



## HAIRONIX-11A

“Goodbye Animal Keratin, Hello Plant Power.”

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### ★Product Overview:

INCI Name: vegetable Source amino acids (and) Sodium benzoate (and) Phenoxyethanol (and) Ethylhexylglycerine (and) Potassium Sorbate

Form: Water-soluble liquid

Applications: Smoother Hair • Reduced Frizz • Improved Strength • Damage Repair.

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### ★Product Concept:

#### “The Shift to Smarter Beauty”

For decades, the beauty industry relied on one idea of strength proteins derived from animals, designed to mimic Keratin and restore damaged hair. It worked, but it came with questions. About sustainability. About ethics. About what we put on our bodies, and where it comes from.

As consumers evolved, so did expectations. Beauty was no longer just about results it became about responsibility.

That’s where innovation stepped in.

Scientists began to look toward nature not to extract, but to recreate. Using advanced biotechnology, they discovered how to combine plant-derived amino acids from wheat, soy, and corn to replicate the performance of traditional keratin without relying on animal sources.

The result? A new generation of hair care powered by ingredients like HAIRONIX-11A a breakthrough that delivers strength, repair, and smoothness through plants.

This isn’t just a replacement. It’s an upgrade.



Where animal proteins simply coated the hair, plant-based proteins are engineered to bond, repair, and protect working in harmony with the hair's natural structure. Lighter. Cleaner. Smarter.

Because the future of beauty isn't about choosing between performance and principles.

It's about having both.

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## ★Key Features :

- 100% Plant-Based Technology  
Derived from wheat, soy, and corn amino acids
- Keratin-Mimicking Formula  
Designed to replicate animal source Keratin
- Advanced Repair System  
Targets damaged areas of hair fiber
- Lightweight & Non-Greasy  
No heavy buildup or stiffness
- Clean Beauty Formula  
Free from animal-derived ingredients
- Multi-Functional Use  
Works in shampoos, masks, and leave-in products

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## ★Benefits:

✓ Deep Hair Repair ✓ Stronger Hair ✓ Frizz Control ✓ Softness & Shine ✓ Heat Protection ✓ Long-Term Improvement ✓ Vegan & Ethical Choice.

★**Cosmetic Applications:** Leave-on and rinse-off hair care products.

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★**Recommended Usage Level:** 2-10%



## ★Technicle Data :

### Parameter : Specification

Appearance : Red to amber liquid

Odor : Mild, Characteristic ferment note

Solubility : Water

pH (1% solution) : 5.0 – 6.0

Active Components: Amino Acids, Peptides.

Shelf Life : 18 months (under recommended storage conditions)

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## ★ Formulation Compatibility

- Compatible with emulsifiers, humectants, natural oils, UV filters, and most cosmetic actives.
  - Suitable for cold and hot process (bellow 40°C) emulsions.
  - Can be incorporated into both leave-on and rinse-off hair care formulations.
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## ★Packaging & Storage:

- Available Pack Sizes: 1 kg / 5 kg / 25 kg HDPE containers.
  - Storage Conditions: Store in a cool, dry place (below 30°C), away from light and moisture.
  - Shelf Life: 18 months from date of manufacture (unopened).
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## ★Certifications & Claims

- Non-Irritant & Dermatologically Tested
  - Paraben-Free, Silicone-Free, Mineral Oil-Free
  - GMO-Free & Cruelty-Free
  - Eco-friendly & Sustainable Source.
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### GENETIC BIOCHEM PRIVATE LIMITED