vytrus biotech

Elaya Renova™

The hair tensegrist

PRESERVATIVE FREE · PRESERVING BIODIVERSITY · NATURAL ORIGIN 100% ISO 16128 · MICROBIOME COMPATIBLE · IECIC

in-cosmetics latin america Innovation Zone Best Ingredient Award 2022 GOLD

in-cosmetics asia Innovation Zone Best Ingredient Award 2022 SILVER WINNER ACTIVES CATEGORY

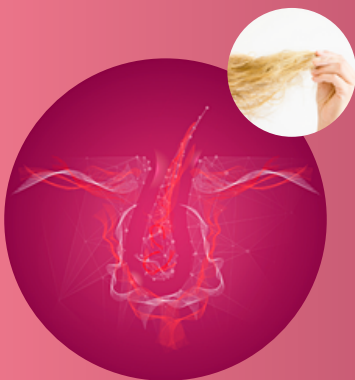## Unique hair care skinification approach to improve hair & scalp Tensegrity.

What is hair tensegrity?

Hair Tensegrity is an architecture-inspired concept which is a new holistic approach to hair care that considers the scalp, the hair follicle and the hair shaft, where all parts are interconnected and the whole hair system is revitalized.

Olea europaea var. sylvestris

A sophisticated and nourishing proteo-lipidic matrix from wild olive tree stem cells.

Hair and scalp damaged ▶ Hair system revitalized

HAIR AND SCALP:

- ✓ Protection
- ✓ Reinforcing and regenerating
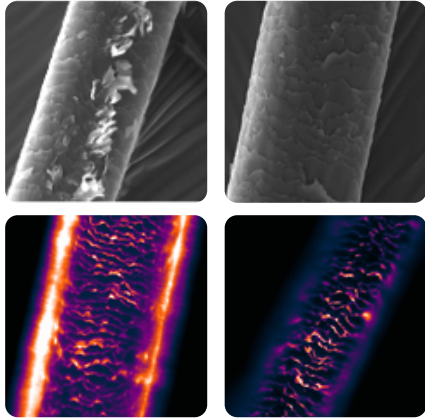- ✓ Beautifying

REQUEST A SAMPLE

Elaya Renova™ proven efficacy

HAIR PROTECTION, RESTRUCTURING & REINFORCING

PROTECTION VERSUS HIGH TEMPERATURES AND UV

PLACEBO   ELAYA RENOVA™

Elaya Renova™ protects hair from damage at 230°C, and against UV-induced keratin carbonylation (up to 70% protection).
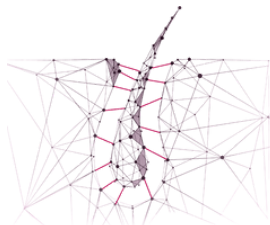
PROTECTION OF DYED HAIR COLOR

HAIR NOURISHING AND BEAUTIFYING

PLACEBO   ELAYA RENOVA™

INCREASE OF HAIR DIAMETER   UP TO **+14%** (+ 9.2 µm)

REACHING THE HAIR CORTEX

Elaya Renova™ improves hair volume, hydration, softness and shine.

SCALP PROTECTION & STRENGTHENING

REINFORCING HAIR ANCHORING

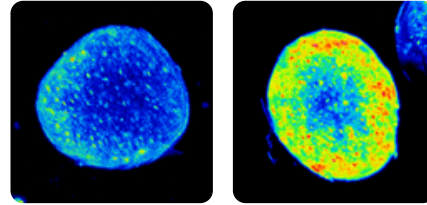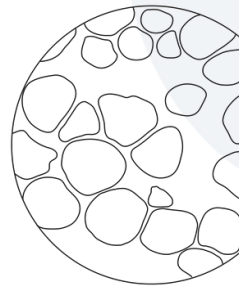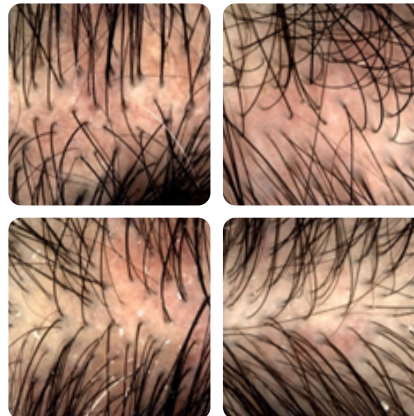|	
VERSICAN INCREASE	**+15%**
COLLAGEN 17A INCREASE	**+37%**

Elaya Renova™ increased the gene expression of key hair anchoring proteins, reinforcing the connection between scalp and follicle.

MICRO-CAMERA EVALUATION

PLACEBO   ELAYA RENOVA™

SCALP REGENERATION

COLLAGEN BOOSTING

Elaya Renova™ improves hydration, avoids excessive desquamation, and reduces redness of sensitive scalp.

INCI (Active)
Olea Europaea (Olive) Leaf Extract, Cyclodextrin

DOSAGE
0.5 – 2%

FORMULATION
Dispersible in water & ethanol.
Incorporation during the cooling phase (<40°C)