

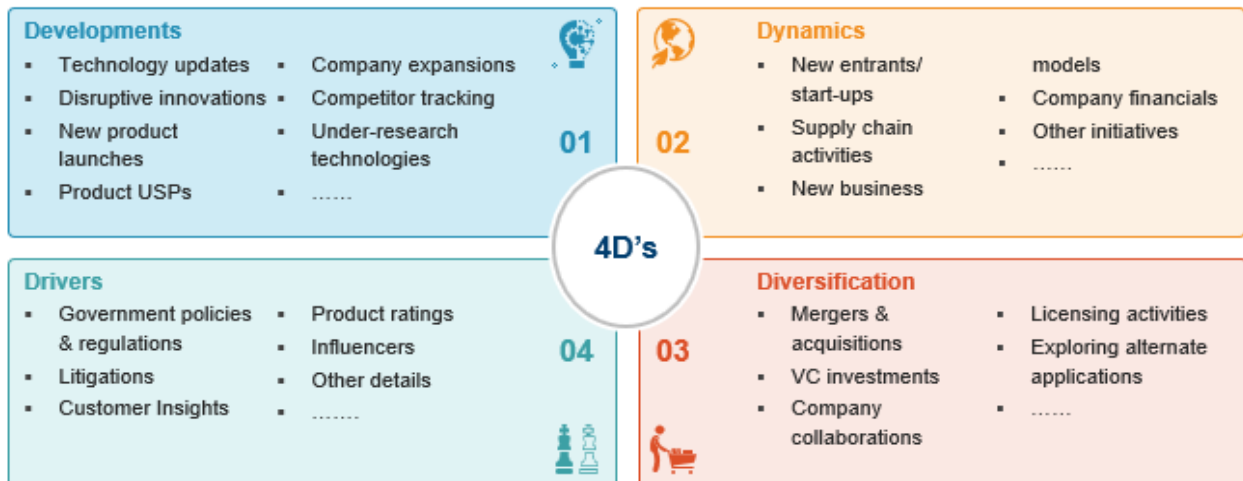
# INTELLOTRACKER

## MICROBIOME IN HAIR CARE

JUNE 2023



### ARANCA'S QUARTERLY SECTORIAL UPDATE ACROSS FOUR DIMENSIONS....





## DEVELOPMENTS

New Product Launch	LUBRIZOL LIFE SCIENCE	Lubrizon Life Science Beauty (LLS Beauty) has introduced SilSense Bio 5 emollient, a biodegradable silicone alternative to D5 Cyclopentasiloxane that provides the same performance and sensory feel in leave-on applications, specifically for skin care, hair care, hair color, sun care and makeup formulations. Source: <a href="#">Cosmetics and Toiletries</a>
New Product Launch		This hair care product is optimized to boost the condition of the scalp and promote longer-lasting blowouts. With a probiotic complex that rebalances the microbiome, this formula is effective for targeting oil and flakes because of dryness. Source: <a href="#">Trend hunter</a>
Technology Innovation		A study published in the International Journal of Cosmetic Science found that paraprobiotics applied topically in shampoo decreased dandruff particles and improved overall scalp appearance after twenty-eight days. Source: <a href="#">Wiley Online Library</a>
Technology Innovation		The study indicates that bacterially induced metabolic changes improve the tolerance of stem cells to damage and enhance regenerative capacity. Source: <a href="#">Science Advances</a>



## DYNAMICS

Company Expansion		The product contains a complex of salicylic acid, pyrithione zinc, bifidus prebiotic and squalane. This new formulation is designed to dissolve dead skin cells. It powerfully and effectively treats dandruff and flakes, while restoring essential moisture to the hair fiber for lively, healthy hair. Source: <a href="#">Happi</a>
Other Initiative		The product controls excessive oil and rebalances the scalp's microbiome. It is made up from blend of green marine algae and a sugar-derived prebiotic to help achieve balance. Source: <a href="#">Glossy</a>



## DIVERSIFICATION

Company Collaboration		This new partnership between Biotera and Target has expanded the distribution channel for Biotera haircare range of microbiome friendly products. The products are made from pre and post-biotic blends that are clinically tested and PETA approved. Source: <a href="#">PR Newswire</a>
Investments		The Australian start-up Straand has received \$2 Million pre-seed investment from Unilever. This fund will be used to expand into the US and other markets. Source: <a href="#">Happi</a>



## DRIVERS

Awareness		BiomeCentric CEO has recently said that the understanding of microbiome products and ingredients has not kept up with its rapid development in beauty and requires more effort in standardization. Source: <a href="#">Cosmetics Design</a>
Accreditation		Jjoba Desert has announced that JD Phyto-Or 1% achieved an 18.10 My Microbiome standard certification, ensuring it as a microbiome friendly product. It is claimed to have beneficial effects for hair and skin. Source: <a href="#">Cosmetics and Toiletries</a>

## SOLUTION PORTFOLIO – TECHNOLOGY RESEARCH & ADVISORY

IP Strategy	Technology Intelligence	Growth & Strategy
<p>How best can we proactively manage and monetise our technical knowhow / intellectual property?</p>	<p>How best can we keep abreast of technology trends, competitor activity and headwinds / tailwinds in our domain?</p>	<p>Which technologies do we invest in? How do we ensure quick wins? Speed to market?</p>
<ul style="list-style-type: none"> <li>IP Portfolio Analysis</li> </ul>	<ul style="list-style-type: none"> <li>Competitor Benchmarking</li> </ul>	<ul style="list-style-type: none"> <li>R&amp;D Strategy Roadmaps</li> </ul>
<ul style="list-style-type: none"> <li>IP Monetisation</li> </ul>	<ul style="list-style-type: none"> <li>Tech / IP Landscapes</li> </ul>	<ul style="list-style-type: none"> <li>Technology Scouting</li> </ul>
<ul style="list-style-type: none"> <li>IP Valuation</li> </ul>	<ul style="list-style-type: none"> <li>Technology Watch</li> </ul>	<ul style="list-style-type: none"> <li>Open Innovation</li> </ul>
<ul style="list-style-type: none"> <li>Prior Art Searches</li> </ul>	<ul style="list-style-type: none"> <li>Market Analysis / Trends</li> </ul>	<ul style="list-style-type: none"> <li>Product Development</li> </ul>



GROWTH ADVISORY



INVESTMENT RESEARCH & ANALYTICS



VALUATION & FINANCIAL ADVISORY



TECHNOLOGY RESEARCH & ADVISORY



PROCUREMENT & SUPPLY CHAIN INTELLIGENCE

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