

FRULIX LYCHEE

LIQUID FRUITS • EXCLUSIVE TECHNOLOGY

NATURAL
ORIGIN
99.55%

FRULIX LYCHEE

Aligns hair in high humidity for up to 72 hours.

Conditions hair while preserving lightness and natural movement.

Natural silicone alternative* without build-up on the hair fiber.

*Dipropylene Glycol (and) Polysilicone-29.



ASSESSA
THE FUTURE IN OUR NATURE



LYCHEE IN HAIR CARE

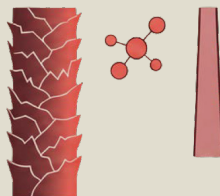
FRULIX LICHIA organizes the hair fiber surface and aligns the cuticles for a more uniform, disciplined appearance. This surface organization is promoted by a composition rich in sugars, oligosaccharides, amino acids, low molecular weight peptides and organic acids, which help modulate pH and regulate how hair interacts with humidity. The result is alignment with lightness: more orderly, flexible hair with natural movement.



MECHANISM OF ACTION

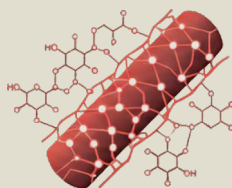
1 FIBER ALIGNMENT

Organic acids, sugars, oligosaccharides, amino acids and low molecular weight peptides align the hair fiber and reduce frizz.



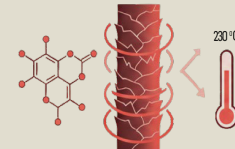
2 WATER-RETENTION BARRIER

Polyhydroxy acids adhere to the fiber, disciplining hair without compromising its lightness.



3 THERMAL SHIELD

A polymer network of sugars protects hair against heat up to 230 °C and 85% humidity for up to 72 hours.

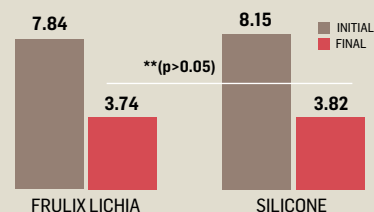


LITCHI CHINENSIS

Native to southern China, lychee (*Litchi chinensis*) has been mentioned since the Han dynasty (140–86 BC). Its cultivation spread across Southeast Asia and later to countries such as India and South Africa, as well as Hawaii and Florida in the United States, which helped introduce it to the West. Significant amounts of bioactive compounds contribute to its cosmetic value. Sugars are among the main nutrients in lychee pulp, accounting for 10% to 19.2% of its composition.



HAIR ALIGNMENT INDEX



Hair tresses treated with FRULIX LICHIA and SILICONE* showed the same statistical performance (**) when their final conditions were compared.

*Dipropylene Glycol (and) Polysilicone-29

EXCLUSIVE FRULIX PROCESS



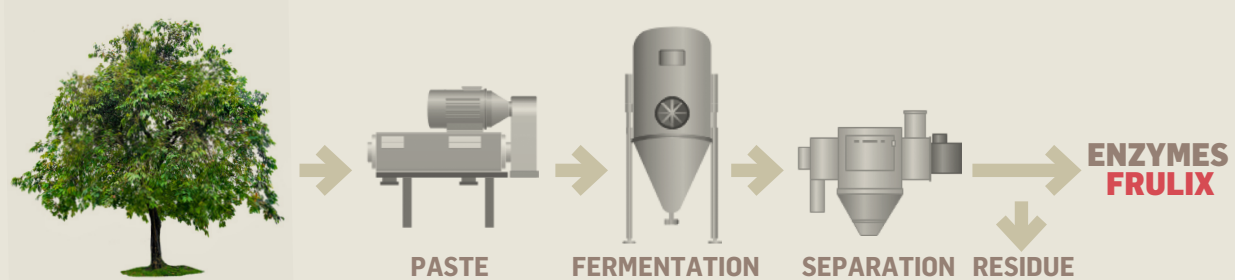
1 THE TECHNOLOGY

FRULIX is obtained through an exclusive biotechnological process that mimics natural fruit ripening. Native enzymes that change fruit texture during ripening transform the pulp into a crystal-clear liquid.



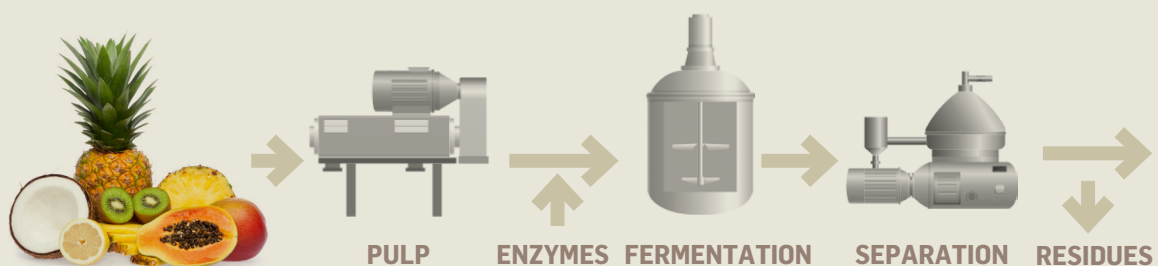
2 ENZYME PRODUCTION

The fruits are harvested, washed and processed into a paste. The paste is inoculated with microorganisms and the semi-solid mass is fermented. The mixture is separated and the enzymes are removed.



3 FRUIT PROCESSING

The fruits are processed to obtain the pulp. Seeds and peel are discarded. The pulp is inoculated with Frulix enzymes. Residues (fibers, solids) and enzymes are removed.



4 FRULIX

The separated crystal-clear liquid receives preservatives and is bottled.



TESTS

WIND TUNNEL | BUILD-UP EFFECT

Hair exposed to constant airflow after 5 successive applications (2% in leave-on).

Frulix Lichia delivers lighter, freer-flowing hair with more movement.

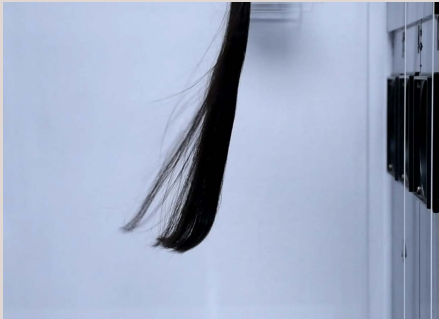


FIGURE 1
Tress treated with 2% FRULIX LICHIA in leave-on: significantly greater horizontal displacement. Lighter, freer-flowing hair with natural movement.



FIGURE 2
Tress treated with 2% SILICONE* in a leave-on formula: less movement, indicating added weight within the hair structure.

SALON TESTS

FRULIX LICHIA vs BENCHMARK

In the comparative salon evaluation, FRULIX LICHIA effectively aligned hair while preserving lightness, flexibility and natural movement. The result was more aligned, disciplined hair without a heavy or stiff appearance, with a natural finish and a lightweight feel.

TEST PROTOCOL:

FRULIX LICHIA
Shampoo and conditioner at 1%, serum at 2%

BENCHMARK
Shampoo and conditioner at 1%, serum at 2%



FRULIX LICHIA BENCHMARK



USAGE LEVELS

FRULIX LICHIA is compatible with most ingredients used in cosmetic hair care formulations. It can be added cold, directly to the aqueous phase, at the concentrations suggested in the table below. It is stable at temperatures up to 90° C and at pH levels from 4 to 11.

PRODUCT	(%)
Shampoo	1-3
Conditioner	1-2
Leave-on	1-3
Spray	1-2

INCI NAME
Litchi Chinensis Fruit Extract, Sodium Benzoate and Potassium Sorbate.



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ABACAXI
(PINEAPPLE)

[Ananas Sativus Fruit Extract]



AÇAÍ

[Euterpe Oleracea Fruit Extract]



ACEROLA

[Malpighia Glabra Fruit Extract]



AMORA (MULBERRY)

[Morus Nigra Fruit Extract]



BANANA

[Musa Sapientum Fruit Extract]



CACAU (COCOA)

[Theobroma Cacao Fruit Extract]



CAJÁ

[Spondias Mombin Fruit Extract]



CUPUAÇU

[Theobroma Grandiflorum]



FRAMBOESA
(RASPBERRY)

[Rubus Idaeus Fruit Extract]



GOIABA (GUAVA)

[Psidium Guajava Fruit Extract]



GRAVIOLA
(SOURSOP)

[Annona Muricata Fruit Extract]



JABUTICABA

[Plinia Cauliflora Fruit Extract]



KIWI

[Actinidia Deliciosa Fruit Extract]



LARANJA
(ORANGE)

[Citrus Aurantium Dulcis Juice]



LICHIA
(LYCHEE)

[Litchi Chinensis Fruit Extract]



LIMÃO
(LEMON)

[Citrus Limon Fruit Extract]



MAÇÃ
(APPLE)

[Malus Domestica Fruit Extract]



MAMÃO
(PAPAYA)

[Carica Papaya Fruit Extract]



MANGA
(MANGO)

[Mangifera Indica Fruit Extract]



MARACUJÁ
(PASSION FRUIT)

[Passiflora Edulis Fruit Extract]



MELANCIA
(WATERMELON)

[Citrullus Lanatus Fruit Extract]



MELÃO
(MELON)

[Cucumis Melo Fruit Extract]



MIRTILO
(BLUEBERRY)

[Vaccinium Myrtillus Fruit Extract]



MORANGO
(STRAWBERRY)

[Fragaria Vesca Fruit Extract]



PERA
(PEAR)

[Pyrus Communis Fruit Extract]



PÊSSEGO
(PEACH)

[Prunus Persica Fruit Extract]



PITANGA

[Eugenia Uniflora Fruit Extract]



UVA

[Vitis Vinifera Fruit Extract]



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