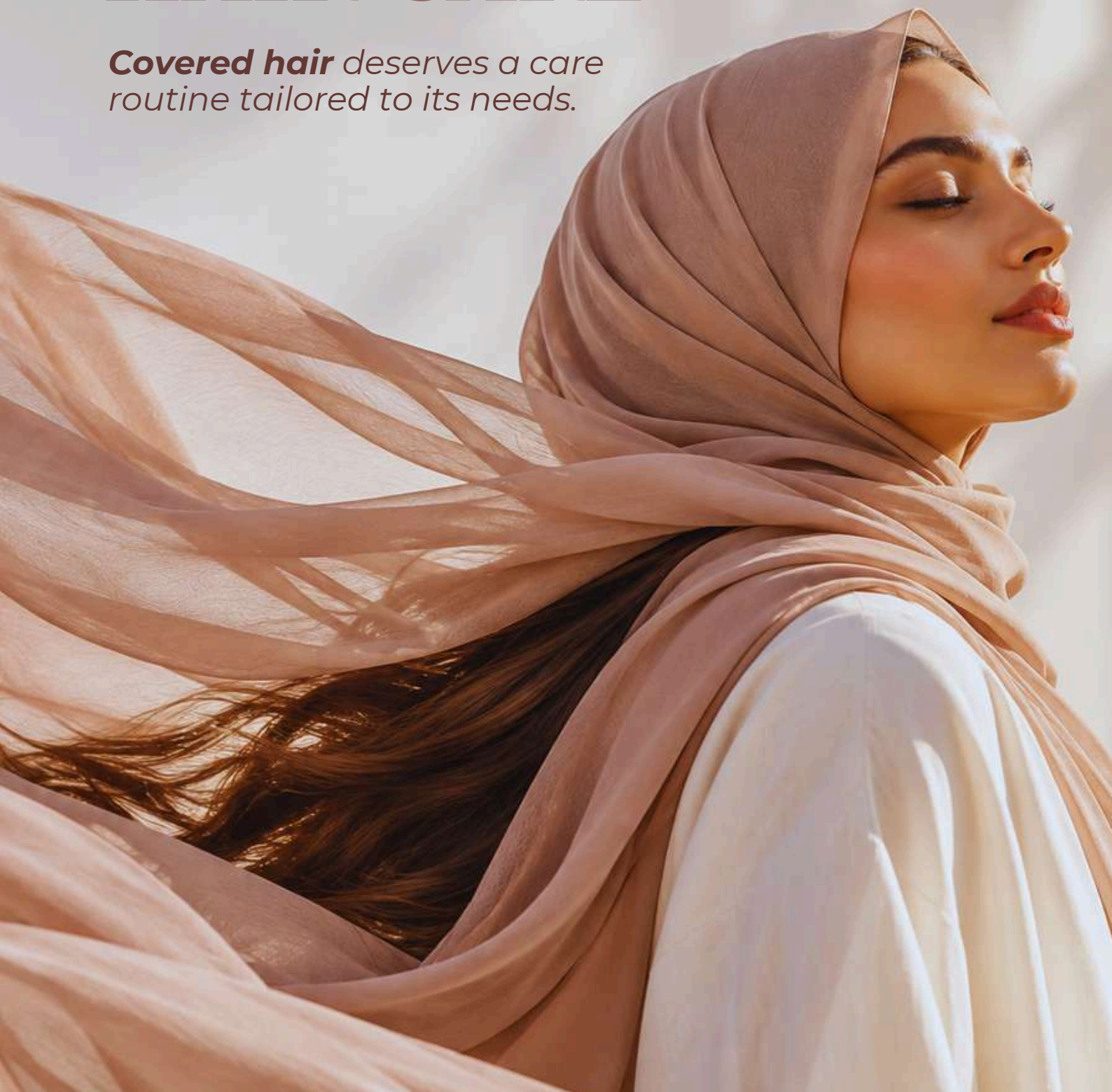


HIJAB-FRIENDLY HAIR CARE

Covered hair deserves a care routine tailored to its needs.



HIJAB-FRIENDLY HAIR CARE A RAPIDLY GROWING MARKET

HIJAB-FRIENDLY HAIR CARE MARKET IN INDONESIA

The Report Cubes, Indonesia Haircare
Products for Hijab Consumers Market Report.

1.100 M USD

Estimated value 2025

2.010 M USD

2034 forecast

Estimated annual growth: +6.9%

WHAT CONCERNS CONSUMERS?

A study conducted on **60 women** wearing hijab identified two key concerns:

41,7%

reported having
dandruff

78,3%

reported experiencing
greater **hair loss**

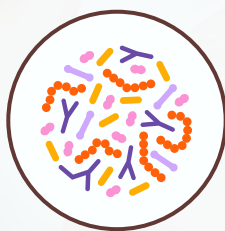
Mughni et al., Measurements of Scalp Transepidermal Water Loss and Hydration in Women Wearing Hijab Correlated with Hair Wash Frequency, International Journal of Trichology.

WHY DOES THIS HAPPEN?



HEAT AND HUMIDITY:

Heat and sweat can increase scalp moisture, promoting the appearance of dandruff.



MICROBIAL DYSBIOSIS:

A higher presence of *Malassezia* has been observed in hijab wearers, causing an imbalance on the scalp.



FRICTION AND TENSION:

Fabric friction and tight hairstyles increase mechanical stress, promoting hair breakage and hair loss.

HIJAB-FRIENDLY HAIR CARE

ACTIVE INGREDIENTS



BALANZZA

Quillaja saponaria
stem cell extract for
scalp balance and
dandruff control.



FUNCTIONS:

Anti-dandruff

Microbial modulation

Gentle cleansing

Antioxidant protection

INCI: Quillaja saponaria callus
extract, glycerin

Solubility: Hydrosoluble

Dosage: 1-2%

KEY EFFICACY TESTS:

- **>99%** reduction in *Malassezia furfur* with 1% BALANZZA
- **-54.29%** *Cutibacterium acnes* with 2% BALANZZA
- **-26.2%** in dandruff score over 28 days



HIJAB-FRIENDLY HAIR CARE ACTIVE INGREDIENTS



BIO CAPIGEN VEG 2

Anti-hair loss botanical complex that stimulates growth and strengthens the hair fiber. It acts as a plant-based alternative to animal keratin.



INCI Aqua, Hydrolyzed Soy Protein, Propanediol, Glycerin, Panthenol, Zinc PCA, Glucose, Ornithine HCL, Niacinamide, Arginine HCL, Panax Ginseng Root Extract, Citrulline, Glucosamine HCL, Pyridoxine HCL, Allium Cepa Bulb Extract, Biotin

Solubility: Hydrosoluble

Dosage : 3-10%

FUNCTIONS:

Anti-fall

Growth

Density

Pro-keratin

KEY EFFICACY TESTS:

- **+26%** KRT1 synthesis in 24 h
- **+10.9%** hair density in 28 days
- **+10.2%** hair count in 28 days
- **+13.1%** anagen/telogen ratio in 28 days



BALANCE ANTI-DANDRUFF SHAMPOO PROT.84/26

Natural **anti-dandruff shampoo** that helps **reduce dandruff** and **rebalance the scalp** with a **lightweight, refreshing gel texture**

PHASE	RAW MATERIALS	INCI	%
1	WATER	AQUA	46,90
	DERMOSOFT OMP	METHYLPROPANEDIOL, CAPRYLYL GLYCOL, PHENYLPROPANOL	3,00
	GLYCERIN	GLYCERIN	5,00
2	PLANTACARE 1200	AQUA, LAURYL GLUCOSIDE	11,00
	EVERSOFT ACS	SODIUM COCOYL ALANINATE, AQUA, COCONUT ACID, SODIUM CHLORIDE	20,00
	DEHYTON PK	COCAMIDOPROPYL BETAINE, SODIUM BENZOATE, AQUA	5,00
	PERFUME WHITE WOODS	PARFUM	0,10
3	BALANZZA	QUILLAJA SAPONARIA CALLUS EXTRACT, GLYCERIN	2,00
	SEBOREDUCTYL	AQUA, HYDROLYZED YEAST PROTEIN, BUTYLENE GLYCOL, FOMES OFFICINALIS EXTRACT, PYRIDOXINE HCL, NIACINAMIDE, PANTHENOL, ALLANTOIN, THREONINE, CHLORPHENESIN, BIOTIN, PEG-40 HYDROGENATED CASTOR OIL, PHENOXYETHANOL	2,00
4	OXETAL VD 92-MB	PEG-90 GLYCERYL ISOSTEARATE, LAURETH-2, AQUA	1,00
5	LACTIC ACID 20%	LACTIC ACID, AQUA	4,00
TOTAL			100,00

Note: It is the formulator's duty to ensure the stability of the given formulation by performing the necessary tests.

MANUFACTURING PROCESS

1. Add phase 1 and homogenise.
2. Premix phase 2.
3. Add phase 1 to phase 2.
4. Add phase 3 to phases 1+2.
5. Add phase 4 to phases 1+2+3 and mix vigorously.
6. Add phase 5 to phases 1+2+3+4.

SERUM SCALP BIO CAPIGEN VEG PROT.215/25

Overnight **hair serum** with Quillay Stem Cells and **Bio Capigen Veg V2** that helps **strengthen hair**, **reduce hair loss**, and **rebalance the scalp** while you sleep.

PHASE	RAW MATERIAL	INCI	%
1	WATER	AQUA	76,50
	DERMOSOFT OMP	METHYLPROPANEDIOL, CAPRYLYL GLYCOL, PHENYLPROPANOL	3,00
2	GLYCERIN	GLYCERIN	5,00
	SODIUM HYALURONATE	SODIUM HYALURONATE	0,10
3	CREMOPHOR RH-40	PEG-40 HYDROGENATED CASTOR OIL	0,20
	PARFUM	PARFUM	0,20
4	STEMCEM QUILLAY	QUILLAJA SAPONARIA CALLUS EXTRACT, GLYCERIN, PENTYLENE GLYCOL	5,00
	BIO CAPIGEN VEG V2	AQUA, HYDROLYZED SOY PROTEIN, PROPANEDIOL, GLYCERIN, PANTHENOL, ZINC PCA, GLUCOSE, ORNITHINE HCL, NIACINAMIDE, ARGININE HCL, PANAX GINSENG ROOT EXTRACT, SODIUM BENZOATE, CITRULLINE, GLUCOSAMINE HCL, PYRIDOXINE HCL, POTASSIUM SORBATE, ALLIUM CEPA BULB EXTRACT, BENZOIC ACID, BIOTIN, SORBIC ACID	5,00
TOTAL			100,00

Note: It is the formulator's duty to ensure the stability of the given formulation by performing the necessary tests.

MANUFACTURING PROCESS

1. Add phase 1.
2. Premix phase 2 and add it to phase 1. Homogenize.
3. Premix phase 3 and add it to phase 1+2. Homogenize.
4. Add phase 4 and homogenize.