

"AEQUO Organic Hair Color - Analysis, benefits and Edge over others"

(Presented by (Pharmacist) Rana Neha & Mathur Shabla (Researcher) with inputs from Eric Favre Laboratoire, France)

ABSTRACT-The safety of hair colours has always been the concern travelling across generations, in the cosmetic industry. Identifying the genuine hair color requires a lots of caution, research and patience. With innumerable brands already floating in the market claiming to be the best, it has become really difficult to determine which one is safe and best. Even the leading hair dye brands like Loreal, Schwarzkopf, Revlon, Herbatint and Godrej need to be questioned for their claims. Unfortunately, today people just go by brand, ignoring the probable detrimental outcomes.

Index terms— Organic Hair Color, Efficacy of Aequo Organic Hair Color, Best Organic Hair Care, French Hair Color Formula, Leading Brand Hair Colors

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INTRODUCTION

1.1 AEQUO Organic Hair Color – Imparts Color & Nourishment from Its Natural Ingredients

The concentration of natural ingredients in AEQUO Organic Hair Color comes from the extraction of natural ingredients from medicinal plants employing Biopharmaceutical practices. These practices refer to a wide range of technologies with different methods of extraction of phytochemical content from the plant source. Aequo Organic Hair Color is the only hair color in the world, that comes with a shelf-life of 6 years because of its 100% natural ingredients.

The organic color is capable enough to be considered for the regenerative treatments through its first ever permanent dermo-capillary color. The color works by the activation of oil and plant micro-pigments present in it. It's these naturally occurring pigments that are responsible for the color imparted and NOT the PPD or heavy metals that other hair colors use to color the hair.

1.2 AEQUO Organic Hair Color – Recommended by Dermatologists, Oncologists after 21 Clinical Studies

Aequo Organic Hair Color is the one only international brand that has undergone 21 Clinical Tests for its Quality, Efficacy and Safety that ensures:

- Coverage of Grey Hair
- Color Durability
- Color Intensity
- Moisturization
- Does Not Cause Hair Aggression
- Does Not Irritate Scalp

After years of clinical study, Aequo hair color is recommended by Dermatologists, Oncologists and Gynecologists as it is the safest cream and lotion-based hair color available. It forms a protective film around each strand, protecting the health of your hair. It also nourishes hair providing increased luster, softness and elasticity to the hair

strands. It naturally protects hair from UVA & UVB rays. The color guarantees to cover grey and white hair right in the first application. It does not contain peroxide, ammonia, heavy metals, PPD, resorcinol, parabens and silicone.

Apart from just imparting color to the hair, AEQUO hair color also nourishes the scalp to make it compatible for hair re-growth. Therefore, it is safe recommended by Oncologists for cancer patients after chemotherapy. It is also a very effective hair conditioner that adds volume to your hair.

1.3 AEQUO Organic Hair Color – The Genuinely Organic Hair Color

Aequo is genuinely organic! It does not use the term ‘organic’ the way other popular brands do. 99.5% of it, is composed of natural & organic ingredients like Linseed extracts, Eucalyptus & Rosemary essential oils.

While in other hair colors, the major coloring ingredient is Lawsonia inermis which is further mixed with other chemicals for faster color.

Due to the addition of natural micro-pigments to the formulation in 2017, Aequo organic hair color has now become the only hair color that comes with the shelf-life of 6 years.

1.4 AEQUO Organic Hair Color – With No-Misleading Titles

It does not mislead with its name like the other hair colors do. For example – The Bio Organic Hair Color is not actually Bio or Organic. Here, the scientific term ‘Bio’ refers to ‘Believe in Organic’. The Organic hair color is also circulated as organic brand hair color in Indian ecommerce market places.

1.5 AEQUO Organic Hair Color – For Longer Stay, Without Harming the Hair

The reason for longer stay of the color imparted by the Aequo hair color is the UV Filter present in the color itself that blocks the oxidation of its natural micro-pigments. So the color stays for longer, naturally.

Whereas the hair colors with presentations as advertised by celebrities, penetrate the hair cuticle, to stay on and continue damaging the hair.

1.6 AEQUO Organic Hair Color – The Safest Genuine Hair Color

Aequo hair color is safe enough to even conceal your previous hair color or streaks that you feel bored of, in sometime. For example – If you color your hair blonde for some change and in just a few days you get bored of it, you can anytime bank upon AEQUO hair color that would easily conceal your blonde color and will get you your original look back. Owing to the goodness of natural and organic ingredients that it contains, it is always safe to use it for recoloring your hair.

Whereas, while using other branded hair colors endorsed and promoted by celebrities, you need to be particular about the time gap between applications as they are heavily loaded with chemicals.

METHODOLOGY

2.1 AEQUO Organic Hair Color – Color That Not Only Colors, But Nourishes Too!

AEQUO hair color restores keratin content in damaged hair and cures split ends. Its natural ingredients cure various scalp issues like dandruff, etc.

The color not only colors but nourishes the hair too, with its natural active ingredients like Abyssinia seeds oil, Limnanthe seeds oil, Argan oil, Linseed extracts, Eucalyptus Essential Oil, Rosemary Essential Oils, Wheat protein, Sunflower extract, Water of Lemon fruit and Keratin.

The color kit contains:

- Aequo Organic Colorant
- Aequo Developer
- Aequo Hair Mask – made of 98.9% natural & organic ingredients like Wheat protein, Sunflower extract, Water of lemon fruit, naturally sourced Keratin.
- Aequo Restructuring Serum Spray
- Aequo Color-Fixing Shampoo
- A Pair of Gloves

2.2 AEQUO Organic Hair Color – Contains No Aggressive Ingredients or Allergens

Most of the so called natural dyes like Bio Organic Hair Color, claim to be containing only natural and organic ingredients like Lawsonia inermis, Bhringraj, Brahmi, Amla, Manjistha and what not! But the fact is that they do not only contain the natural, but also a lot of other “synthetic” chemicals and metal salts (sometimes even lead). And it is absolutely worthless to buy the so called ‘natural’ that along with natural ingredients, is also made up of harmful ones that may be as nasty as cancer causing agents.

AEQUO organic hair color contains natural ingredients as per its composition.

2.3 Aequo Organic Hair Color – Releases No Harmful Emissions

Aequo Organic Hair Color is a cream-based hair color that has a coconut oil-based developer that does not contain any aggressive ingredients. Whereas, the other hair color brands that are powder-based, emit a particular ‘dye’ smell that originates from the reaction of chemicals in them. In case, it is inhaled, may cause serious respiratory issues.

2.4 Aequo Organic Hair Color – A Pharmaceuticals Grade Hair Color

The concentration of natural ingredients in AEQUO Organic Hair Color comes from the extraction of natural ingredients from medicinal plants employing Biopharmaceutical practices. These practices refer to a wide range of technologies with different methods of extraction of phytochemical content from the plant source, employed in Eric Favre Laboratoire, France. They focus on the pre-extraction, extraction, isolation, synthesis, semi-synthesis methods. For example – The biomolecules and phytochemicals in the plants are preserved prior to extraction. Therefore, Aequo Organic Hair Color is a pharmaceutical grade hair color, recommended by doctors. It is available at more than 7000 pharmacies in 45+ countries, across the world

“Hello Beautiful! Are You Worth It”

Popular Celebrity Endorsed Hair Color – The Silent Killer

False claims, especially by big brands like Loreal, are something which cannot be ignored. People tend to trust big names more easily than other random brands, considering them to be the ideal that is available in the market. Unfortunately, even the issues with these hair color products are taken for granted and ignored. The cases of death by hair color have come into light in past few years.

3.1 Ignorant Attitude towards Celebrity Endorsed Popular Brands like Loreal, Revlon, etc.

Cases of death by hair color due to the chemical reaction of the hair dye have been reported. However, there are several non-fatal cases that stay unreported. Some adverse effects of these chemicals stay hidden and keep damaging as a silent killer. People keep using them just for the heck of being big names.

3.2 Letting The Silent Killer Kill!

As per human psychology, women tend to ignore detrimental consequences of hazardous hair colors. They take antihistaminics to suppress the symptoms, which may be as bothersome as:

- Under-Eye Puffiness
- Tired Eyes
- Crow-Foots Around Eyes
- Forehead Furrows
- Itching Skin
- Flaky Scalp Due to Damage to the Skin

Some symptoms, if ignored may even lead to death.²

The women encounter and realize the disaster they had been led to, by the prolonged exposure to the nasty silent killing hair color.

CONCLUSION

“Are You Worth It?”

The popular¹ hair color brands like Loreal have proven to be containing potent allergens causing serious complications and even death. And if not death, it has led women suffer serious health complications, scarring them for life. With the cases that manage to come into light, and even the ones that stay unreported, it is time to wake up and get cautious even about the popular brands that have rooted deep in the market.

Aequo hair color is the world's first, natural permanent hair color crème that is free from irritating and potentially harmful chemicals like PPD, Resorcinol and heavy metals. The color nourishes the hair from within and gives it an infinite smooth texture to last long.

REFERENCES

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Eric Favre, the founder of AEQUO brand is a key player in the world of beauty products for over 25 years. Eric Favre Laboratory has continually provided its customers with innovative solutions to benefit from nature. Known for using only the verdurous and natural resources, Favre and his team have mastered the technique of plant extraction. With more than 21 clinical trials they developed Aequo hair color that every woman desires. In 2016, Favre joined hands with Purenaturals Products based in India, to reach out to Indian consumers. Founded by a team of qualified doctors and herbalists, Purenaturals procures the best from the nature for therapeutic and nutritional needs. It is a caring company that produces prophylactic medicine through natural resources in a technology driven environment. These products are licensed, approved and tested by Eric Favre laboratory. They are showcased in offline and online stores - Purenaturals.in, Kartnaturals.com, Flipkart.com, Amazon.com, Amazon.in

TABLE 2 HARMFUL EFFECTS OF INGREDIENTS

| S.NO. | BRAND NAME | CHEMICAL PRESENT | HARMFUL EFFECT(IF ANY) |
|-------|---|---|---|
| 1 | LOREAL EXCELLENCE CRÈME | PPD(para-phenylenediamine) | <i>Be a possible carcinogen after oxidation, linked to increasing the occurrence of various forms of cancer such as: non-Hodgkin's lymphoma, Multiple myeloma, Breast Cancer, Leukemia, Bladder Cancer.</i> |
| | | RESORCINOL | <i>Skin and eye irritant ,skin sensitizer</i> |
| | | SILICONE | <i>It gives the hair the illusion of shine, but it is not the shine we want—it is a fake shine</i> |
| 2 | INDUS VALLEY GEL COLOURATION | TOLUENE 2-5 Diamine sulphate . 1-napthanol | <i>local inflammation and t-cell b-cell infiltration and proliferation..</i> |
| 3 | HERBATINT | RESORCINOL | <i>Skin and eye irritant ,skin sensitizer</i> |
| | | CETRIMONIUM CHLORIDE | <i>carry a positive charge that attracts them to the slightly negatively charged skin and hair proteins, accounting for their use as antistatics.</i> |
| 4 | SANOTINT | RESORCINOL | <i>Skin and eye irritant ,skin sensitizer</i> |
| 5 | COLOR AND SOIN | COCA AMIDE DEA | <i>formation of carcinogenic nitrosamines</i> |
| 6 | NATURTINT 1N | PPD(para-phenylenediamine) | <i>Be a possible carcinogen after oxidation, linked to increasing the occurrence of various forms of cancer such as: non-Hodgkin's lymphoma, Multiple myeloma, Breast Cancer, Leukemia, Bladder Cancer.</i> |
| 7 | SURYA BRASIL HENNA LIGHT BROWN CREAM | CETRIMONIUM CH ² LORIDE | <i>carry a positive charge that attracts them to the slightly negatively charged skin and hair proteins, accounting for their use as antistatics.</i> |
| 8 | ELECA | PARAFFINIUM LIQUIDUM (mineral oil) | <i>used as emollient which can cause skin irritation and induce itching</i> |

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|---|--|---|-----|
| 9 | AEQUO ORGANIC HAIR COLOUR | CETERAYL ALCOHOL . N,N BIS (2 HYDROXYETHY ³ L)-p- PHENYLENEDIAMINE SULFATE | N/A |
|---|--|---|-----|