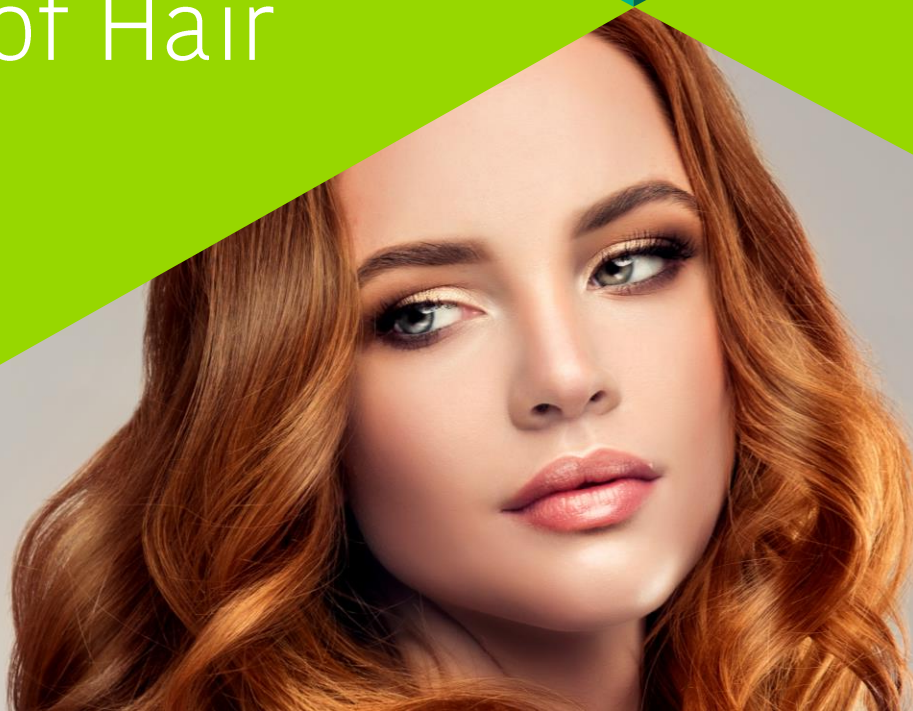


Skinification of Hair Insights

Spark Inspiration formulation series



Delivering on fast innovation with responsible chemistry, Vantage™ offers a variety of sensorial ingredients for skin-spired haircare formulations.

The Skinification of Hair is an incredibly popular macro trend for consumers and brands alike. Consumers want haircare products with premium skincare ingredients, and accordingly, tried-and-true formulas are seeing an innovative shift with some of the skincare industry's most effective ingredients like hyaluronic acid, salicylic acid, probiotics, and more to create haircare products that treat the scalp and create healthy hair from root to tip. Within the Skinification of Hair umbrella, there are a few highlighted consumer micro trends that fall under the Skinification of Hair macro trend:

Skinification of Hair – Utilizing skincare active ingredients to restore scalp health, hydrate parched tresses, and fortify hair follicles

- **Scalp Health** – Great hair starts with a balanced scalp; free of excess oil or dryness
- **Scalp Scaling** – A Korean hair treatment that centers on a deep exfoliation of the scalp to promote healthy hair growth
- **Hair Slugging** – The use of hydrophobic ingredients to seal in moisture, soften hair, and retain length, strength, and color

Our customers can leverage our formulation expertise to achieve highly sensorial haircare formulations with ingredients that are equally potent and clean beauty friendly. We offer a variety of haircare-ready ingredients with benefits for all hair types.

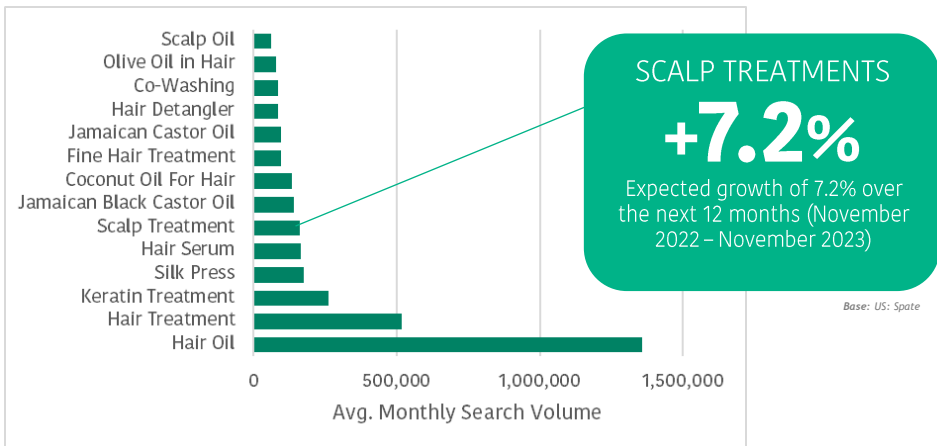
Repair • Reinforce • Hydrate • Soften • Soothe

spark
Inspiration™

 **Vantage**

Market trends & data

Hair & Scalp Treatment Searches in the US



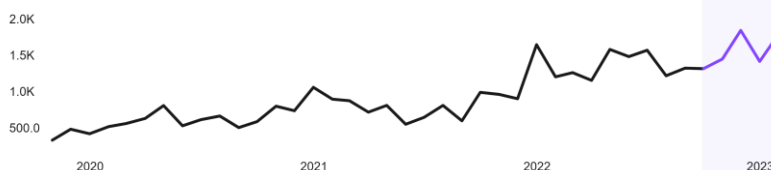
Consumers now understand that the scalp holds the root of their hair follicle, and ultimately, the foundation for overall hair health. The rise in searches for scalp serums, scalp treatments, and even hair oil represent the skinification of hair, and related searches shed light on which concerns and benefits are top of mind for consumers. Based on the average monthly search volume this past year, hair oils and scalp treatments indicate a desire for hair treatment from the root.

SCALP SERUM (US)

SPATE

+65.0% ⓘ

YEAR-OVER-YEAR GROWTH



+25.4% ⓘ

12 MONTHS PREDICTED GROWTH

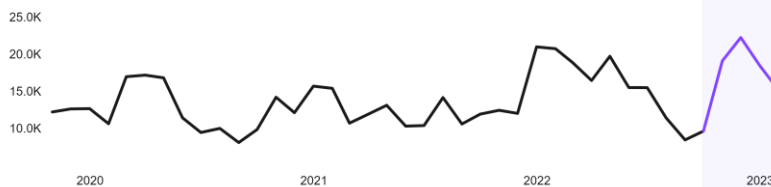
For Hair & Scalp Treatments in the US, scalp serums experienced a lot of growth from 2022 and are expected to grow even more well into 2023. Vantage seeks to target the scalp serum subcategory, providing solutions for top consumer concerns of dryness, inflammation, and damage.

SCALP EXFOLIATION (US)

SPATE

+20.8% ⓘ

YEAR-OVER-YEAR GROWTH



+8.4% ⓘ

12 MONTHS PREDICTED GROWTH

Scalp exfoliation provides many benefits from regrowth to strengthening of the hair follicles, allowing moisture to penetrate the scalp. Inspired by micro trends like the Korean hair treatment 'scalp scaling', Vantage offers scalp solutions to aid in scalp exfoliation.

HAIR SLUGGING (US)

SPATE

+205.7% ⓘ

YEAR-OVER-YEAR GROWTH



+44.4% ⓘ

12 MONTHS PREDICTED GROWTH

'Slugging' utilizes hydrophobic ingredients to protect the skin barrier function. In the haircare space, it describes using moisturizing products into your hair at night and wrapping it up with a silk scarf or bonnet to protect it during sleep. As this trend is expected to experience substantive growth, Vantage seeks to apply slugging to haircare products as an upgraded overnight routine method using jojoba oils.

Skinification of Hair Formulations

**Spark Inspiration
formulation series**

spark
inspiration™

 Vantage

Scalp-targeting shampoo formulations

Balancing Scalp Scaling Shampoo

VPC.01.22.346

Sulfate-free, nourishing shampoo that gently cleanses while eliminating dirt and dead skin cells on the scalp thanks to its double physical and chemical exfoliation. Enriched with Coconut-Avocado Hair Milk that works on the hair fiber and the scalp.

Phase	%	Ingredient	INCI
1	43.33	Deionized Water	Aqua (Water)
1	7.00	Carbopol® Aqua SF-1 OS Polymer	Acrylates Copolymer
2	17.50	Suga®Nate 160 NC	Sodium Laurylglucosides Hydroxypropylsulfonate
2	11.67	Metaupon™ KMT 30 MB	Sodium Methyl Cocoyl Taurate
3	0.00	AMP-ULTRA® PC 2000	Aminomethyl Propanol
4	7.70	Cola®Teric CBS-HP	Cocamidopropyl Hydroxysultaine
4	1.00	Cola®Liquid DC-5	Cocamide DIPA
4	1.00	Jojoba Aqua™ 120	Jojoba Wax PEG-120 Esters
5	0.10	Disodium EDTA	Disodium EDTA
5	2.50	Poly Suga® Quat S-1210P	Polyquaternium-81
6	2.50	Curcyllic™ 40	Cocamidopropyl Dimethylamine (and) Salicylic Acid
6	3.00	Coconut-Avocado Hair Milk	Water (and) Sodium Stearoyl Lactylate (and) Propanediol (and) Polyglyceryl-10 Oleate (and) Polyglyceryl-10 Dioleate (and) Phospholipids (and) Persea Gratissima (Avocado) oil (and) Glyceryl Undecylenate (and) Glyceryl stearate (and) Glyceryl Caprylate (and) Glycerin (and) Cocos Nucifera (Coconut) Water (and) Cocos Nucifera (Coconut) Oil (and) Cocos Nucifera (Coconut) Fruit Juice (and) Cetearyl alcohol
7	0.00	Citric Acid (25% Solution)	Water (and) Citric Acid
8	0.70	Jeecide® CAP-5	Phenoxyethanol (and) Caprylyl Glycol (and) Potassium Sorbate (and) Hexylene Glycol
8	1.00	Liponate™ Jojoba NatFilm	Hydrolyzed Jojoba Esters (and) Jojoba Esters (and) Aqua (Water)
8	0.50	Jojoba Scrubeads™ Blueberry Pie 40/60	Hydrogenated Castor Oil (and) Hydrogenated Jojoba Oil (and) Ultramarines
8	0.50	Jojoba Spheres™ Ice White 20/40	Hydrogenated Jojoba Oil

Curcyllic™ 40

Gentle & effective

A water-soluble and patented form of salicylic acid for safe and effective skin care and OTC formulations.

Jojoba Exfoliants

Exfoliate naturally

A wide range of natural and biodegradable jojoba exfoliants designed to provide a mild yet effective exfoliation that purifies and softens the scalp.

Defining Scalp Scaling Shampoo

VPC.01.22.347

Sulfate-free, nourishing shampoo that gently cleanses while eliminating impurities on the scalp thanks to its double physical and chemical exfoliation. Developed with jojoba protein—a natural moisturizer with exceptional film forming properties ideal for curly hair— and Legume FermBiotic™ G to hydrate and strengthen scalp barrier function.

Phase	%	Ingredient	INCI
1	45.00	Deionized Water	Aqua (Water)
1	7.00	Carbopol® Aqua SF-1 Polymer	Acrylates Copolymer
2	9.00	Metaupon™ KMT 30 MB	Sodium Methyl Cocoyl Taurate
2	5.00	Cola® Mate LA-40	Disodium Lauryl Sulfosuccinate
2	2.00	Jojoba Aqua™ 120	Jojoba Wax PEG-120 Esters
3	Q.S.	NaOH(20% Solution)	Sodium Hydroxide
4	8.00	Cola®Teric CBS-HP	Cocamidopropyl Hydroxysultaine
4	1.50	Cola®Liquid DC-5	Cocamide DIPA
5	10.00	Polyquaternium-10 (2% Solution)	Polyquaternium-10
6	2.50	Curcyllic™ 40	Cocamidopropyl Dimethylamine (and) Salicylic Acid
6	5.00	Coconut-Avocado Hair Milk	Water (and) Sodium Stearoyl Lactylate (and) Propanediol (and) Polyglyceryl-10 Oleate (and) Polyglyceryl-10 Dioleate (and) Phospholipids (and) Persea Gratissima (Avocado) oil (and) Glyceryl Undecylenate (and) Glyceryl stearate (and) Glyceryl Caprylate (and) Glycerin (and) Cocos Nucifera (Coconut) Water (and) Cocos Nucifera (Coconut) Oil (and) Cocos Nucifera (Coconut) Fruit Juice (and) Cetearyl alcohol
6	1.50	Jojoba Pro™ N	Hydrolyzed Jojoba Protein
6	1.50	Legume FermBiotic™ G	Water (and) Galactomyces Ferment Filtrate (and) Hydrolyzed Cicer Seed Extract (and) Pueraria Lobata Root Extract (and) Medicago Sativa (Alfalfa) Extract
7	0.50	Jeecide® CAP-5	Phenoxyethanol (and) Caprylyl Glycol (and) Potassium Sorbate (and) Hexylene Glycol
7	0.50	Fragrance	Parfum (Fragrance)
7	0.50	Jojoba Spheres™ Mocha Extreme 60/100	Hydrogenated Jojoba Oil (and) Talc (and) Titanium Dioxide (and) Iron Oxides
7	0.50	PFJ™-S Beads Ice White 40/60	Stearyl Behenate (and) Jojoba Esters

Jojoba Pro™ N

Jojoba protein for hair

An easy to use, semi-permeable film former that repairs damaged hair and retains moisture in the shaft to improve manageability, enhance hair color, and boost hair luster.

Legume FermBiotic™ G

Hydration booster

Inspired by veganism, Legume FermBiotic™ G. unlocks the power of highly beneficial legumes with the aid of pre and postbiotic rich fungi to hydrate hair and strengthen scalp barrier function.

All data, including the formulations and procedures discussed herein, to the knowledge of Vantage™, are believed to be correct, reliable and accurate. Please note, however, that Vantage™ does not warrant or guarantee any accuracy, reliability or completeness of the information contained herein. It is the user's responsibility to determine the suitability and completeness of such information for the user's particular use (including performing any necessary confirmatory tests). Vantage™ is not responsible or liable for any loss or damage that may occur from the use of this information, nor do we warrant against any patent infringement. Nothing contained herein shall be construed as providing any permission, recommendation, or inducement to practice any patented invention without permission of the patent owner.

Vantage

www.vantagegrp.com

Scalp treatment formulations

Restoring Scalp Serum

VPC.01.22.348

An exclusive serum formulated as an intensive scalp treatment. Developed with SC-Help Defense— a natural complex that has been scientifically proven to support scalp health by protecting against 3 key environmental threats—UV rays, pollution and blue light. With Marine FermBiotic™ L which energizes skin cells for a stronger scalp metabolism.

Phase	%	Ingredient	INCI
1	77.85	Deionized Water	Aqua (Water)
2	10.00	Distinctive™ Coconut Water CLEAR	Cocos Nucifera (Coconut) Liquid Endosperm (and) Glycerin (and) Cocos Nucifera (Coconut) Fruit Juice
3	5.00	Liponic™ EG-1	Glycereth-26
3	0.65	Aristoflex® TAC	Ammonium Acryloyldimethyltaurate/Carboxyethyl Acrylate Crosspolymer
4	1.00	SC-Help Defense	Water (and) Propanediol (and) Citrus Aurantium Dulcis (Orange) Fruit Extract (and) Opuntia Ficus-Indica Fruit Extract (and) Lycium Chinense Fruit Extract (and) Olea Europaea (Olive) Fruit Extract
4	1.00	Marine FermBiotic™ L	Water (and) Lactobacillus Ferment Lysate (and) Spirulina Platensis Extract (and) Laminaria Digitata Extract (and) Ulva Lactuca Extract
5	1.00	Poly Suga® Mulse D-9	Sorbitan Oleate Decylglucoside Crosspolymer
5	0.50	Fragrance	Parfum (Fragrance)
5	0.50	JEECIDE CAP 7	Caprylyl Glycol (and) Glyceryl Laurate (and) Glyceryl Undecylenate
6	2.00	Coconut-Avocado Hair Milk	Water (and) Sodium Stearoyl Lactylate (and) Propanediol (and) Polyglyceryl-10 Oleate (and) Polyglyceryl-10 Dioleate (and) Phospholipids (and) Persea Gratissima (Avocado) oil (and) Glyceryl Undecylenate (and) Glyceryl stearate (and) Glyceryl Caprylate (and) Glycerin (and) Cocos Nucifera (Coconut) Water (and) Cocos Nucifera (Coconut) Oil (and) Cocos Nucifera (Coconut) Fruit Juice (and) Cetearyl alcohol
6	0.50	Liponate™ Jojoba NatFilm	Hydrolyzed Jojoba Esters (and) Jojoba Esters (and) Aqua (Water)

SC-Help Defense Scalp protection

An all-natural complex scientifically proven to support scalp health by protecting against environmental threats like UV rays, pollution, and blue light.

Legume FermBiotic™ G Energy booster

Boosts the vitality of skin cells to provide scalp microbiome support. Energize and reinforce skin cells to strengthen scalp metabolism.

3-in-1 Renewing Serum

VPC.09.22.037

A soft cream-gel with niacinamide and salicylic acid complex that transitions quickly to a refreshing water rush for face, scalp, and hair.

Phase	%	Ingredient	INCI
1	80.10	Deionized Water	Aqua (Water)
1	0.05	Disodium EDTA	Disodium EDTA
2	0.05	Kelcogel® CG-HA	Gellan Gum
2	3.00	Vycerin™ GL93	Glycerin
3	1.50	Sepimax Zen™	Polyacrylate Crosspolymer-6
3	0.50	BP-SA Niacinamide Salicylate Complex	Salicylic Acid (and) Niacinamide (and) Polydextrose (and) Dextrin (and) Amylopectin
3	0.50	Liponate™ Jojoba NatFilm	Hydrolyzed Jojoba Esters (and) Jojoba Esters (and) Aqua (Water)
3	1.00	Jeecide® CAP-2	Phenoxyethanol (and) Caprylyl Glycol (and) Hexylene Glycol
3	10.00	Phytomilks™ Hydra-Rebalancing	Water (and) Simmondsia Chinensis (Jojoba) Seed Oil (and) Argania Spinosa Kernel Oil (and) Simmondsia Chinensis (Jojoba) Butter (and) Glyceryl Stearate (and) Phospholipids (and) Glycerin (and) Polyglyceryl-10 Oleate (and) Polyglyceryl-10 Dioleate (and) Sodium Stearoyl Lactylate (and) Cetearyl Alcohol
3	3.00	Hydrate EFX™	Water (and) Sodium Hyaluronate (and) Sodium Hyaluronate Crosspolymer
3	0.30	Citric Acid (25% Solution)	Water (and) Citric Acid

BP-SA Niacinamide Salicylate Complex Effective skin & scalp care

Accelerates skin & scalp exfoliation while reducing irritation, supporting barrier function, and regulating oil production.

Phytomilks™ Hydra-Rebalancing Micro-droplet emulsion

Leverages the benefits of jojoba oil and argan oil in a combination that restores barrier function and balances skin and scalp microbiome.

All data, including the formulations and procedures discussed herein, to the knowledge of Vantage™, are believed to be correct, reliable and accurate. Please note, however, that Vantage™ does not warrant or guarantee any accuracy, reliability or completeness of the information contained herein. It is the user's responsibility to determine the suitability and completeness of such information for the user's particular use (including performing any necessary confirmatory tests). Vantage™ is not responsible or liable for any loss or damage that may occur from the use of this information, nor do we warrant against any patent infringement. Nothing contained herein shall be construed as providing any permission, recommendation, or inducement to practice any patented invention without permission of the patent owner.

Silicone-free, waterless conditioners

Luxurious Conditioning Concentrate

VPC.01.22.244

This Luxurious Conditioning Concentrate combines sustainability & sensorial experience with a water-activated texture to immediately recover and soften the hair. Silicone-free formula, enriched with powerful plant-based ingredients such as jojoba derivatives, leaving hair feeling soft, shiny and healthy.

Phase	%	Ingredient	INCI
1	40.00	Glycerin	Glycerin
1	1.20	Lactic Acid 88% USP FCC	Lactic Acid
2	3.00	Lipamine™ SPA	Stearamidopropyl Dimethylamine
2	5.50	Jeesperse® ICE-T® CPCS	Cetearyl Alcohol, Behentrimonium Chloride, Polyquaternium-37
2	10.00	Lipovol™ C-76	Cocos Nucifera (Coconut) Oil
2	4.00	Liponate™ CCC MB	Coco-caprylate/Caprata
2	0.50	Jeechem® NDA-5	C15-19 Alkane
2	8.00	Lipobutter™ Refined Shea	Butyrospermum Parkii (Shea Butter)
2	6.00	Liponate™ Jojoba 20	Jojoba Esters
2	1.50	Cola® Mulse 3GO	Polyglyceryl-3 Oleate
3	18.00	Glycerin	Glycerin
3	1.50	Liponate™ Jojoba NatFilm	Hydrolyzed Jojoba Esters (and) Jojoba Esters (and) Aqua (Water)
4	0.50	Jeecide® CAP-5	Phenoxyethanol (and) Caprylyl Glycol (and) Potassium Sorbate (and) Hexylene Glycol
4	0.30	Fragrance Boreal	Parfum (Fragrance)

Liponate™ CCC MB The natural silicone alternative

Helps with a delightful glide and quickly absorbs to leave a soft, non-greasy feel on the hair.

Liponate™ Jojoba NatFilm Natural hair protection

Hydrolyzed jojoba esters coat hair shaft with a highly protective layer, reinforcing hair conditioning by imparting slip and emolliency.

Eco Conditioner Powder

VPC.01.22.232

This Eco Conditioner Powder delivers a transformative water-activated texture, providing gentle conditioning for all hair types.

Phase	%	Ingredient	INCI
1	40.50	Microcel MC 102	Microcrystalline cellulose
1	54.00	Jeesperse® ICE-T® CPCS	Cetearyl Alcohol, Behentrimonium Chloride, Polyquaternium-37
1	1.00	Guarsafe® JK-130	Guar Hydroxypropyltrimonium Chloride
1	0.50	Tristat SDHA	Sodium Dehydroacetate
1	0.50	Citric Acid Anhydrous Powder USP	Citric acid
2	1.50	Glycerin	Glycerin
2	1.50	Liponate™ Jojoba NatFilm	Hydrolyzed Jojoba Esters (and) Jojoba Esters (and) Aqua (Water)
3	0.50	Fragrance Nevsehir	Parfum (Fragrance)

Jeesperse® ICE-T® CPCS Best choice emulsifier

A multi-functional, free-flowing powder which restores and repairs hair damage to leave hair shinier, silkier, and frizz-free.

Hair slugging formulations

Recovery Balm-to-Oil Hair Mask

VPC.09.22.036

The deeply nourishing balm infused with Jojoba oil, Coconut Oil and Argan Oil melts into the hair to hydrate, reduce frizz, enhance shine, and restore the hair back to a healthy appearance. Apply the product on the hair and leave it overnight. Rinse off with warm water in the morning.

Phase	%	Ingredient	INCI
1	10.00	Jojoba Esters – 70	Jojoba Esters
1	4.00	Genamin® BTLF	Behentrimonium Chloride
1	8.00	Iso Jojoba™ – 50	Simmondsia Chinensis (Jojoba) Butter
1	8.00	Lipocol™ SC Pastilles	Cetearyl Alcohol
1	19.00	Jojoba Esters – 15	Jojoba Esters
1	20.00	Lipovol™ Argan Virgin	Argania Spinosa Kernel Oil
1	10.00	Absolute OC™ Resilience	Argania Spinosa Kernel Oil (and) Jojoba Esters (and) Simmondsia Chinensis (Jojoba) Seed Oil (and) Simmondsia Chinensis (Jojoba) Butter
1	10.00	Liponate™ GC	Caprylic/Capric Triglyceride
1	10.00	Lipovol™ C-76	Cocos Nucifera (Coconut) Oil
2	1.00	BP-Triluronic Acid A	Ricinus Communis (Castor) Seed Oil (and) Sodium Hyaluronate (and) Helianthus Annuus (Sunflower) Seed Wax

Absolute OC™
Resilience

**Oleo-concentrated,
waterless base**

A highly supercharged oil which releases targeted active ingredients deep within the skin's surface for powerful long-lasting results.

BP-Triluronic Acid A
**Triple molecular weight
hydration**

A combination of three different molecular weight fractions of natural hyaluronic acid that delivers potent hydration to combat dry hair.

For more information and formulation
inspiration, contact your sales
representative