

Amaranthus Seed Extract

Specification Sheet

Description: Naturally obtained peptides from the seeds of the Velvet flower (Amaranthus Caudatus). Contains 8-12% extracts. Gluten-free. Dissolved in water and preserved with sodium benzoate. Water soluble.

CAS: 7732-18-5, 223747-79-3, 532-32-1

INCI Name: Water, Amaranthus Caudatus (Velvet Flower) seed extract

Benefits:

- Consists of small peptides for greater penetration into hair fibers
- Lightweight peptides provide powerful performance without weighing down hair
- Multi-functional performance allows for wide variety of applications
- Enhances structural integrity of the hair by increasing the diameter of individual hair fibers from the inside
- Reduces friction between the strands allowing for more hair movement
- Adds shine and improves manageability and fortifies hair

Use: Add to formulas to the water phase. Typical use level 1 - 5%. For external use only.

Applications: Hair shampoos, hair conditioners, hair fluids, hair toners and pre-dry treatments

Country of Origin: USA

Raw material source: Amaranthus Caudatus (Velvet Flower) seeds

Manufacture: Prepared via a cold process to avoid potential loss of effectiveness heat processing can have. Created from organically grown, pesticide-free materials which are extracted first with a specified eluant to yield a concentrate. This concentrate is then dissolved in water at a concentration of 10 % concentrate.

Animal Testing: Not animal tested

GMO: GMO-free, but not certified

Vegan: Yes