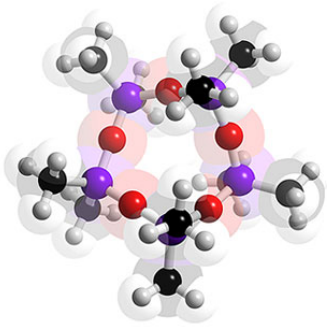




The power of nature
with a silicone touch!
OLIVE CLEAR

what is precious to you?

High demand for natural silicone alternatives with comparable benefits and qualities



In recent years, silicones have been in high demand for their strong **benefits**:

- dry, silky skin feel
- great sensory in hair and skin care formulations
- improve spreadability of finished products
- eliminate soaping effect

However, because silicones are **synthetic** they are often excluded from natural and eco-friendly products

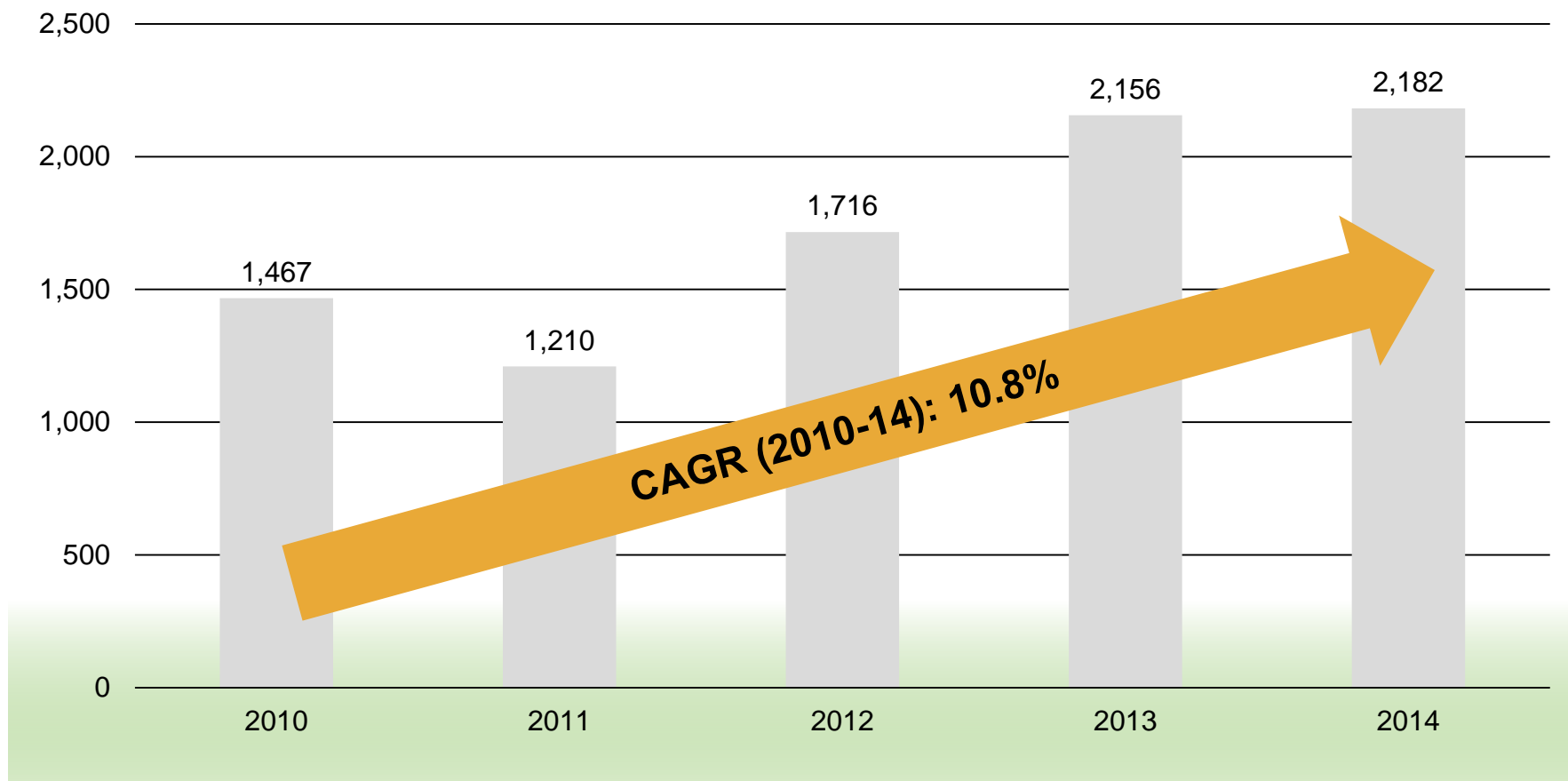
Manufacturers want a natural solution to silicones with performance and appearance parity in formulations:

Olive CLEAR



Silicone-Free products in Personal Care have experienced a strong growth in the last 5 years

Product variants with Silicone-Free claims



Silicone-Free products



Olive CLEAR

Natural alternative to silicone with similar cosmetic properties and benefits

- Mimics silicone **sensory** profile
- Highly **stable** natural alternative
- Fully **transparent** and **odorless**
- Provides **shine** to hair
- Improves hair **manageability**



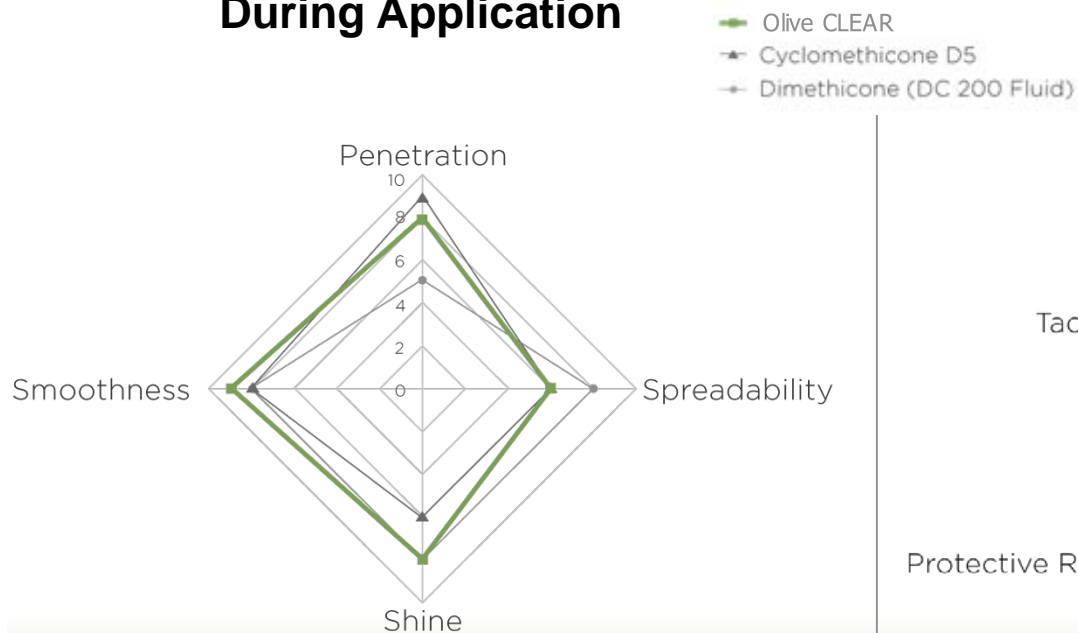


Skin Care
BENEFITS

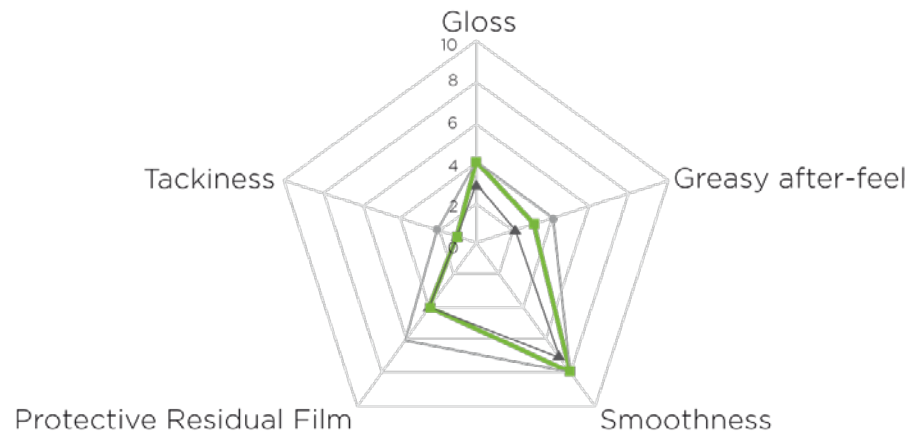
what is precious to you?

Olive CLEAR is a light and dry emollient

During Application



After Application

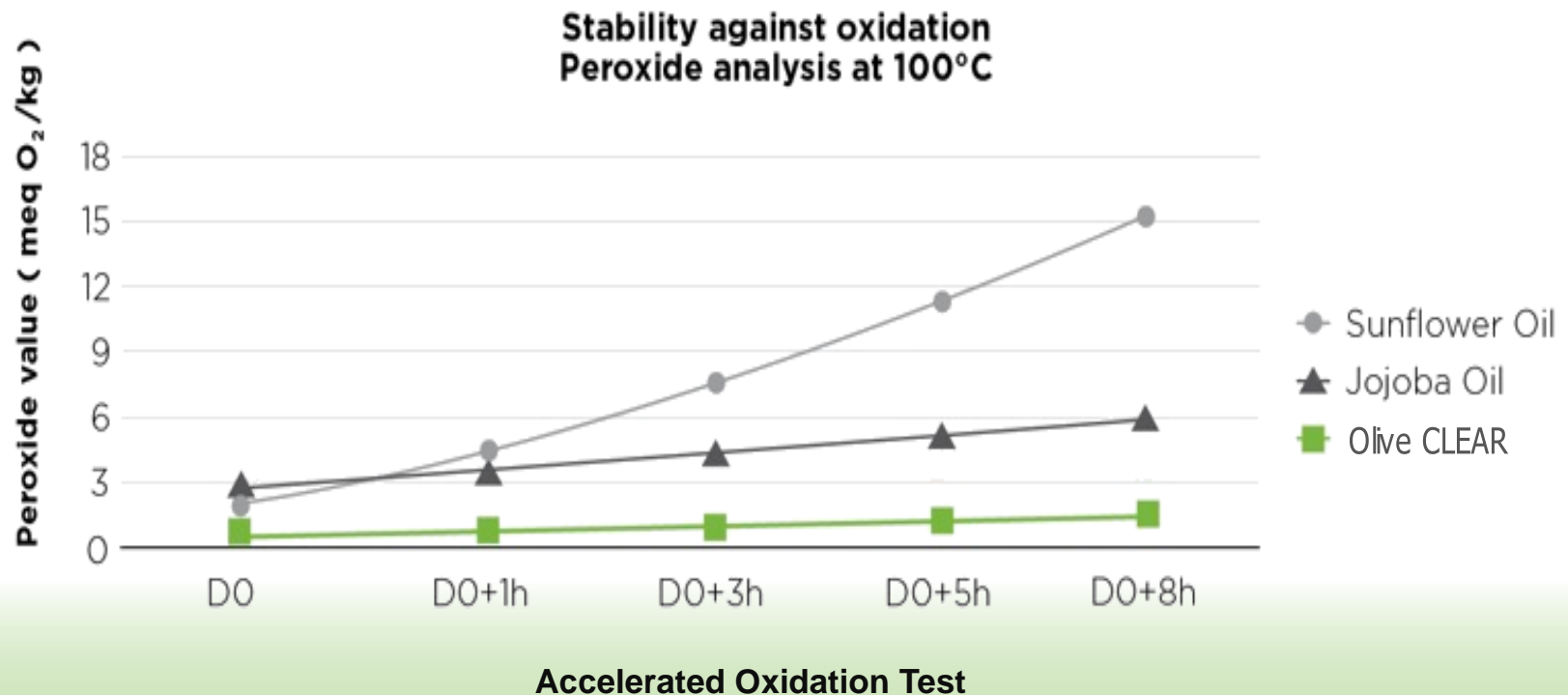


Olive CLEAR is **rapidly absorbed** and offers a **very smooth** initial sensation

Olive CLEAR leaves an **elegant dry skin after-feel**, similar to Cyclomethicone

Olive CLEAR presents a high stability

As a natural ingredient, Olive CLEAR is more **stable** than Jojoba Oil (one of most stable vegetable oils)





Hair Care BENEFITS

what is precious to you?

Olive CLEAR – Hair care benefits



Study Case 1: Rinse off product – Shampoo

- Comparison Olive CLEAR vs. Dimethicone
- Caucasian hair were used
- Evaluation of shine and conditioning effect



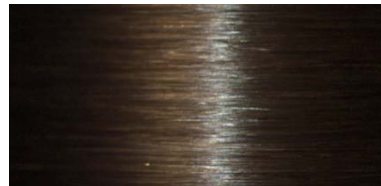
Study case 2 : Leave on product – Dry Oil

- Comparison Olive CLEAR vs. Cyclopentasiloxane and Dimethiconol
- Brazilian hair were used
- Evaluation of shine, volume and frizz control

Study case 1 : Olive CLEAR generates a similar gloss effect to silicone in shampoo formulation

Dimethicone, 3%

Virgin Hair



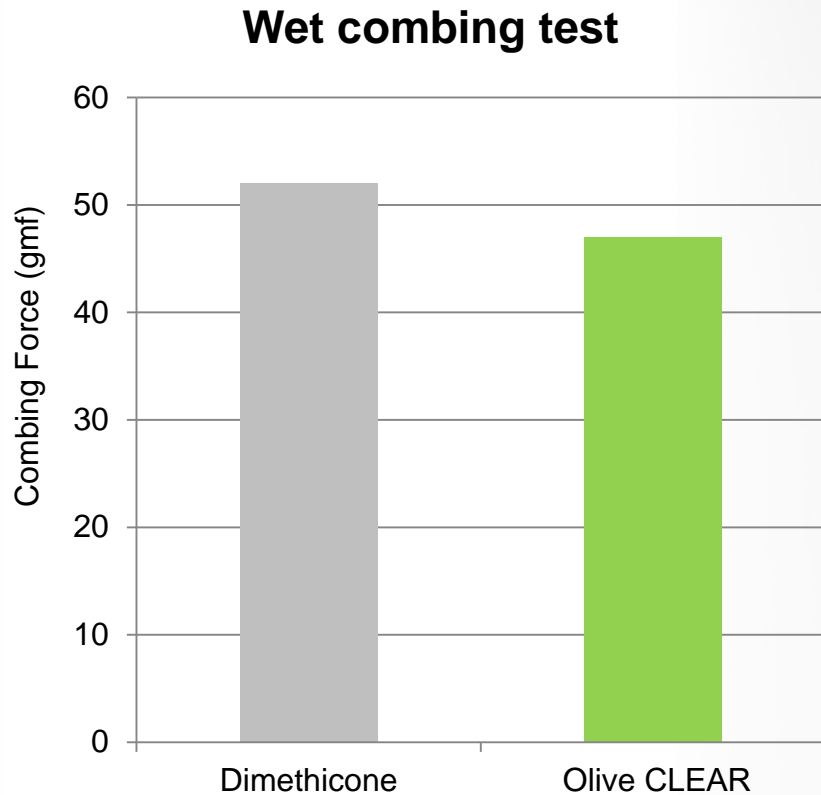
Damaged Hair



Olive CLEAR, 3%

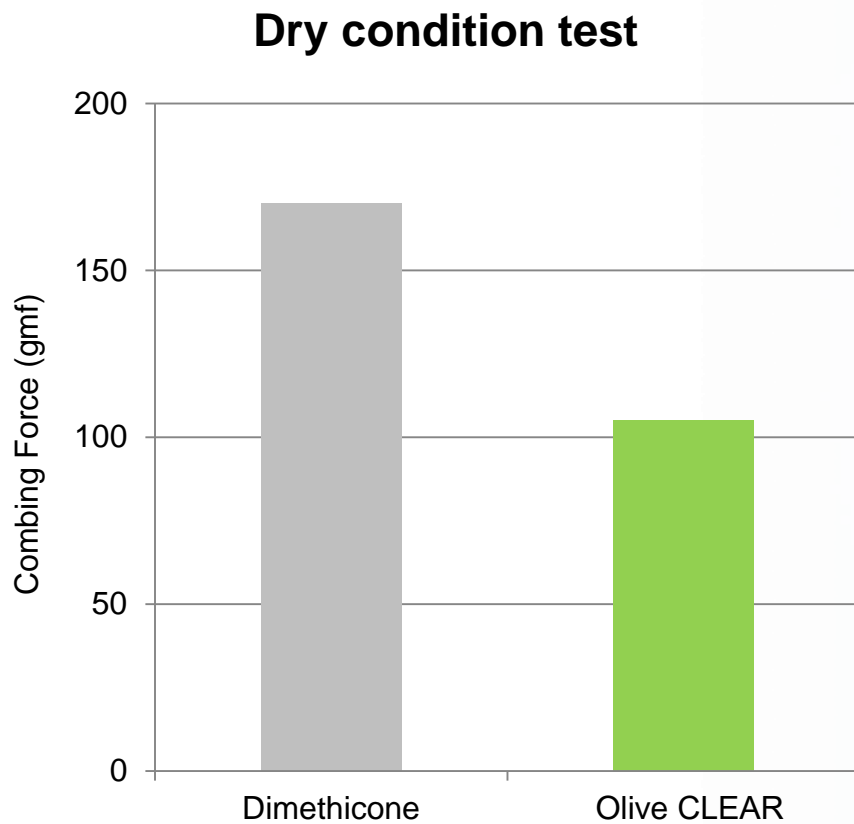


Study case 1 :Olive CLEAR contributes to an easier combing in a shampoo formulation



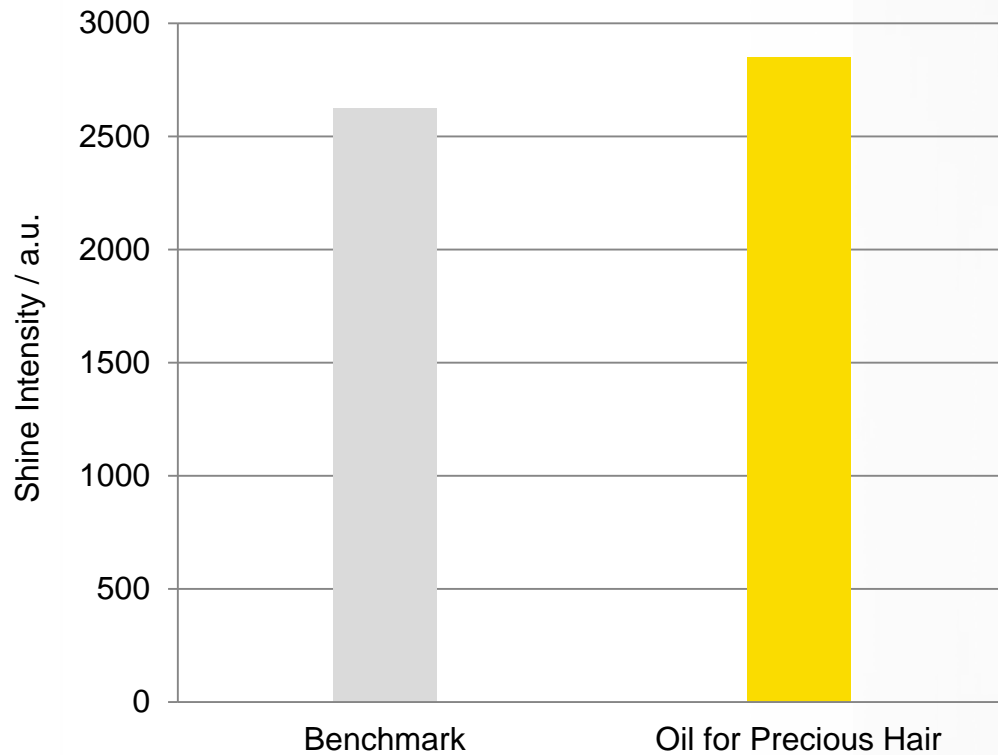
Tested on 3 swatches of damaged Caucasian hair. Tested with a Combing Machine.

Study case 1 :Olive CLEAR contributes to an easier combing in a shampoo formulation



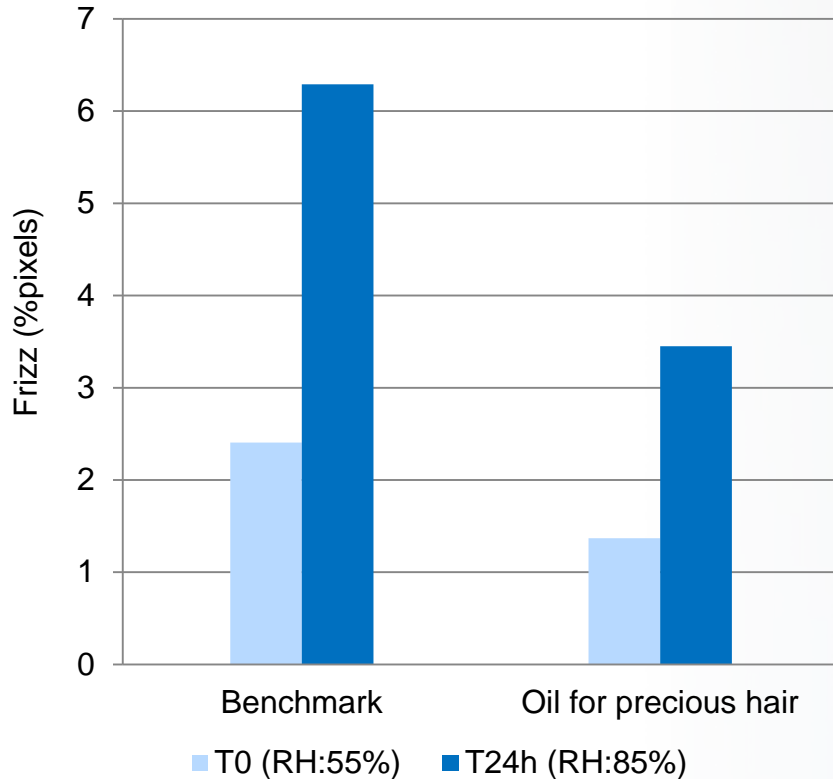
Tested on 3 swatches of damaged Caucasian hair. Tested with a Combing Machine.

Study case 2 : Olive CLEAR provides more shine to hair



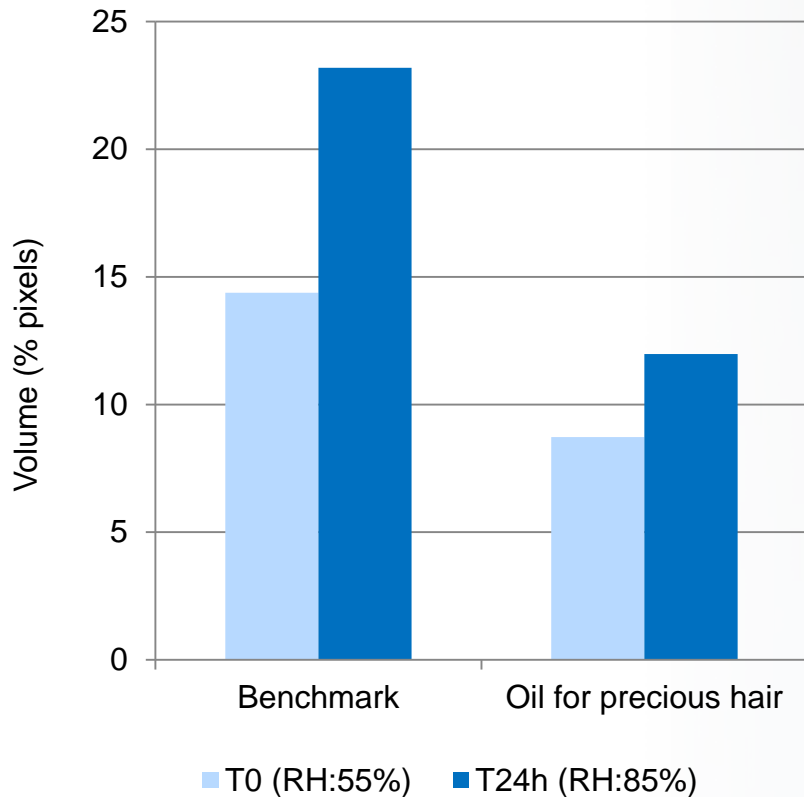
Tested on 25 swatches of Brazilian hair in a leave on product. Results obtained from image analysis.

Study case 2 : Olive CLEAR allows a superior frizz control



Tested on 25 swatches of Brazilian hair in a leave on product. Results obtained from image analysis.

Study case 2 : Olive CLEAR contributes to a better volume control



Tested on 25 swatches of Brazilian hair in a leave on product. Results obtained from image analysis.

Olive CLEAR - Summary

Benefits for Skin Care

- Light and dry emollient
- Presents a high stability

Benefits for Hair Care

- Offers shine and manageability
- Controls volume and frizz for a better styling



Olive CLEAR

INCI Declaration	Hydrogenated Ethylhexyl Olivatate (and) Hydrogenated Olive Oil Unsaponifiabiles
Appearance	Clear liquid
Color	Colorless to very pale yellow
Odor	Faint, characteristic
Application	Hair care, Face care, Body Care, Sun Care
Shelf Life	24 months in original unopened packaging

