



Microbiota-friendly scalp  
soother  
**EQUISCALP™**

Marketing presentation - March 2020

**CLARIANT**   
Active  
Ingredients

what is precious to you?

# EquiScalp: The microbiota-friendly scalp soother

## SOOTHING SENSITIVE SCALPS

- Histamine release ↓
- Irritation mediator IL-1Ra ↓
- Antimicrobial peptide S100A8/9 ↓




## KEY CONSUMER BENEFITS

- Scalp desquamation: **-20.4%**
- Scalp sebum output: **-20.4%**
- **Friendly to scalp microbiota**

## ENVIRONMENTAL ADVANTAGES

- Plant stem cell technology using Fuji apple
- Few plant resources needed

# Content



Scalp  
sensitivity

EquiScalp

Clinical  
evaluation

Key  
messages

## Scalp care: a health concern?

**40%** of population<sup>1</sup>  
reports it is suffering  
from scalp sensitivity

**75-85%**  
of women<sup>2</sup>  
agree that scalp care  
can improve hair condition

**18%**  
of haircare launches in  
Europe (2019)<sup>2</sup>  
made reference to scalp care

<sup>1</sup> Sensitive scalp: does this condition exist? An epidemiological study.

<sup>2</sup> Mintel – A Year of Innovation in Haircare 2019

# The scalp is an integral part of physical beauty

- ▶ Scalp and hair are continuously exposed to many stressors, such as pollution, UV light, seasonal changes and chemicals (hair dyes, hair treatments)
- ▶ Strong link between hair and scalp
- ▶ Hair health depends on the scalp: if scalp health is compromised, it can lead to greasy and dull hair

## Consumers are looking for solutions that protect their scalp:

- ▶ To feel better
- ▶ To feel less impacted by stress
- ▶ To boost their self-confidence

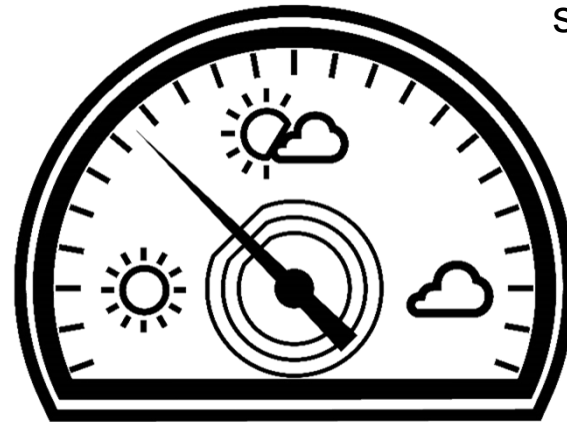


# The scalp: a natural stress barometer

**The scalp is one of the most sensitive barometers for physiological and psychological stress**

## Flakes and desquamation

- Stress usually triggers and worsens scalp flaking
- Flaking can cause hair loss



## Oiliness

Stress increases the scalp's sebum production

## Redness and itchiness

Irritation may result in scratching, adding to scalp redness

- ▶ An irritated scalp can greatly impact the quality of life and self-confidence of those affected

# Main symptoms and consequences

## HEALTHY SCALP

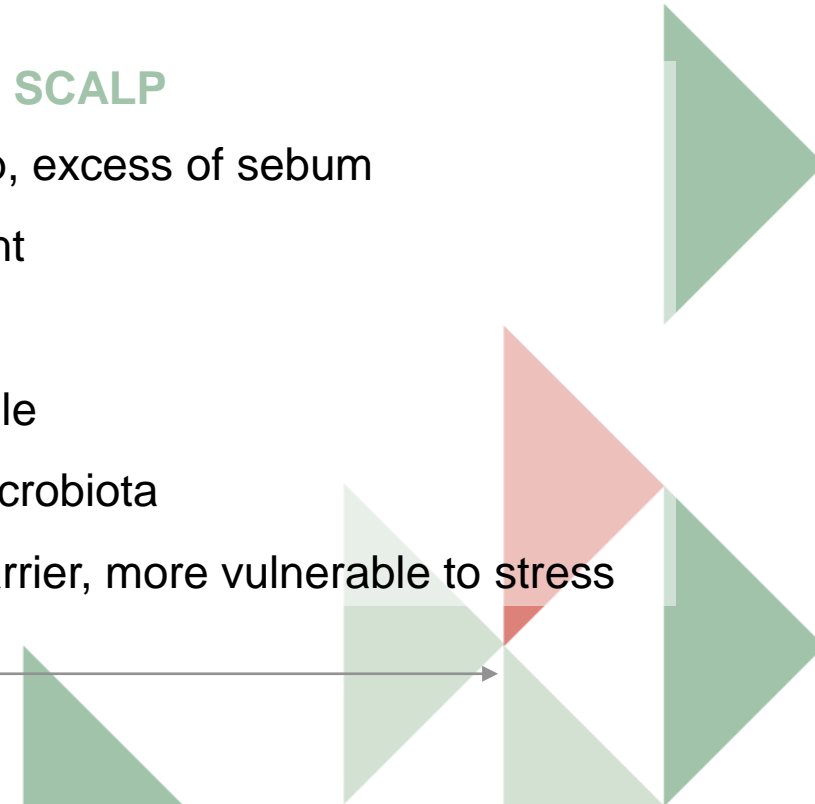
- ▶ Balanced and comfortable scalp
- ▶ Irritation-free surface
- ▶ Natural desquamation renews skin
- ▶ Healthy community of microbiota
- ▶ Effective barrier against aggressors



## UNBALANCED SCALP

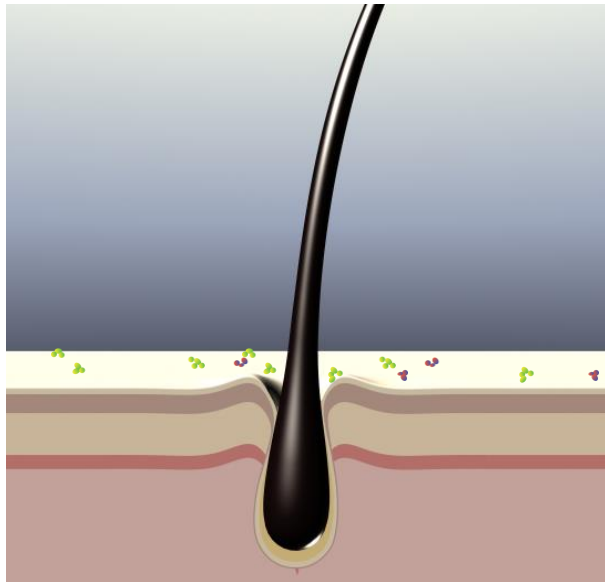
- ▶ Greasy scalp, excess of sebum
- ▶ Itchy and tight
- ▶ Flaky
- ▶ Uncomfortable
- ▶ Disturbed microbiota
- ▶ Damaged barrier, more vulnerable to stress

Environmental stress levels ↑



# Scalp microbiota

- ▶ Microbiota are microorganisms (bacteria, fungi, yeasts) that live in or on the human body  
→ **The scalp has its own microbiota**, which play a role in its homeostasis and protection



Microorganisms

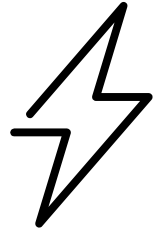
- ▶ 100,000–150,000 hair follicles provide biotic niches
- ▶ Most abundant bacteria on normal scalp are *Cutibacterium* and *Staphylococcus* = indicators of a healthy scalp
- ▶ Microorganisms use sebum and squames as food → excessive availability can unbalance scalp

## Sources:

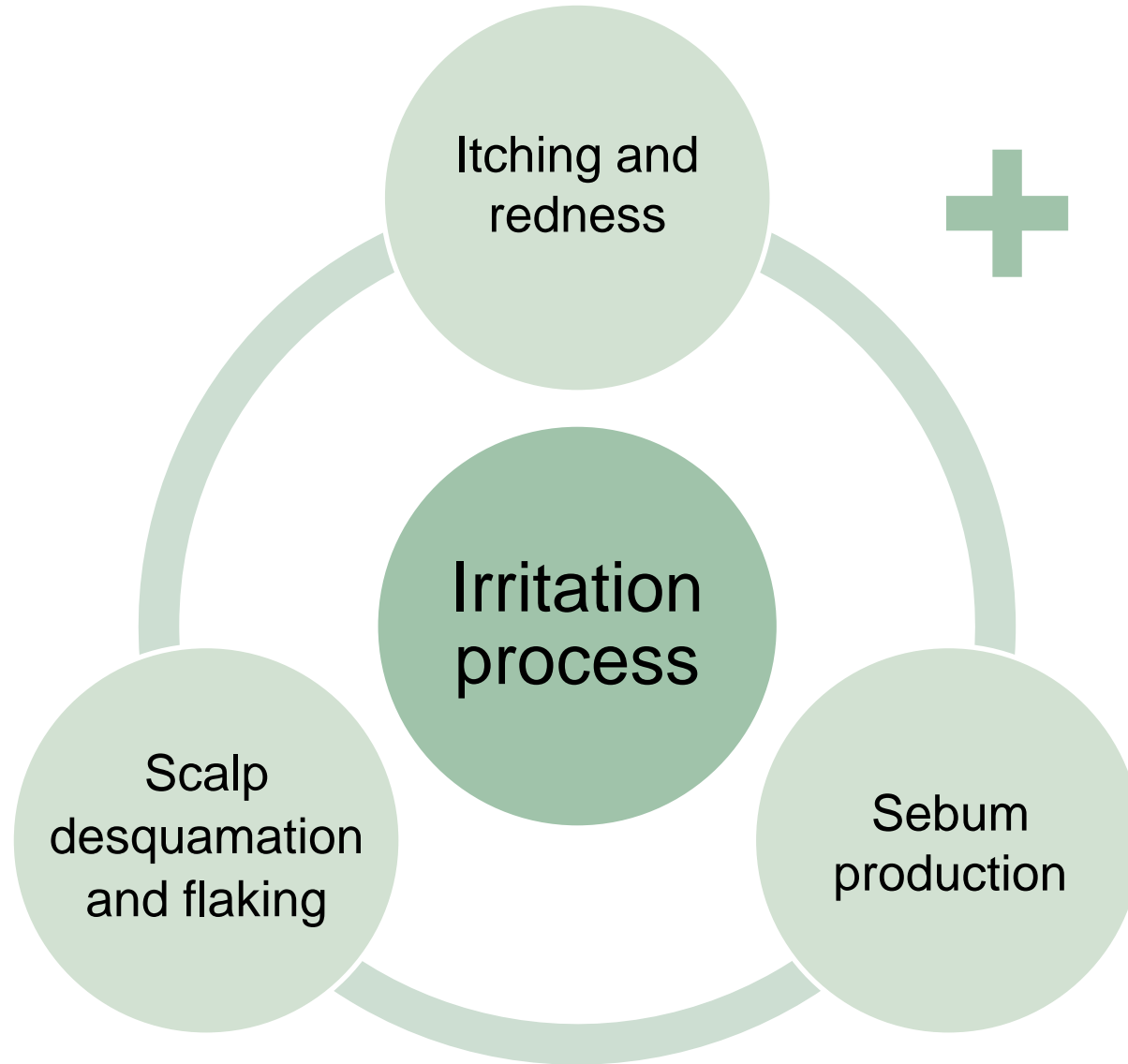
The role of the microbiome in scalp hair follicle biology and disease



# Why does the scalp become sensitive?



External stresses



Disturbed scalp microbiota can increase scalp issues

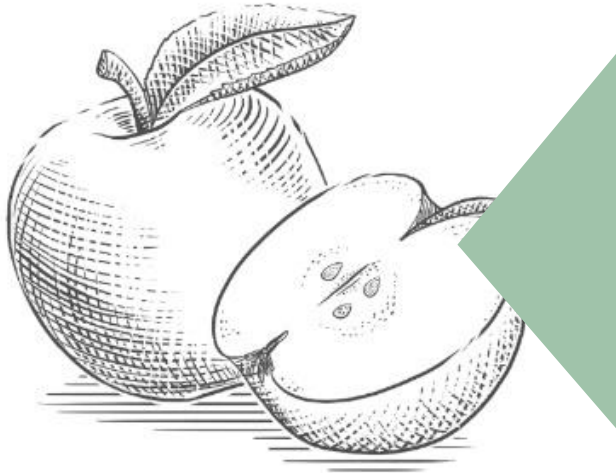


# EquiScalp, Microbiota-friendly scalp soother

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what is precious to you?

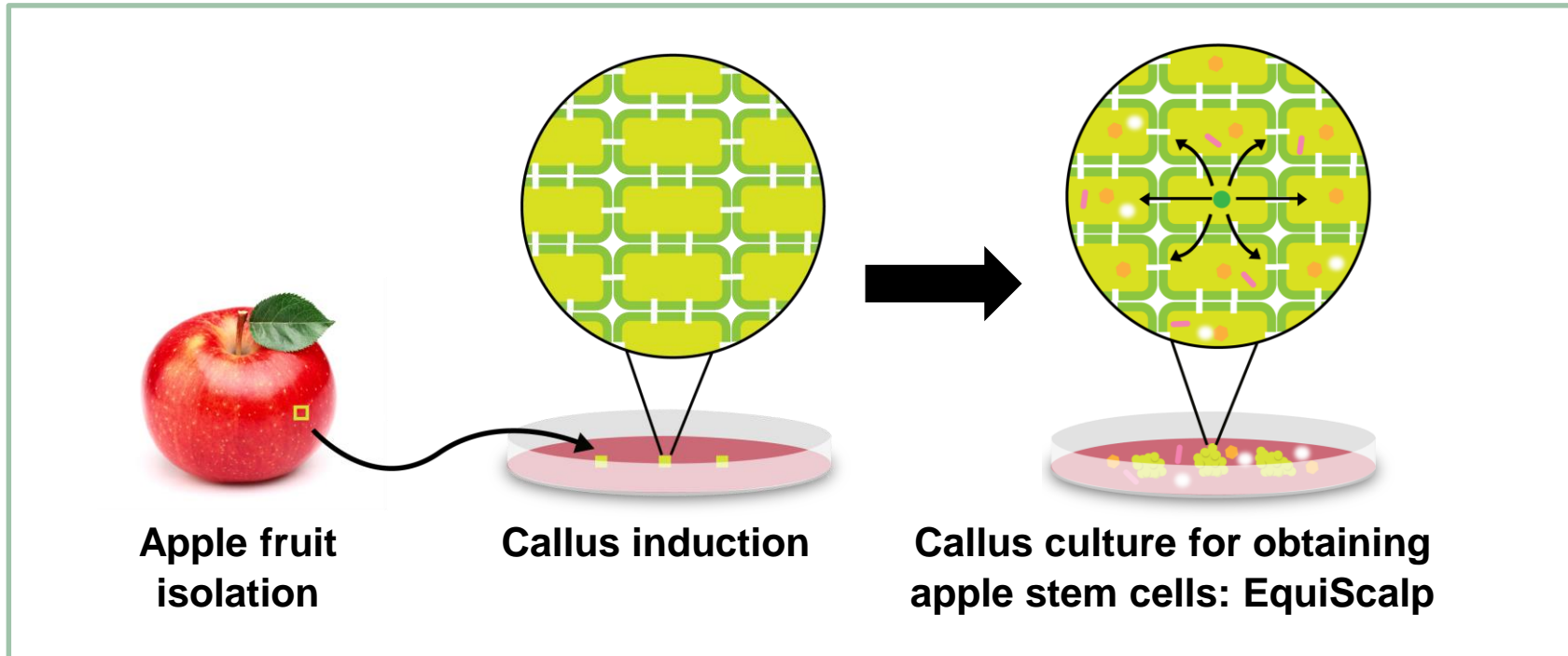
# Stem cells from Fuji apple



- **Plant stem cell technology**, using the Fuji apple *Malus domestica*
- Apple: a symbol of eternal youth and immortality
- Rich in **phloridzin**, a flavonoid with anti-inflammatory, anti-lipogenesis, and barrier-improving activities\*

\* Source: Purified Phlorizin from Docynla Indica (Wall.)

# Plant stem cells: an environmentally responsible solution



- ▶ Small piece of plant tissue sufficient for obtaining sustainable and renewable raw material
- ▶ Preservation of plant resources, traceability, no use of cultural land, ecological cultivation

# Clinical & Experimental evaluations

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# Controlling irritation, the root cause of scalp sensitivity



## **EquiScalp at 2%** versus placebo after 28 days

Tested on 2 groups of 20 volunteers (+/- 46) selected for their scalp sensitivity

Participants washed their hair with shampoo formulation 2–3 times a week

**1**

## **Reduction of inflammation**

Histamine release: **-54%\***

Irritation mediator IL-1Ra: **-27%**

Antimicrobial peptide S100A8/9: **-45.6%**

\* *in vitro* test performed on mast cells, EquiScalp at 0.02%

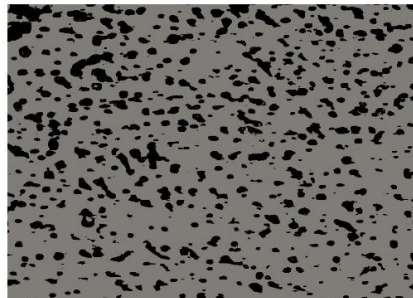
# Improvement of scalp health

**2**
**SEBUM  
PRODUCTION**
**-20.4%**
**+6%**  
after 28 days

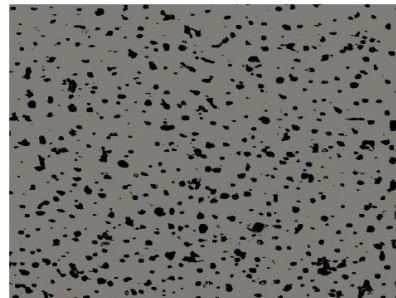
**Placebo**
**SQUAMES**
**-20.4%**
**-11.2%**  
after 28 days

**Placebo**

SEBUTAPE SAMPLINGS - VOLUNTEER N°15



D0



D28

C-CUBE PICTURE - VOLUNTEER N°12



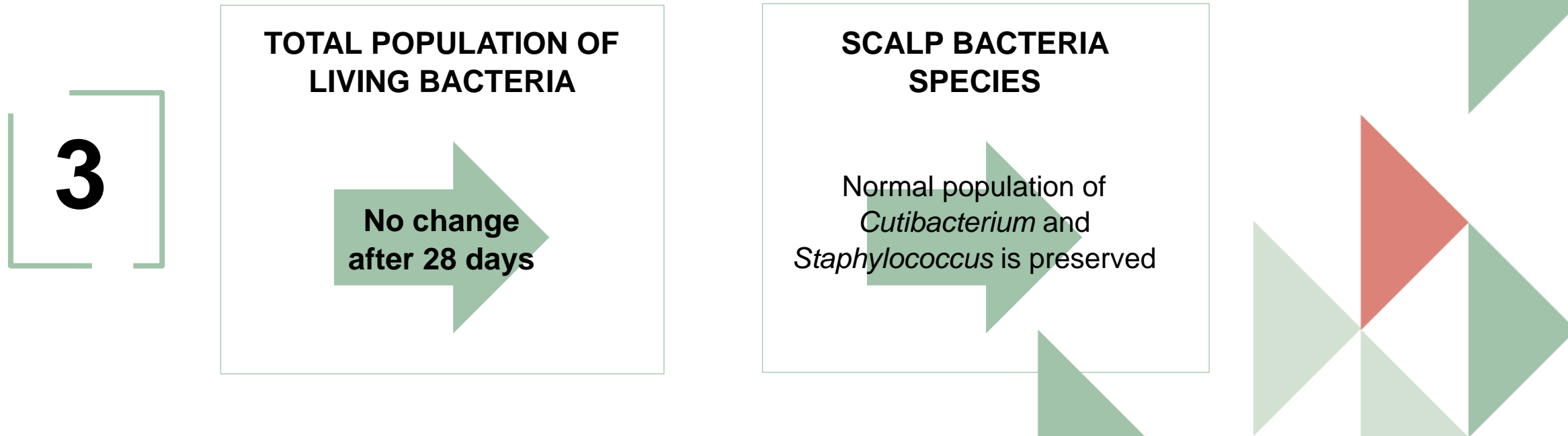
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D28

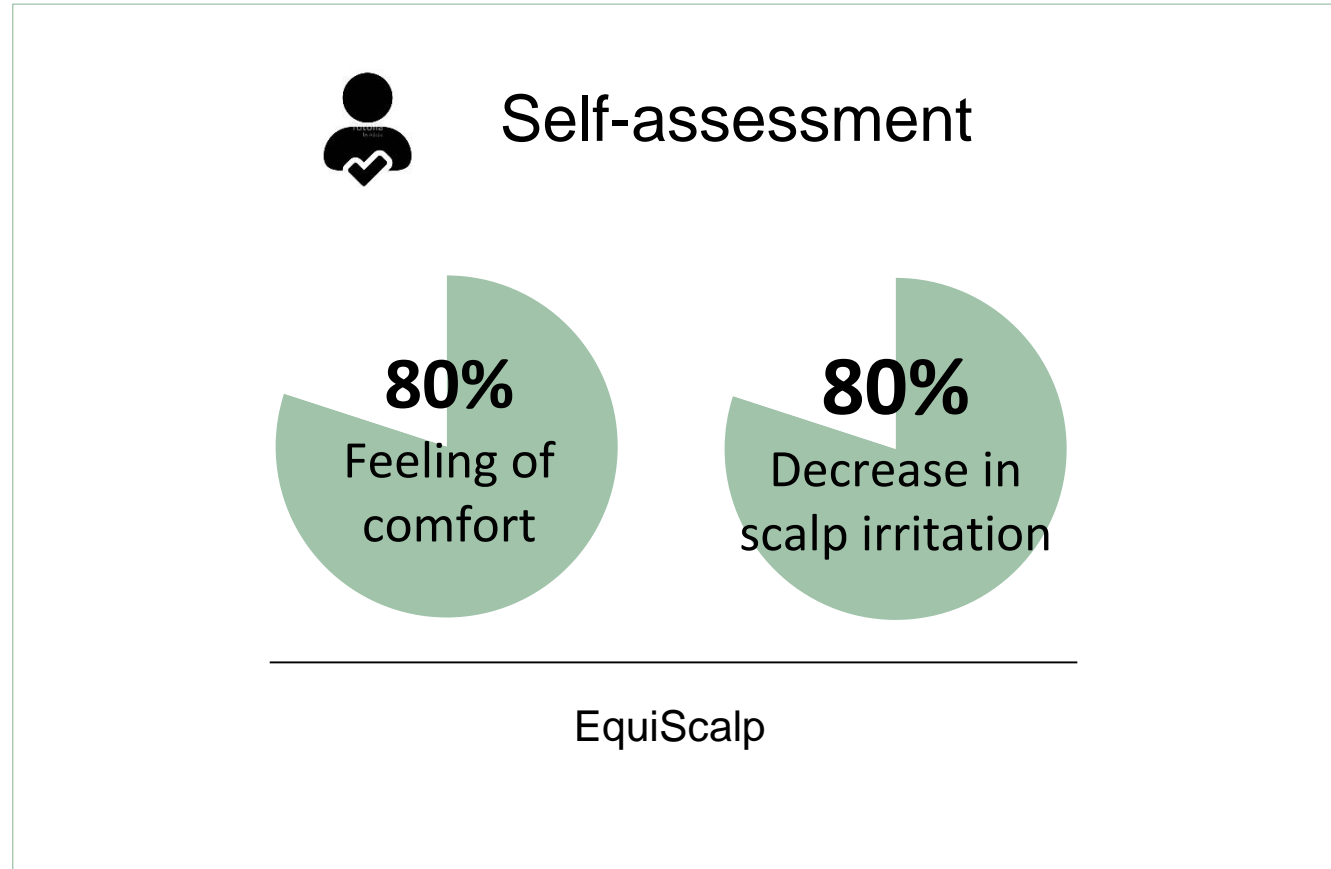
# Preserving the scalp's microbiome

- ▶ **The scalp's microbiota** supports its homeostasis and protection
- ▶ The most abundant bacteria on a normal scalp are *Cutibacterium* and *Staphylococcus* → an active ingredient should not dysregulate the normal composition of the microbiome
- ▶ Maintaining the scalp bacterial microbiota density and precisely living microbiome is important to maintain healthy scalp





# Self-evaluation after 28 days



# Key messages and communication elements

## Key facts

**Apple stem cells**  
rich in phloridzin

Decreases scalp **sebum**,  
**redness and desquamation**



Tested in **rinse-off** product

**Environmentally mindful active**  
from plant stem cell technology

**Preserves healthy scalp microbiome**  
without sacrificing visible  
damage reduction

# Suggested claims and applications

- Reduces scalp discomfort
- Soothes sensitive and irritated scalps
- Controls scalp inflammation
- Modulates sebum production
- Reduces flaking
- Improves the scalp's barrier function
- Relieves scalp itchiness
- Preserves scalp microbiota
- Prevents redness
- Supports hair beauty and health

For hair care, serums, shampoos, masks, toners and much more



# Communication of beauty benefits

## The concept: Soothing sensitive scalps

- Beauty users gain new confidence
- Homeostasis of the scalp's ecosystem is restored
- Hair health starts with the scalp
- Pre-shampoo care for sensitive or oily scalps
- Plant-based protection booster for the scalp



# Thank you for your attention

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