

DEOHAP DRY

>> DEOHAP: MINERAL SWEAT ADSORBER

PATENTED SPECIALTY FOR SWEAT CONTROL

The traditional active ingredients based on aluminum salts with tangible objectified action used in deodorant/anti-perspirant market are under discussion, given their known induced obstruction of sweat glands and variable tendency to trigger skin irritation given by the formation of chloridric acid.

DEOHAP DRY technology enables to promote the sweat reduction through a unique adsorbing action on the sweat fluids and malodorous gas, given by the innovative activity of its patented biomimetic multi-functionalized hydroxyapatite minerals.

DEOHAP DRY shows immediate and long lasting (48h) efficacy comparable to anti-perspirants, working through a safe, gentle and effective sweat drying action in the armpit, hands and feet areas **with no interference on the physiological perspiration**

>> POSITIONING

TECHNOLOGY HIGHLIGHTS

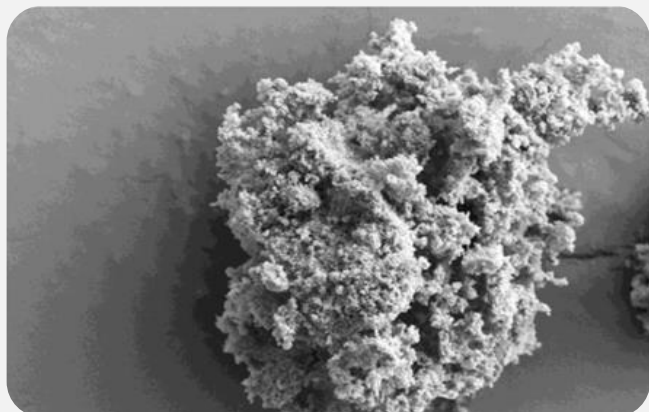
- **Internationally patented multi-functionalized Hydroxyapatite** for sweat control
- **Eco-sustainable mineral Hydroxyapatite with biomimetic nature**
- **Sweat drying action**, no interference with the physiological perspiration
- Long lasting efficacy (24/48 hours protection) through a time controlled “smart-adsorb” action on sweat fluids and malodorous gas
- Skin microbiota friendly, balanced bacteriostatic action on pathogens and sebum reduction
- **Efficacy comparable to anti-perspirants**
- **Aluminum chloride/chlorohydrate free**

PATENTED

**BIOmimetic
SOLUTIONS**

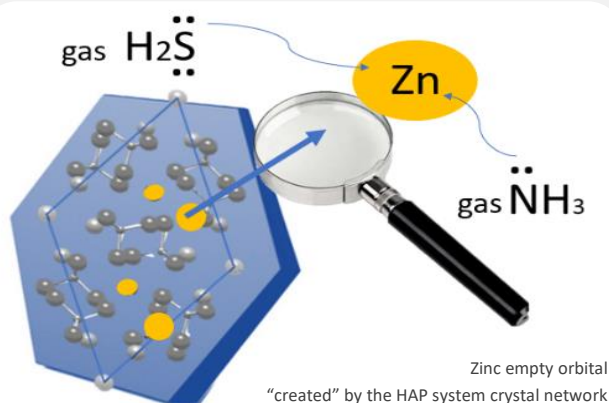


SWEAT ADSORPTION



DeoHAP minerals show a porous and irregular surface able to draw with high affinity water from sweat fluids and promote a sweat drying action

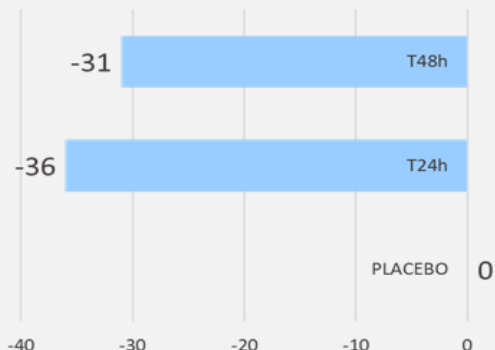
ODORS NEUTRALIZATION



DeoHAP minerals neutralize malodorous gas based on ammonia and hydrogen sulfide through an optimized Lewis acid-base reaction

SWEAT REDUCTION: GRAVIMETRIC

% OF WETNESS REDUCTION



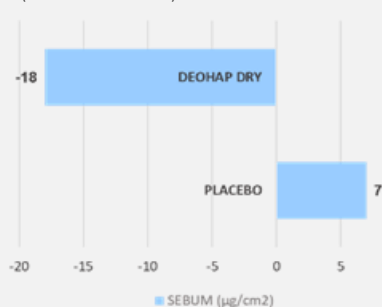
IN VIVO TESTED

DeoHAP promotes sweat reduction by at least 30% after 24 and 48 hours. Its efficacy is comparable to anti-perspirants according to FDA

BACTERIOSTATIC AND SEBUM REDUCTION

REDUCTION OF SEBUM

(MAIN SOURCE OF VFA)



IN VIVO TESTED

INHIBITION OF BACTERIAL PROLIFERATION (BACTERIOSTATIC ACTIVITY)

STRAINS	MIC (% w/v)
Staphylococcus Epidermidis	0,8
Staphylococcus Aureus	0,8
Escherichia Coli	0,8
Pseudomonas Aeruginosa	0,8

DeoHAP promotes a bacteriostatic action against pathogens and balances skin microbiota. It boasts additional in vivo sebum reduction action

>> TECHNICAL OVERVIEW

PH OF USE	% OF USE	APPLICATIONS	SOURCING	FORMULATION TIPS
5.5 ÷ 8.0	5.0 ÷ 20.0	Deodorant in roll on emulsion, stick, spray and aerosol form	Minerals	Add to emulsion and solutions under thorough stirring

[INCI NAME : AQUA, CALCIUM/MAGNESIUM/ZINC HYDROXYAPATITE, CLAY MINERALS, ZINC PCA, AQUA]