

Corum 5117 Corum 5118

Hair & Skin
Conditioning Agent

Velvet Protection and Repair



Corum 5117

INCI Declaration

Quaternium-6o (and)
Propylene Glycol

Benefits

- Repair hair shafts and split ends
- Tame damaged hair cuticles
- Reduce dry combing resistance
- Prevent hair breakage

Corum 5118

INCI Declaration

Isostearamidopropyl
Ethylidimonium Ethosulfate
(and) Propylene Glycol

Benefits

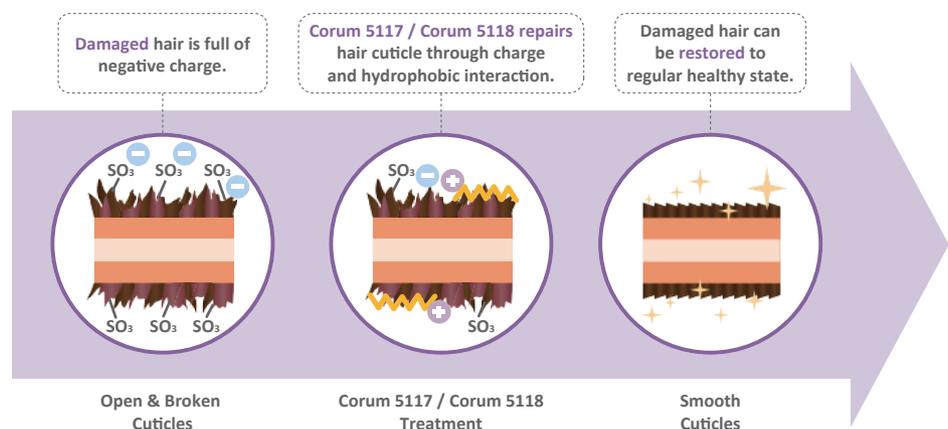
- Plant-derived ingredient
- Combat unwanted flyaway
- Maintain fine hair textures
- Overcome wet combing resistance

Corum 5117 and Corum 5118 contain high active quaternary for effective hair and skin conditioning. Both conditioning agents are suitable for formulating in silicone-free clear shampoo, 2-in-1 shampoo, rinse-off hair conditioners, leave-on hair treatments and body cleansing products. Besides having excellent compatibility with anionic surfactants, they can minimize flyaway, repair and protect hair shaft, make combing smoother and easier.

Benefits from Wet to Dry

Hair constitutes an important part of both female and male appearances. The aesthetic and health of hair are generally associated with hair shine, volume, strength and hair color. Hair shaft with cuticle, as the outermost layer, can weather over time by heat, chemicals, sunlight and urban pollutants. Once the hair is damaged, its structure becomes fickle, thin and prone to breakage, split ends appears, and hair also becomes frizzy and dull.

Compared to healthy hair, damaged or chemically treated hair are negatively charged, creating undesirable frizzy look. As most shampoo contain anionic surfactants, the use of shampoo can result in further imbalance of electric charges, speeding up the damaging process. Quaternary conditioning agents carry positive charges and are highly effective in treating damaged hair. Its positive charges help neutralize the negative charges of hair to reduce the static electricity on hair.

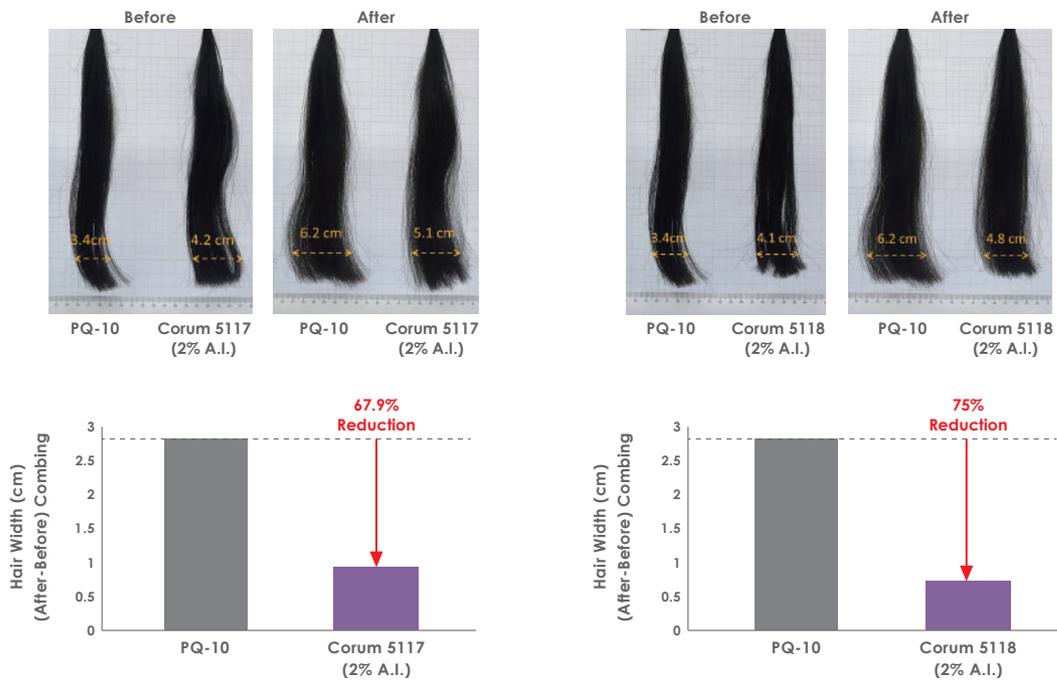


Corum 5117 / 5118

Efficacy Study

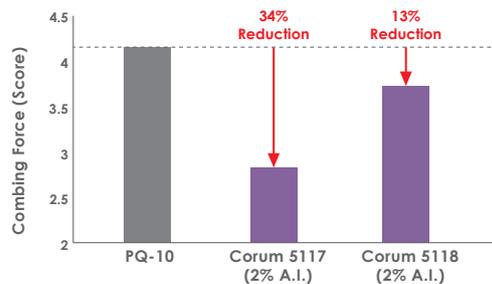
Fly Away Control Test

Untreated hair is negatively charged on the surface, causing hair strands to repel against each other and resulting in flyaway. The positive charges in quaternary conditioning agents neutralize the negative charges to reduce the static electricity. Study results show when compared to polyquaternium-10, Corum 5117 can reduce flyaway by 67.9%, while Corum 5118 can reduce flyaway by 75%.



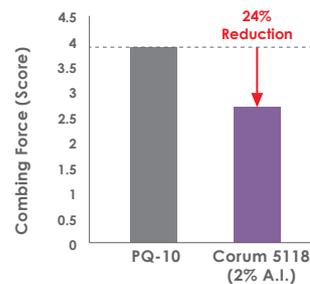
Dry Combing Test

Shampoo washes away the natural hair sebum, causing hair to become dry and prone to tangle. Compared to polyquaternium-10, Corum 5117 and Corum 5118 can reduce dry combing forces, making combing easier when hair is dry.



Wet Combing Test

Weathered hair is more likely to become tangled and frizzy, especially when it absorbs moisture or becomes wet. Study result also shows that Corum 5118 is highly effectively in reducing wet combing forces, when compared to polyquaternium-10.



Corum 5117 / 5118

Efficacy Study

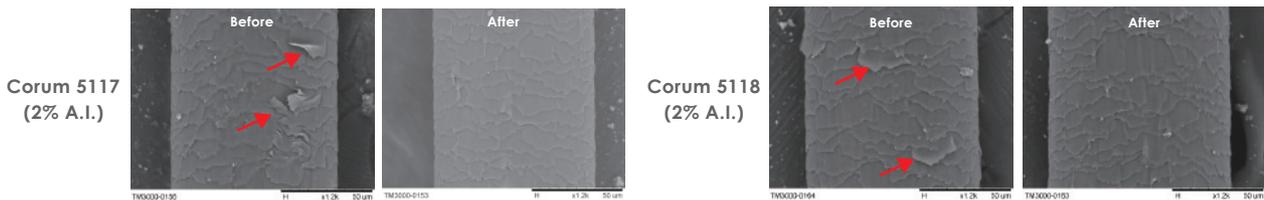
Hair Shaft Repair Test

When hair shaft is damaged, the cuticle is cracked, chipped or sometimes depleted. It cannot be fully repaired but can be protected by the positive-negative charges interaction between hair and quaternary conditioner. Having superior performance compared to polyquaternium-10, Corum 5117 and Corum 5118 are proven to be effective in repairing both primary and baby branches on split ends, forming a protective layer to leave hair surface smooth.



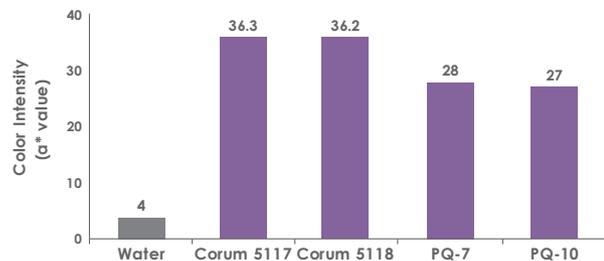
Hair Cuticle Smoothing Test

Hair cuticle, the outermost layer of hair shaft, is made up from protein scales, which serve to strengthen and protect the hair shaft. Damaged scales could expose cortex and cause hair shaft to break and split. The hair cuticle of damaged hair was studied under a Scanning Electron Microscope (SEM) with a magnification of 1200X. The results show that Corum 5117 and Corum 5118, compared to polyquaternium-10, are found to be more significantly effective in sealing cuticle scales, minimizing friction and avoiding hair breakage.



Substantivity Test

Good conditioning agent needs to absorb to the surface of hair to protect and repair damaged hair effectively. The result shows that Corum 5117 and Corum 5118 exert pronounced conditioning effect by having a significant substantivity to hair, when compared to polyquaternium-7 and polyquaternium-10.



Corum 5117

Hair & Skin Conditioning Agent

Claim Ideas

- Repair hair shafts and split ends
- Tame damaged hair cuticles
- Reduce dry combing resistance
- Prevent hair breakage

Applications

- Hair conditioner
- Clear shampoo
- 2-in-1 shampoo
- Peeling products
- Facial Body cleansing products

Corum 5118

Plant-Derived Hair & Skin Conditioning Agent

Claim Ideas

- Plant-derived ingredient
- Combat unwanted flyaway
- Maintain fine and thick hair textures
- Overcome wet combing resistance

Applications

- Hair conditioner
- Clear shampoo
- 2-in-1 shampoo
- Peeling products
- Facial Body cleansing products



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