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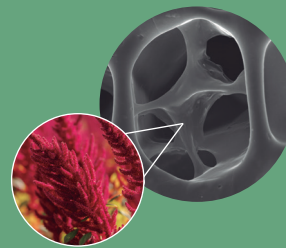
Covertrix



The bio-intelligent shield for personalized hair care

- A high-performance active that effectively regulates hair moisture balance, accelerating surface water loss while preserving internal hydration.
- A biotech solution that strengthens hair fibers, enhancing breakage resistance and durability to protect against daily hair damage.
- An intelligent shield that leaves all types of hair soft, smooth, and glossy.

Amaranthus caudatus seed extract, rich in peptides and polysaccharides, embedded in a plant-derived 3D Matrix enriched with lysine.



BIOTECH ORIGIN

A cutting-edge ingredient powered by a new 3D Matrix Technology

FOUR KEY BENEFITS FOR ALL HAIR TYPES

Deep hydration & lasting moisture
Inner strengthening
Gloss & smoothness
Quick-dry performance

INCI

Water, glycerin, Amaranthus caudatus seed extract, pentylene glycol, Zea mays starch, PCA glyceryl oleate, levulinic acid, sclerotium gum, glyceryl caprylate, lysine

RECOMMENDED DOSE

2%

APPEARANCE

Opalescent liquid

SOLUBILITY

Soluble in aqueous solutions

Certification



100% NATURAL ORIGIN (ISO16128)

Compliance



Covertrix bridges biomechanics & tribology to reinforce fiber strength while enhancing hydration, shine, softness and quick-dry performance across all hair types.

3D Matrix Technology · Deep Hydration · Biomechanics & Tribology · Shine · Smoothness · Inner Strength · Lasting Moisture · Quick-Dry Performance

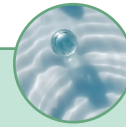
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Biomechanics



Inner strengthening

↑ +18%****

Enhance resistance to breakage in curly hair.

****p<0.0001; 2% Covertrix vs placebo

Covertrix strengthens the hair fiber across all hair types, **enhancing tensile strength, breakage resistance, and durability** under daily stress.

Deep hydration & lasting moisture

↑ +11.4%**

Improved water retention within the fiber in afro hair.

**p<0.01; 2% Covertrix vs placebo

Covertrix boosts deep hydration, **enhancing the hair fiber's ability to retain internal moisture.**



Tribology



Gloss & smoothness

↑ +22%****

Increase in hair shine in straight hair.

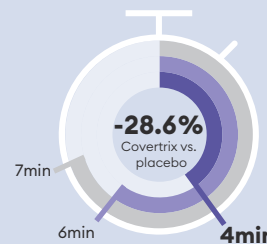
↓ -5.8%**

Reduction of fiber friction in straight hair.

p<0.01; **p<0.0001; 2% Covertrix vs placebo

Covertrix delivers **intense shine** while **leaving hair softer and smoother** by **reducing fiber friction**, facilitating combing and enhancing manageability.

Quick-dry performance



Reduces hair blow drying time to **4 minutes** in wavy hair.

**p<0.01; 2% Covertrix vs placebo

Covertrix speeds up blow-drying, **minimizing heat exposure** and saving time.

MARKETING OPPORTUNITIES



Embrace the glass hair era—where hydration meets **shine, softness, and seamless control.**



Create a hair care **experience that adapts to every hair type**, texture, and need—honoring the uniqueness of each strand with personalized solutions that evolve with you.



Highlight the power of **fast-beauty**—where quick-dry performance meets modern lifestyles, delivering instant results without compromising care or quality.



Add the 3D Matrix Technology that offers instant results and sustained care—for hair that improves with every use.

FORMULATION OPPORTUNITIES



Discover our mock-up formulations showcased in the technical marketing materials



Gloss Finish leave-in
Your hair's daily dose of dazzle



Hydra-Curl Shampoo
Feel every drop awaken your curls



One-Minute Repair Mask
60 seconds to fabulous



Velvet Shield Mist
Where science becomes the second skin for your hair