

SCALPHIX™ OX-GUARD

Pro-density scalp shield



SCALPHIX OX-GUARD

INCI : Caprylic/Capric Triglyceride (and) Jojoba Esters (and) Camellia Sinensis Leaf Extract (and) Lithospermum Erythrorhizon Root Extract (and) Haematococcus Pluvialis Extract (and) Glycyrrhiza Glabra (Licorice) Root Extract (and) Resveratrol

CAS #: 73398-61-5 / 65381-09-1 (and) 61789-91-1 (and) 84650-60-2 and 223749-76-6 (and) N/A (and) 68916-91-6 (and) 501-36-0

EC #: 277-452-2 (and) 265-724-3 and N/A (and) 283-519-7 (and) N/A (and) 919-412-5 (and) 272-837-1 (and) N/A

Hair Density & Thickness

Scalp Barrier Protection

Antioxidant Powerhouse

Decrease Scalp Sensitivity & Inflammation

Recommended Applications



Scalp care



Hair care

The scalp is often taken for granted and treated with harsh products. Around 60% of women and 40% of men report to have sensitive scalps.*

**Eucerin: Scalp and hair problems*

If we use skincare everyday, what is the difference of caring for our scalp?

SCALPHIX OX-GUARD is a next generation scalp active ingredient clinically proven to increase hair density and strengthen the skin barrier for everyday use. This ingredient helps limit effects of environmental stressors and reduce mechanisms that lead to inflammation in the scalp.

Our scalp has unique physiology when compared to skin on the face or body. SCALPHIX OX-GUARD is a lipophilic active that addresses the higher sebum production that occurs in the scalp. This ingredient composition was designed with natural technology to provide permeation and bioavailability to protect the scalp against inflammaging caused by oxidative stress.

SCALPHIX OX-GUARD is oil-based and compatible with anhydrous systems, emulsions, and cleansing products. It is ideal to use in scalp oils, serums, and masks.

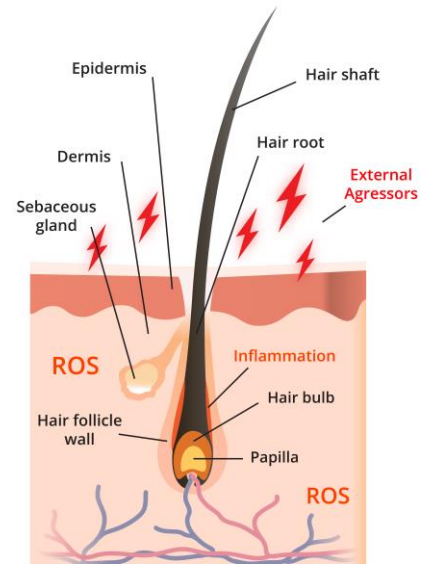


 Vantage®

Backed By Science: Scalp Inflammation & Inflammaging

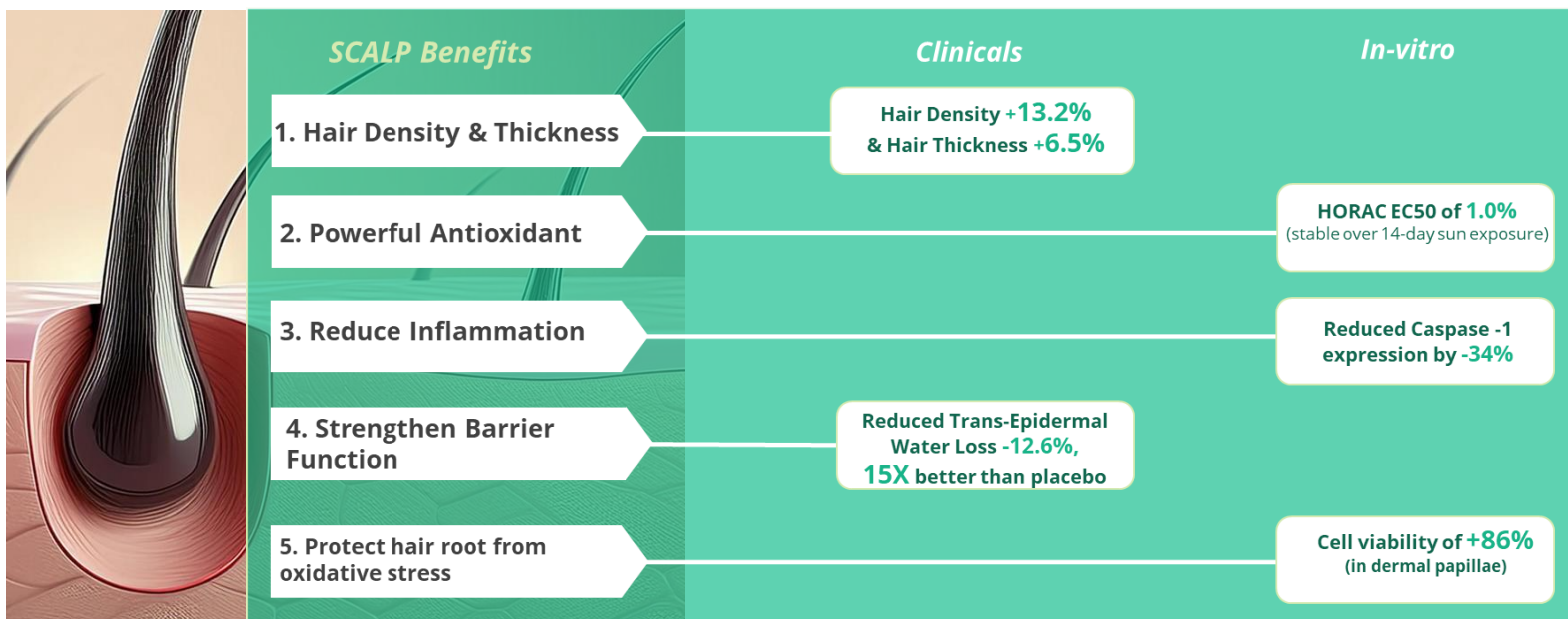
The Impact of Inflammation/Inflammaging on the Scalp and its Causes

- **Oxidative stress on the scalp creates Reactive Oxygen Species (ROS)**
- **Such oxidative stress can arise from exogenous factors including:**
 - ✓ Visible and UV energy exposure, chemical exposure, pollution & microbial exposure
 - ✓ Such stresses cause release of active caspase-1, a potent protease enzyme that can lead to further inflammation
- **Oxidative stress disrupts the hair follicle, causing brittle, damaged hair, and weaker hair bulb anchorage.**
- **It can cause follicular problems including:**
 - ✓ Damage to pre-emergent hair fibers
 - ✓ Premature hair aging
 - ✓ Increased scalp sensitivity
 - ✓ Hair loss, and reduced hair fiber shine
 - ✓ Scalp dryness and flaking
- **Controlling the release of caspase-1 and reactive oxygen species can help mitigate these damages**



Reducing oxidative stress and inflammation are key to promoting increased hair density and overall scalp protection.

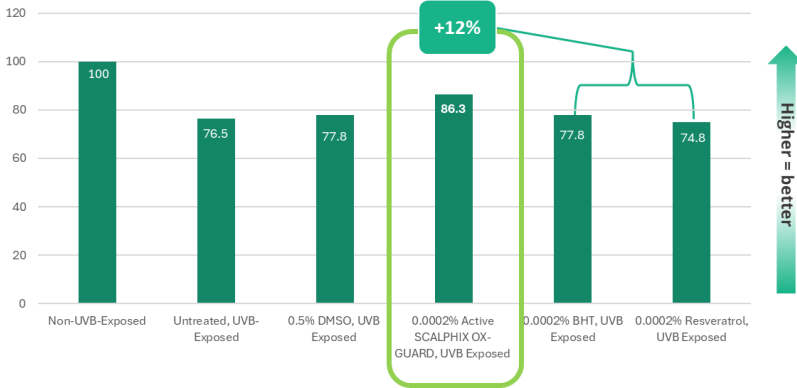
SCALPHIX™ OX-GUARD efficacy



Abstract of clinical and in-vitro testing, please contact your Vantage representative to learn more information.

SCALPHIX™ OX-GUARD Efficacy Studies

Cell Viability (% Non-UVB Exposed)



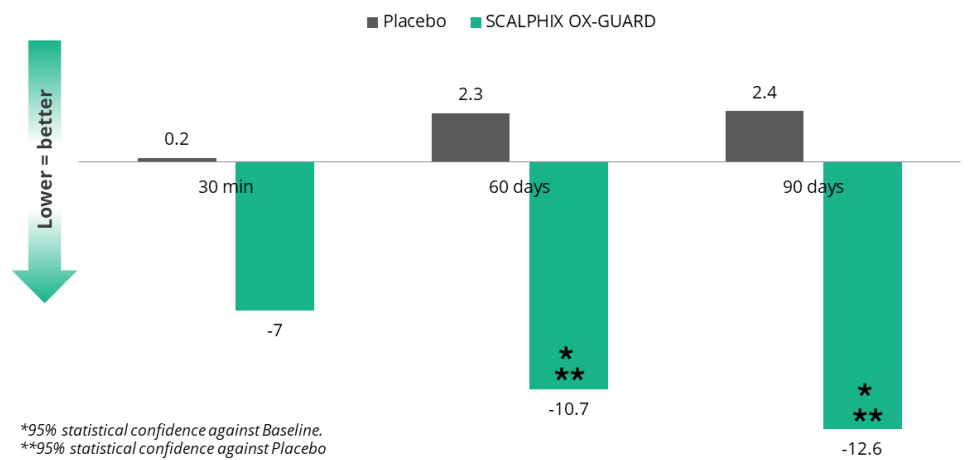
Cell viability promotes protection of the hair root from oxidative stress.

SCALPHIX OX-GUARD demonstrated **86% cellular viability** after UVB treatment which **out-performed BHT and Resveratrol by more than 12%** at comparable concentrations.

SCALPHIX OX-GUARD showed improvement in scalp barrier function in 100% of participants after 30 min to 90 days. **By reducing TEWL, the scalp barrier is reinforced, helping to reduce scalp dryness, irritation, and itchiness.**

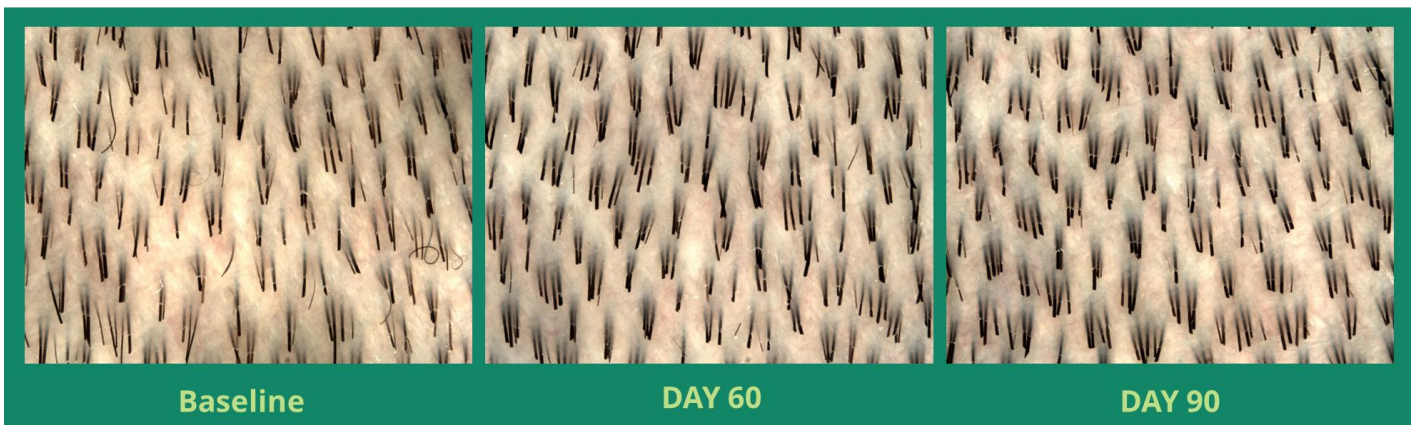
SCALPHIX OX-GUARD **improves SCALP BARRIER up to 15X** after 90 days vs. placebo.

Trans-Epidermal Water Loss (TEWL)



*95% statistical confidence against Baseline.
**95% statistical confidence against Placebo
SCALPHIX OX-GUARD used at level of 1.5%

SCALPHIX OX-GUARD increased **hair density** by up to **13.2%*** after 90-days.



SCALPHIX OX-GUARD use level 1.5% in a scalp serum

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Appearance/ Solubility	Red Liquid / Oil-soluble
Recommended Use Level	From 1.5%
Shelf life	2 years
GMO status	Non-GMO
Origin	USA ISO 16128: Natural Origin Content 100%
Regulatory	Listed on INCI, China IECIC

Consumer Perception

*Consumer panel study with 15 female volunteers using SCALPHIX OX-GUARD twice daily for 90 days. Panelists had four different hair types and all experienced sensitive scalp previously.



Formulation guidelines

- Soluble in oil base (esters & vegetable oils)
- Stable under normal temperatures and conditions.
- Nonflammable material, keep container closed.
- Expected to be compatible with most used ingredients.
- pH recommendation (in emulsion/serum): 4.0 - 6.5
- Due to the natural red color, the ingredient may be sensitive to sunlight, so amber packaging or a secondary packaging (e.g. box) is recommended for final product color stability.

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