

**Quinoa Pro EX** | A species of *Chenopodium*, quinoa is best known as a food ingredient, particularly for its edible seeds. Mainly cultivated in the Andes of South America, quinoa has been an important source of nutrition in the region for 6,000 years. The Incas called it the “mother grain” and held it sacred. In fact, it was so revered, each year the emperor of the Incas would sow the first quinoa seeds of the season with a golden shovel. Building on a long history of use, Quinoa Pro EX brings the powerful benefits of quinoa to the cosmetic industry.



A hydrolyzed protein, Quinoa Pro EX confers film forming and moisture retention benefits typical of proteins, but has also been proven to provide substantivity and penetration of the hair for damage protection and control.

### Key Benefits

- Proven substantivity to hair repairs damage and makes hair look smoother and silkier
- Penetrates into the hair shaft for powerful protection and repair
- Film forming properties protect hair and skin from environmental exposure
- Considered a complete protein, quinoa contains all 8 essential amino acids
- Binds moisture and provides nourishment to skin and hair
- Gluten-free
- Paraben-free

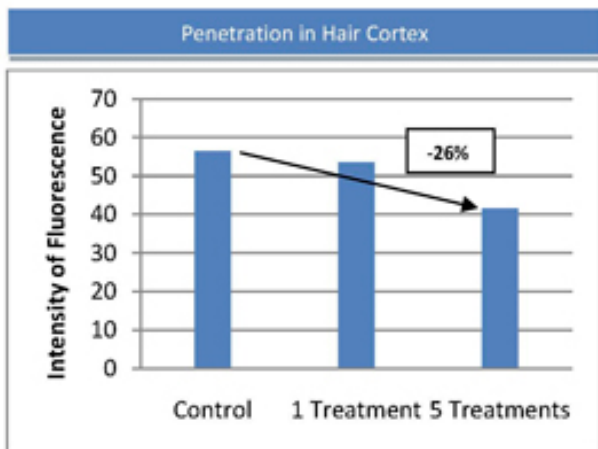
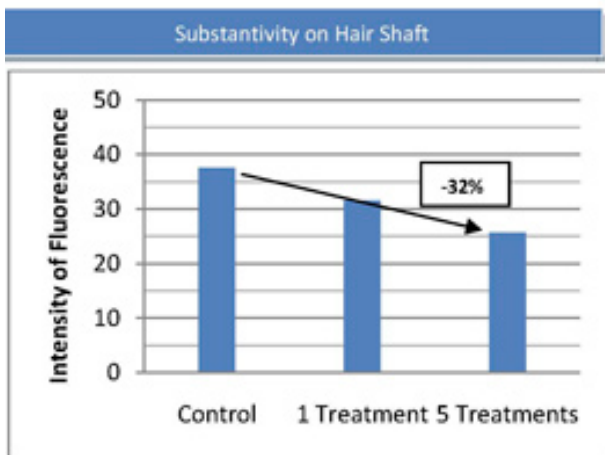


## Study Results

### Substantivity and Penetration of Hair Shaft

Swatches of double bleached Caucasian hair were submitted to a cycle of 5 treatments of a 1% aqueous solution of Quinoa Pro EX. Fluorescence microscopy was used to assess the adsorption of Quinoa Pro EX on both the hair's surface and its penetration into the cortex, compared to a control.

- After just 1 treatment, the Quinoa Pro EX showed a 16% improvement on damage to the outside of the hair shaft, versus the control.
- After 5 treatments, the solution of Quinoa Pro EX caused a 32% improvement on damage to the outside of the hair, and a 26% reduction of damage inside the hair cortex, compared to the control.



## Applications

- Hair repair products
- Post-relaxer & post-perm conditioners
- Ethnic hair care
- Shampoos & conditioners
- Skin creams & lotions

## Product Info

INCI Name: Hydrolyzed Quinoa

Appearance: Clear amber liquid

Recommended use level: 1 - 10%

