



**Special  
chemicals**

# **SCH ShellCare® SCALP**

**Multifunctional encapsulated active for comprehensive scalp therapy**



# What is scalp skinification?

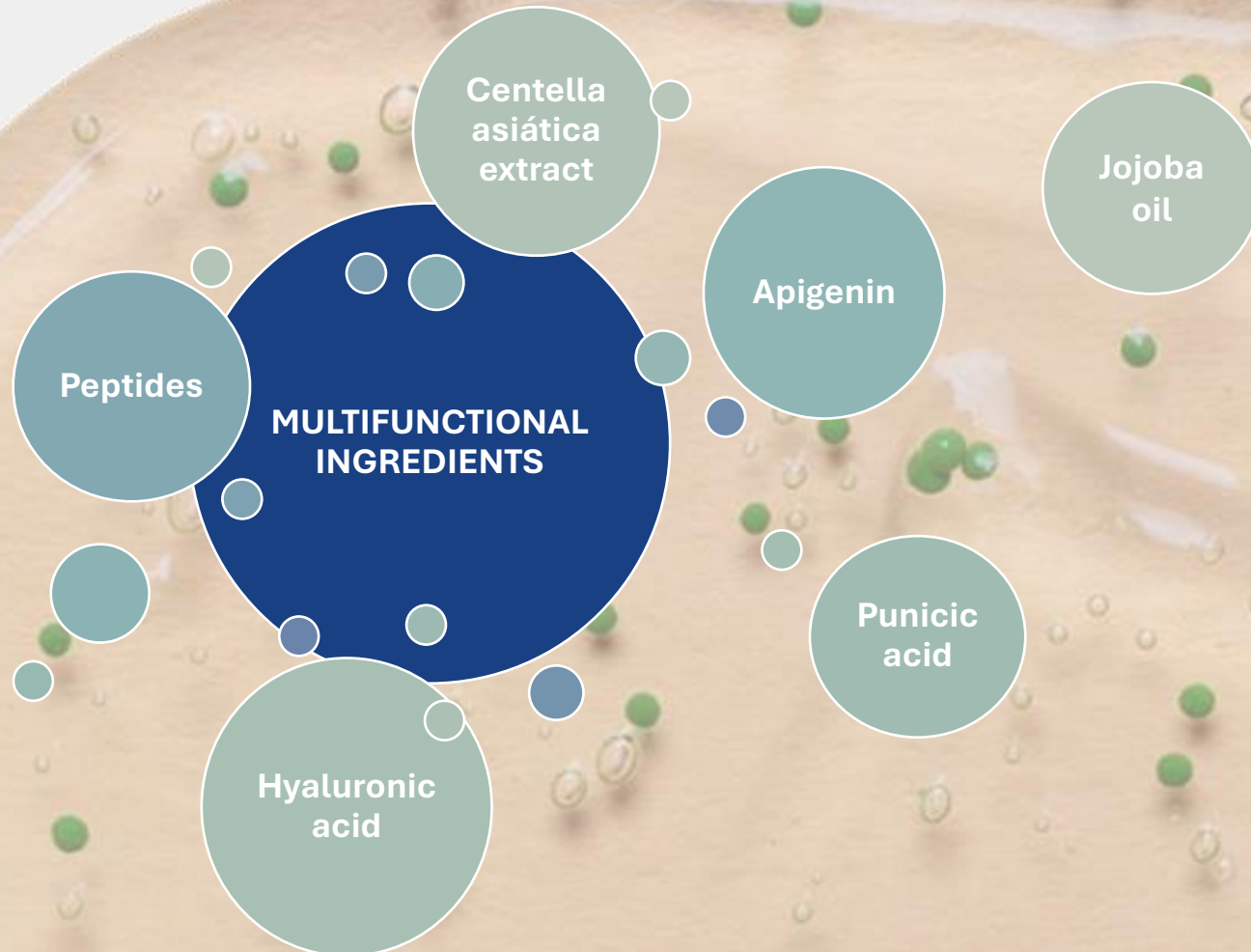
- Borrowing **skincare principles** for scalp health
- Addressing **scalp issues** like dryness, inflammation, and dandruff
- Improving **overall hair appearance** and growth

## Why scalp skinification matters

- The scalp is an **extension** of the skin
- Poor scalp health → **Hair issues** (dryness, flakiness, hair loss)
- Growing **consumer demand** for multifunctional, effective hair care products



# Key multifunctional ingredients



Multifunctional ingredients don't just improve hair health—they **actively address the underlying scalp issues** as well



# Targeting scalp issues

Understanding **specific impacts** allows us to create **more targeted** scalp treatments

SCALP PATHOLOGY	Impacts observed on hair					
	↓ Hair diameter	↑ Itching	↑ Cuticle break	↑ Flake thickness	↑ Oxidative stress	↑ Hair loss
Dandruff and seborrheic dermatitis		X	X	X	X	
Atopic dermatitis		X	X		X	
Psoriasis	X	X	X	X	X	X
Alopecia	X				X	X



# New techniques in *scalp skinification*

- **Botanical extracts** → Lavender, calendula, and chamomile for scalp inflammation and hair growth.
- **Sustained release technology** → Controlled systems maintain a constant concentration of active ingredients over time, ideal for chronic scalp conditions.
- **Microneedling techniques** → Microlesions enhance the absorption of serums and promote hair growth.
- **Encapsulation of active ingredients** → Protect sensitive ingredients, allowing for controlled release into the scalp and hair follicles.





# Case study: Hair tonic with encapsulated active ingredients

INGREDIENT	INCI	%
Water	AQUA	c.s.p. 100
SCH ShellCare® SCALP	AQUA	3 - 5
	POLYCAPROLACTONE	
	XANTHAN GUM	
	SORBITAN STEARATE	
	PROPANEDIOL	
	1,2-HEXANEDIOL	
	CAPRYLYL GLYCOL	
	COPPER TRIPEPTIDE-1	
	TRIPEPTIDE-10 CITRULLINE	
	CUCURBITA PEPO SEED EXTRACT	
	ELLAGIC ACID	
	TETRAHYDROCURCUMIN	
	SODIUM HYALURONATE	
Alcohol (70%)	AQUA	30 - 40
	ALCOHOL DENAT.	
Hyaluronic acid	SODIUM HYALURONATE	0,5 – 0,75
Menthol	MENTHOL	0,1 – 0,3

**SCH ShellCare® SCALP**

- Excess sebum
- ↓ Prostaglandins
- ↑ Dermal collagen
- Antioxidant
- ↓ Hair loss
- Hydration
- Microbiome control



# Consumer demands in scalp care driving skinification

US hair and scalp care

market size:

2019 → \$16,4B

2028 → \$134,3B

## KEY FACTORS

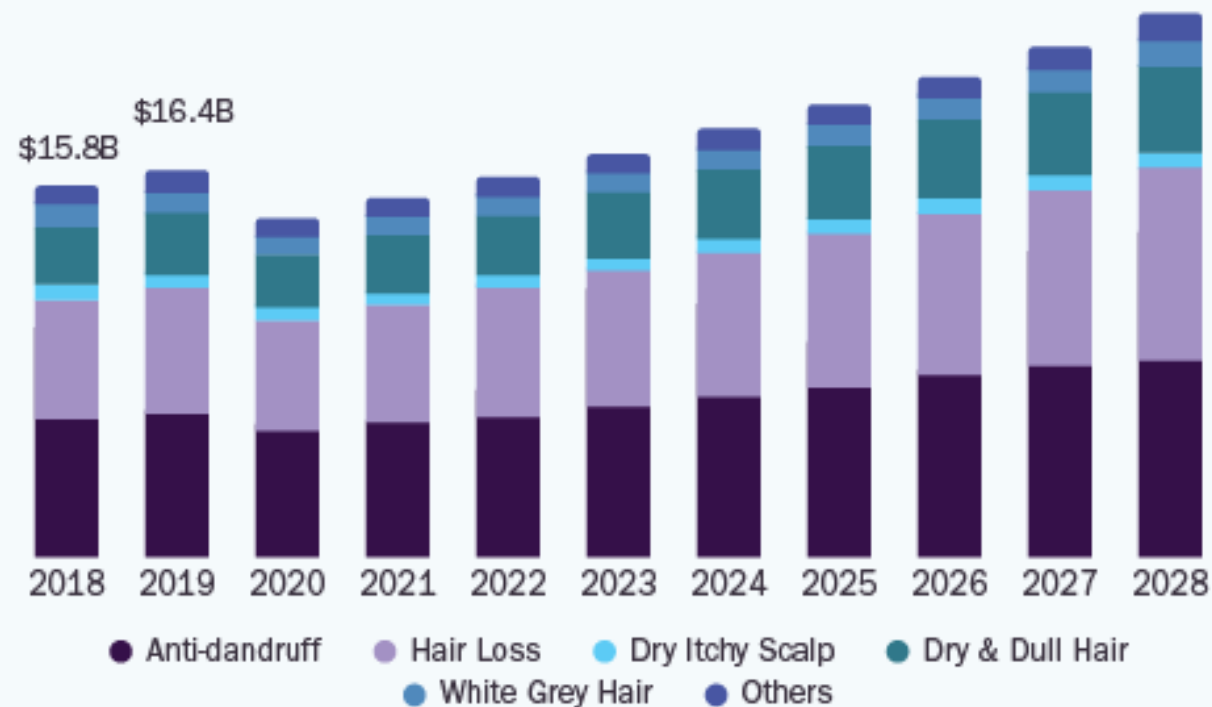
Rising **old age** population

Growing trend in the **fashion industry**

More **males** using hair care products

## U.S. Hair And Scalp Care Market

size, by product, 2018 - 2028 (USD Billion)



GRAND VIEW RESEARCH

6.0%

U.S. Market CAGR,  
2021 - 2028

Source:  
[www.grandviewresearch.com](http://www.grandviewresearch.com)



## Final thoughts

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### **Skinification**

**Holistic** approach

We can address **underlying** scalp conditions

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### **Personalized solutions**

**Multifunctional** ingredients

Advanced **techniques**

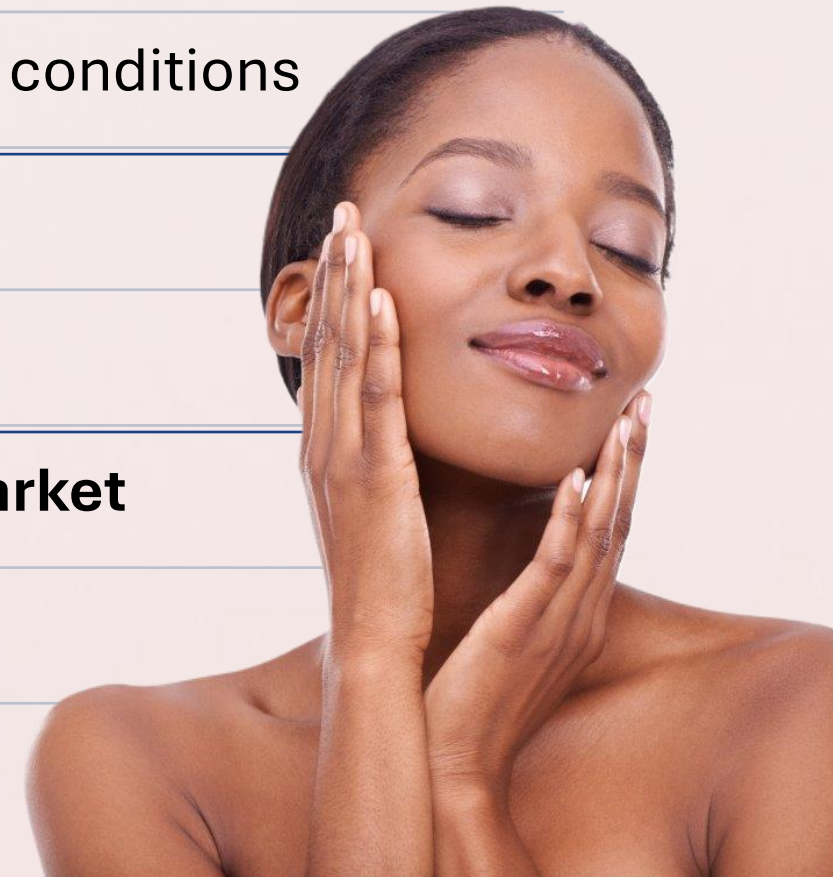
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### **Rising trend**

Well-informed and demanding **market**

Science based and for **all ages**

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**Thank you so much for your attention!**