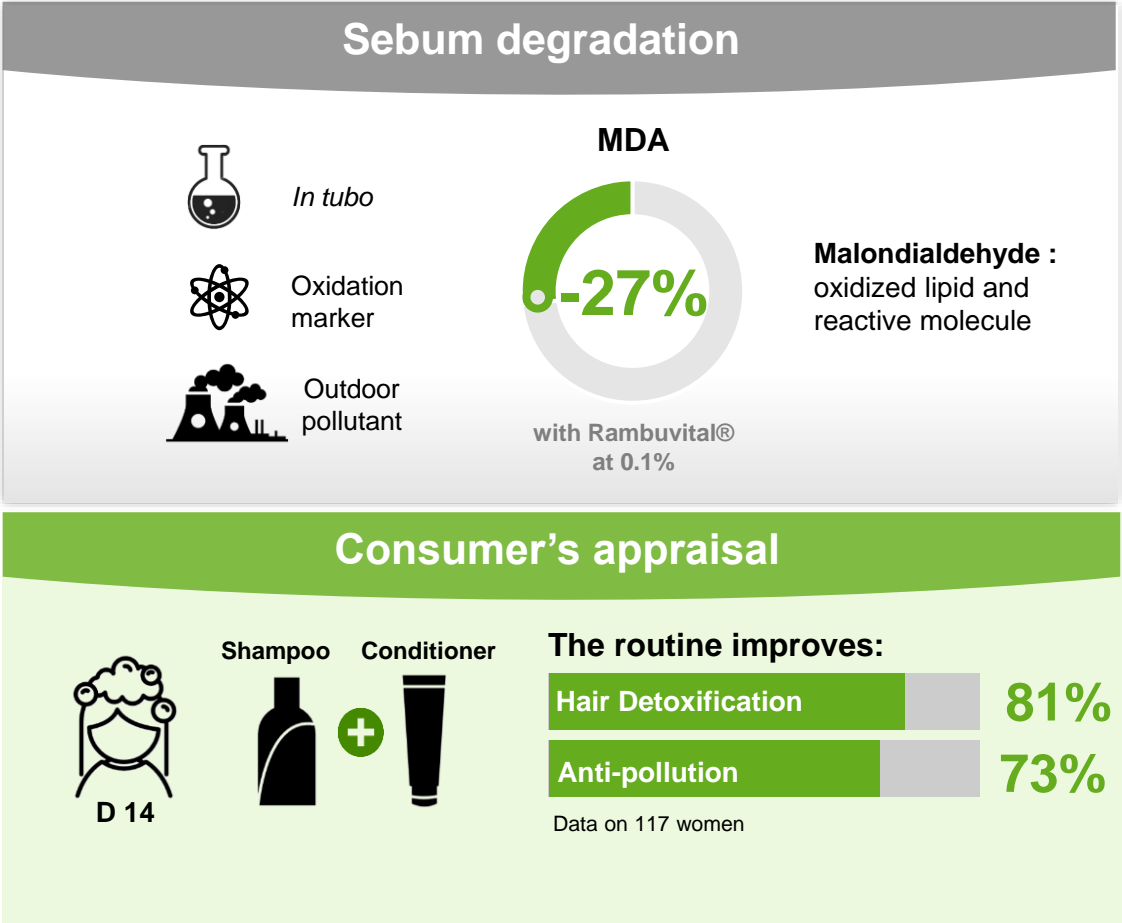
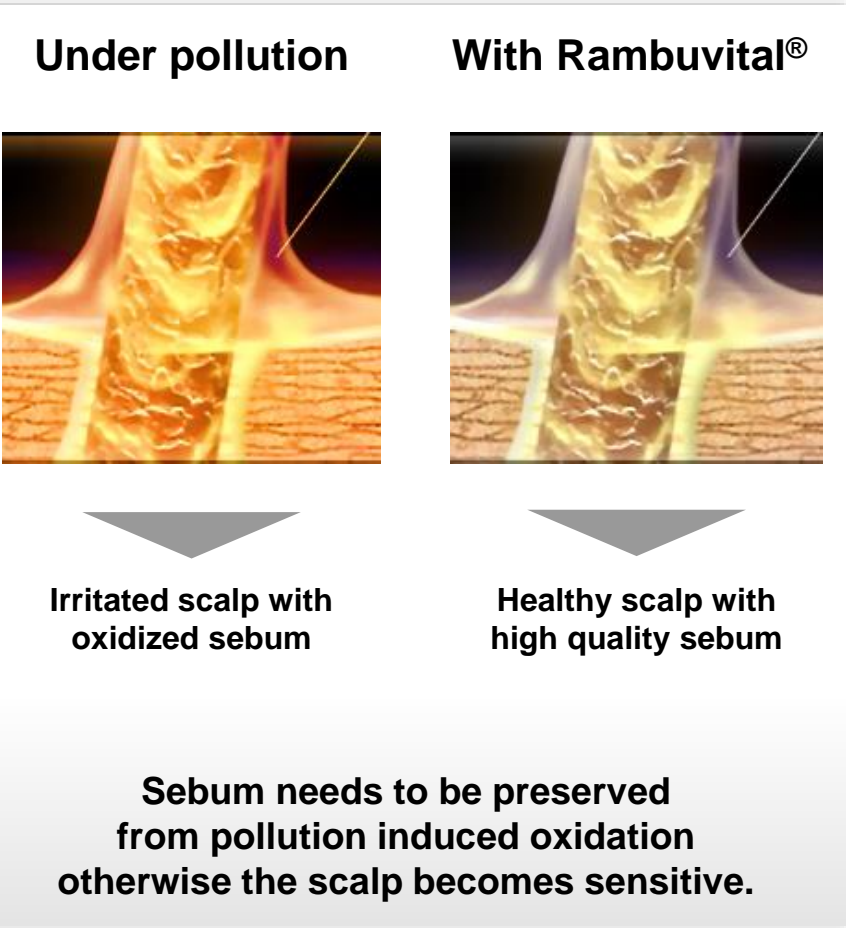
**The routine improves:**

<b>Scalp health</b>		<b>87%</b>
<b>Scalp hydration</b>		<b>81%</b>

Data on 117 women



# Rambuvital® protects the scalp: detoxification

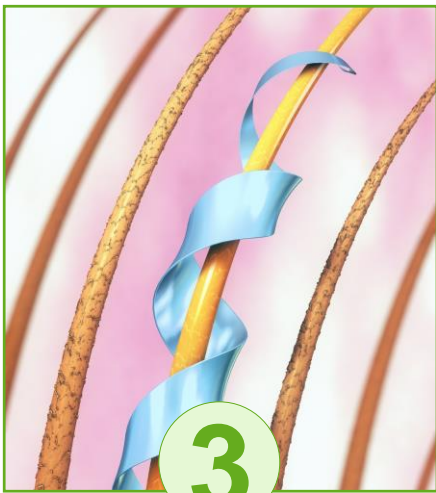


# Rambuvital® is a hair deodorant

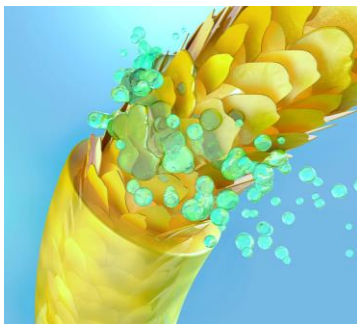
## Consumer need

47%

*"My hair has an unpleasant smell"*

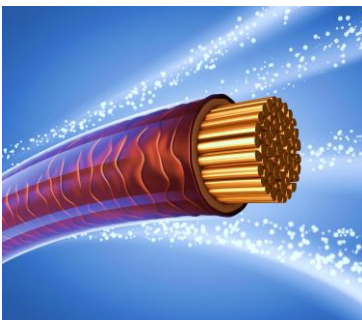


## Under pollution



Damaged and smelly hair fiber

## With Rambuvital®



Fresh and vigorous hair fiber

**Pollutants react with the surface of the hair: it damages the strands and creates malodorous volatile compounds**

## Sniff test on strands



30 naive volunteers



Outdoor pollutant + UVA



## Odor intensity

-35%

with Rambuvital® at 0.1%

## Consumer's appraisal



D 14

Shampoo



Conditioner



+

**The routine improves:**

Odor repellent

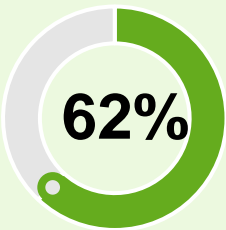
82%

Data on 117 women

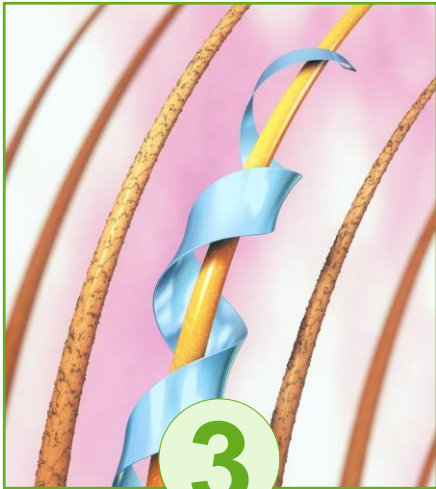


# Rambuvital® refreshes the strands

## Consumer need



“My hair is dry and brittle”

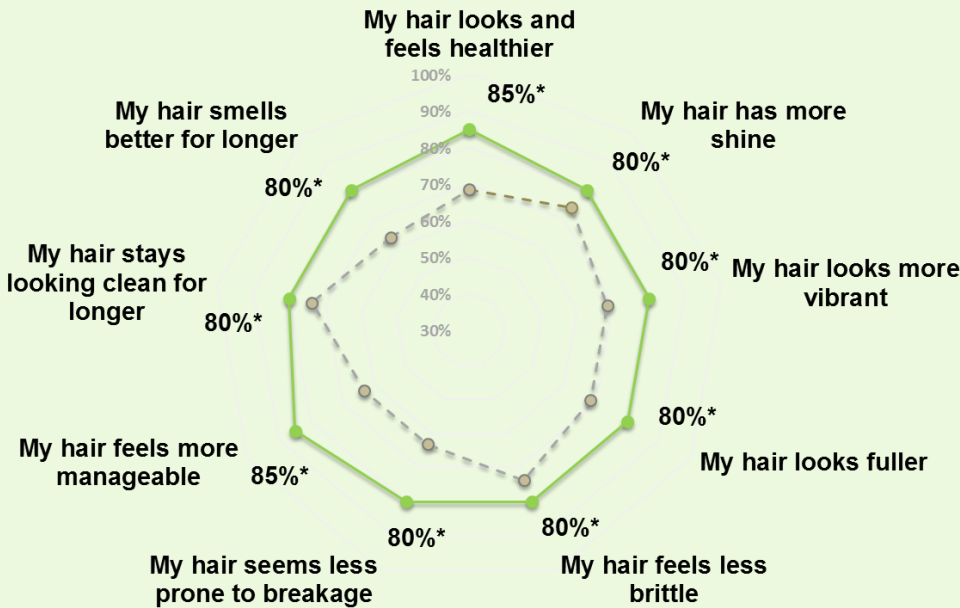


## Clinical study



— Rambuvital® at 0.1%  
- - - Placebo

Data on 39 women




## Consumer's appraisal



The routine improves:



Data on 117 women



# Rambuvital®: a breath of fresh air for your hair



Part of the **sustainable & fair trade** Rambutan program



A global haircare **anti-pollution solution** from the roots to the tips



**Hair bulb vitalizer**



**Scalp moisturizer:** improves scalp health and comfort



**Hair deodorant:** repels the smell of pollution away from the hair



**Healthy-looking hair:** the hair is clean and more vibrant for longer





Care  
Creations™