



NATURAL WEALTH

# ASSET BOOK

enchancing through natural assets



LSV Beauty is a company that believes the solutions for the best formulas can be found in different ways, such as technology and the environment.

THAT IS WHY WE ARE ALWAYS ALIGNED WITH THE MAIN MARKET TRENDS, SEEKING SELECTED RAW MATERIALS AND ACTIVES THAT PROVIDE THE BEST RESULTS IN FINISHED PRODUCTS.

In this catalog we expose some examples of assets that can be chosen for formula development.

# Açaí

(Euterpe Oleracea Extract)

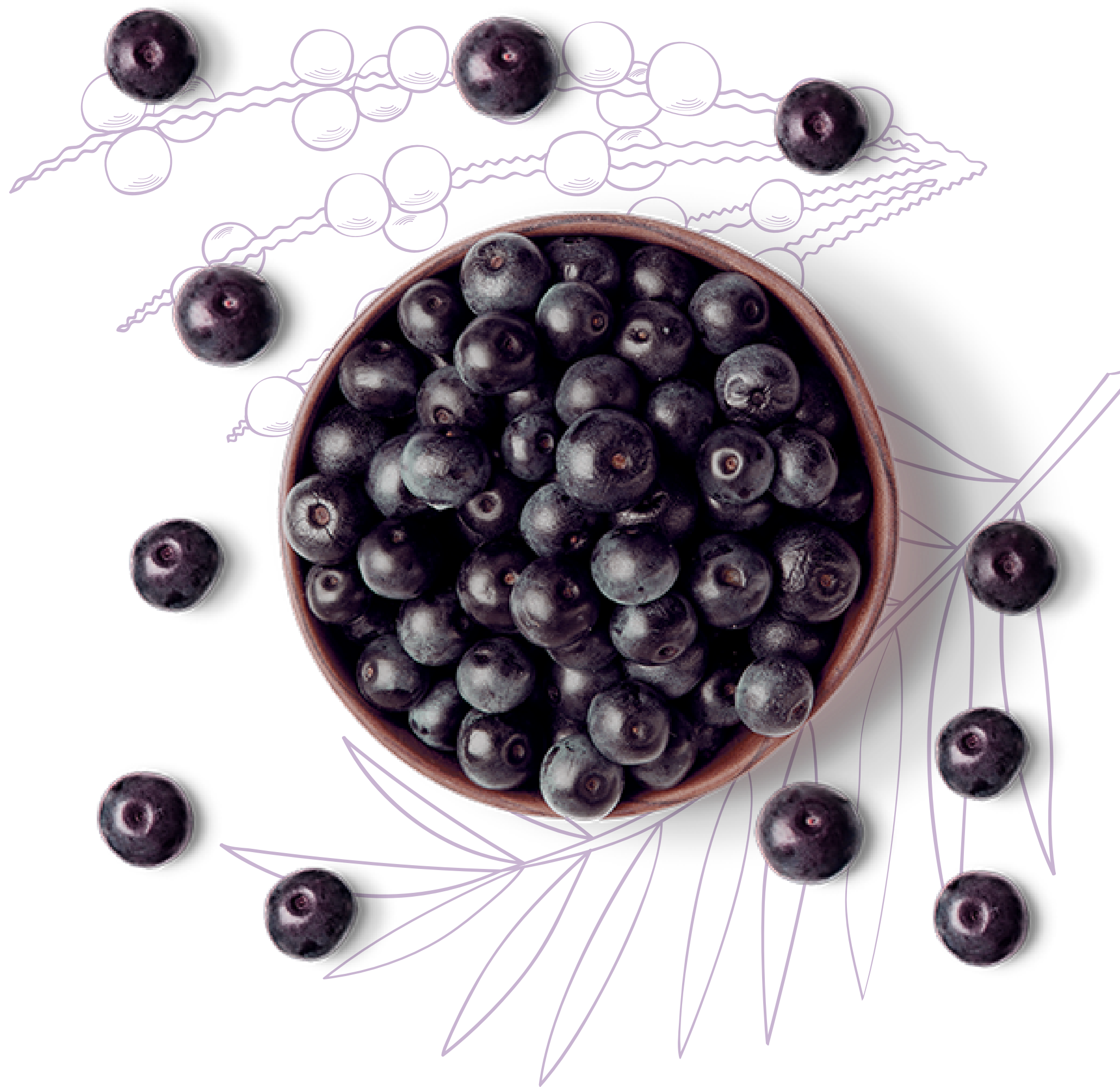
The acai palm tree, native to tropical Central and South America, produces a deep purple fruit.

## BENEFITS

Acai berries are packed with antioxidants, amino acids, fiber, essential fatty acids, vitamins and minerals making it a near perfect energizing fruit.

## INDICATION

Hair that is lifeless, weakened and in need of nourishment.





# Buriti

(Mauritia Flexuosa Extract)

Buriti oil is extracted from buriti, a very tall palm tree native to the southern hemisphere, such as Brazil and Venezuela.

## BENEFITS

Emollient, the oil helps to hydrate and restore damaged hair, eliminates split ends, controls frizz and promotes shine. Buriti oil is also used as a hair strengthener, in addition to prolonging the color duration of dyed hair due to its strong coloration.

## INDICATION

Colored and dry hair.

# Carité

(Butyrospermum Parkii Butter)

The tree grows in the savannas of Africa. Shea nuts extract one of the most sustainable and valuable vegetable fats in the world.

## BENEFITS

For dry, weak or brittle hair, shea butter is an effective and totally natural revitalizer, providing shine, flexibility and softness, in addition to protecting it against UV.

## INDICATION

Dry and dull hair





# Cashew

(Anacardium Occidentale Extract)

The cashew tree is a plant native to the coastal region of Brazil that has spread to various regions of the country through the chestnuts taken by the Indians.

## BENEFITS

It helps in the skin healing process as it contains copper and vitamins K and C.

## INDICATION

Assists in the recovery of the scalp. It has antioxidant action.

# Coffee

(Coffee Arabica Seed Extract)

Coffee is one of the three most popular beverages in the world (alongside water and tea), and it is one of the most profitable international commodities.

## BENEFITS

It encourages hair growth and fights hair loss, coffee also can improve the hair texture.

## INDICATION

Opaque, dry and lifeless hair. Colored hair.





# Chamomile

(Chamomilla Recutita Flower Extract)

Chamomile is a plant that is part of the Daisy family. It has been used for many years as a natural medicine to common health complaints and it continues to be consumed in the form of a tea.

## BENEFITS

When used as a hair treatment, Chamomile can reduce dandruff, help promote hair growth, prevent split ends, and even lighten the hair fiber.

## INDICATION

Blond and brittle hair.



# Cupuaçu

(Theobroma Grandiflorum Butter)

Cupuaçu is the fruit of a tree originating in the Amazon, closely related to cocoa.

## BENEFITS

Cupuaçu butter promotes smoothness and softness to the hair, increasing its natural moisture and elasticity, conditioning it due to its high water absorption power, as mentioned above, and thus preventing dehydration.

## INDICATION

Dry hair, and in need of hydration and nutrition.





# Green Tea

(Camellia Sinensis Leaf Extract)

Green Tea is a type of tea made from Camellia Sinensis leaves, originally from China and India.

## BENEFITS

It has powerful antioxidant properties, anti-inflammatory and antimicrobial properties, as well as anti-collagenase and anti-aging properties. It also helps to stimulate blood circulation, improving hair growth, and acts as a humectant to help moisturize and condition the hair and scalp.

## INDICATION

Oily and dry hair.

# Ginger

(Zingiber Officinale Extract)

Ginger is from South of the Asia and a common food spice, has been used for medicinal purposes for centuries.

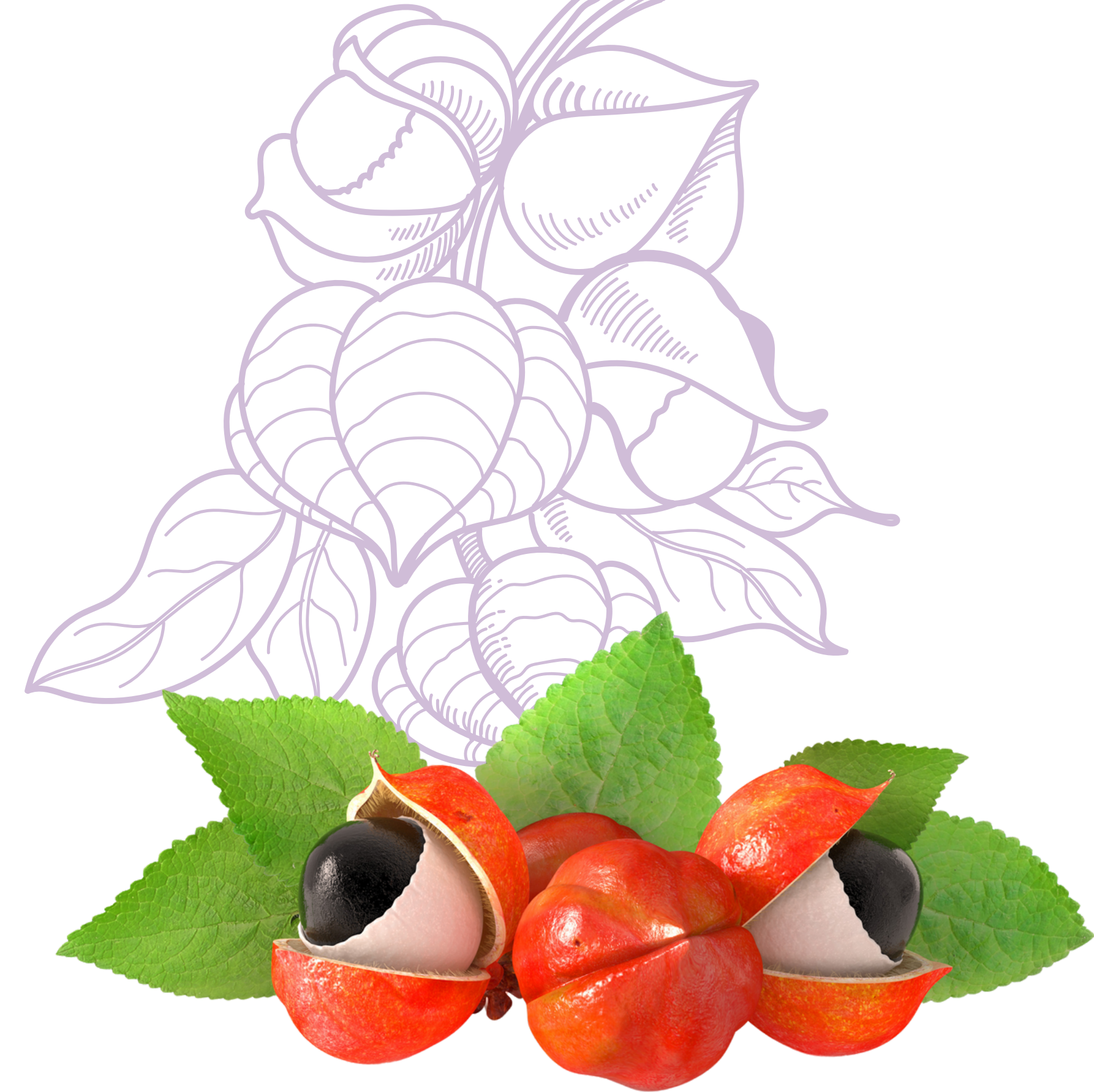
## BENEFITS

While ginger may have anti-inflammatory benefits for scalp conditions, some clinical studies have shown that certain compounds may actually decrease hair growth.

## INDICATION

Thin and with little volume hair.





# Guaraná

(Paullinia Cupana Seed Extract)

This fast growing vine which grows in the lush Amazon Basin has been cultivated by the Guarani Indians for over thousands of years.

## BENEFITS

Delivers strength and vitality to hair and scalp. Can be used as hair loss prevention.

## INDICATION

Oily hair with constant fall and weak.

# Pitanga

(Eugenia Uniflora Extract)

The pitanga is a fruit native to Brazil, found naturally in regions of the Atlantic Forest.

## BENEFITS

The pitanga is rich in vitamin A, hydrates, strengthens and regenerates the hair.

## INDICATION

Hair with split ends, dry and falling.





# Rosemary

(Salvia Rosmarinus)

Rosemary is very common and easily accessible herb. It is green in appearance with thin, needle-like leaves with a deep, pungent smell.

## BENEFITS

Stimulates and improves circulation to the scalp thus encouraging hair growth, hair cleanser, increases shine and helps scalp issues.

## INDICATION

Rosemary essential oil is used to prevent premature graying and dandruff. It may also help dry or itchy scalp.

# Tannin

Tannin is a polyphenol of plant origin in different forms: it catalyzes proteins, it is antiseptic, water soluble, bactericidal, healing, anti-inflammatory, astringent and antioxidant. In conclusion, it is a natural binder that, combined with other elements, also natural, forms a powerful sealing agent and nutrient enhancer. The tannin is concentrated in the hair's internal chains, filling the spaces generated by the absence of protein, penetrating through the cuticles and acting directly on the macro and microfibers.

## BENEFITS

Powerful antioxidant and anti-inflammatory.

## INDICATION

Colored and chemically treated hair.





# Barbatimão

(Stryphnodendron)

Strong antioxidant, anti-inflammatory, antibacterial.

## BENEFITS

The benefits of barbatimão are related to its antibacterial, anti-inflammatory, antiseptic, astringent and healing properties.

## INDICATION

Very damaged, colored and chemically treated hair.



# Coconut Water

(Cocos nucifera L.)

Coconut water is rich in minerals, amino acids and vitamins that moisturize the hair. In addition, coconut water is also antibacterial and antifungal, preventing dandruff and irritation.

## BENEFITS

Nourishing properties, favors obtaining shine and softness. Facilitating combing. Provides the balance of damaged hair.

## INDICATION

Indicated for hair with chemical processes and also for curly and curly hair.





# Avocado

(Persea americana)

This ingredient is rich in lipids, natural oils and amino acids.

## BENEFITS

The nutrients in avocado strengthen the hair, leaving them healthy, soft and without split ends. With the hair more aligned, that dry look disappears and the wires get more movement and very shiny

## INDICATION

Suitable for dry and dry hair.

# Balsamic Extratcs

It reduces the porosity and roughness of the hair and seals the cuticles.

## BENEFITS

It acts on hair alignment and renewal, promotes reduction of the porous aspect of the hair, sealing the cuticles and rebalancing the pH.

## INDICATION

For all hair types, especially porous ones.





# Pequi

(*Caryocar brasiliense*)

It is rich in vitamins A, E and antioxidants, as well as having anti-inflammatory action.

## BENEFITS

It is rich in vitamins A, E and antioxidants, in addition to having anti-inflammatory action, which reduces scalp irritations.

## INDICATION

Hair damaged by heat sources such as hairdryer and flat iron and dry hair.

# Murumuru

(Astrocaryum murumuru)

Has a high content of lauric acid, that penetrates the hair allowing better moisture retention and cuticle sealing.

## BENEFITS

Murumuru butter helps hair regain its elasticity, deeply hydrating it.

## INDICATION

Curly and extremely dry hair.





# Patauá

(*Oenocarpus bataua*)

It is very rich in vegetable proteins, fatty acids and omega 9.

## BENEFITS

It makes the hair even more resistant against breakage and reduces split ends.

## INDICATION

Suitable for dry, dull hair. Great ally in the health of the scalp, promoting hydration, avoiding dryness and flaking

# Copaíba

(*Copaifera langsdorffii*)

Copaiba oil also has a large amount of regenerating, nourishing, healing, tonic and lubricating properties.

## BENEFITS

With emollient composition, it not only helps in hydration, but also prolongs this effect.

## INDICATION

Nourishes and prevents hair from becoming dry again.





# Aroeira

(*Schinus terebinthifolia*)

Anti-inflammatory, antioxidant, toning, balsamic and astringent action, helps to maintain the health of the scalp, roots and hair. Contains tannin, which is a polyphenol of plant origin, which acts as a powerful natural active, it has therapeutic properties and virtues, which when associated with other elements forms a powerful sealing agent and nutrient enhancer.

## BENEFITS

It stimulates blood circulation to aid in hair growth and can also be used to treat excess oil at the root, acting as an astringent and anti-inflammatory.

## INDICATION

Hair and scalp cleaning. Helps restore hair fiber.



# Micellar Water

Micellar water receives this nomenclature because of its main asset, micelles! They are responsible for purifying and cleaning the wires without attacking or drying your hair.

## BENEFITS

The result is hair free of residues, full of movement and with a lot of shine and softness.

## INDICATION

Suitable for all hair types, especially normal and oily.





# Caatinga Cactus Flower

(Cereus jamacaru)

Rich in linoleic acid which has super moisturizing power.

## BENEFITS

Prolongs the hair's hydration effect.

## INDICATION

Especially for dry and frizzy hair.

# Activated Charcoal

Known for its detox powers, activated charcoal is a highly porous form of pure carbon, with properties attributed to its surface, including the removal of impurities dissolved in solution.

## BENEFITS

Activated charcoal can be beneficial for several purposes, for example, combating oiliness, aiding hair growth, removing dead cuticles from the scalp and deep cleaning the wires.

## INDICATION

Acts as a hair growth stimulant due to exfoliation at the root. Rich in mineral salts.





# Biotin

Biotin is the basis of Vitamin B7, which stimulates the production of keratin necessary for hair health, in addition to promoting hydration.

## BENEFITS

Growth of stronger and more resistant hair.  
Rejuvenated and healthy appearance to the hair and prevention of hair loss.

## INDICATION

Fine and brittle hair.

# Jabuticaba

(Plinia Cauliflora Extract)

Jabuticaba is a native Brazilian fruit and among its species the best known is the jabuticaba sabar, which stands out for the sweetness of the fruits, making consumption easier. The nutrients in jabuticaba promote healthy, shiny hair growth and are also helpful in preventing hair loss.

## BENEFITS

Vitamins B and C.

## INDICATION

Promotes healthy growth, shine, prevention of fall. Contains B and C complex vitamins.



# Rose Water

(*Rosa damascena* Mill)

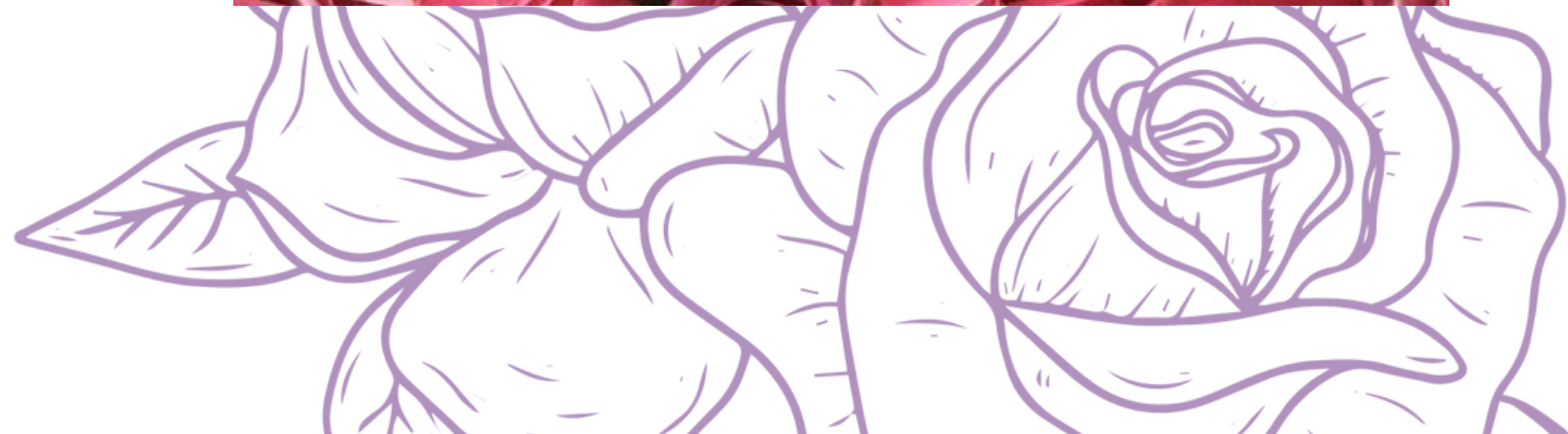
Rose water is a liquid made from rose petals with water. Its use is common in the cosmetics area, being used both on the face and the rest of the body. Whether as a perfume or as a moisturizer, rose water can offer many benefits to the skin.

## BENEFITS

A mild astringent, rose water can prevent excessive oil production in the scalp. Moisturizing and anti frizz.

## INDICATION

Rose water is suitable for all hair types and textures, including natural and colored hair.



# Blackberry

(Rubus subg. Rubus)

Its formula is rich in antioxidant vitamins, which fight the damage caused by free radicals. It removes impurities, excessive oil and closes the cuticles of the hair fibers, thus providing an intense shine. Helps keep hair disciplined, untangled and conditioned, with a soft and silky touch.

## BENEFITS

Vitamins C and E, antioxidant action.

## INDICATION

Colored hair and dry hair.





# Brazilian Jasmine

(Mandevilla sanderi)

Anti-inflammatory and soothing properties.

## BENEFITS

Jasmine essential oil strengthens hair growths and lengths, providing a light moisturizing layer that improves its elasticity.

## INDICATION

Indicated for dry and frizzy hair.



# Cocoa Butter

It is composed of oleic acid, stearic acid and palmitic acid, being a great antioxidant.

## BENEFITS

Because it is rich in oleic, linoleic, stearic and palmitic oils, vitamins (especially A, C and E), minerals and antioxidants,.

## INDICATION

It is excellent for moisturizing and protecting the driest strands.





# Hyaluronic Acid

Hyaluronic acid is an essential component naturally produced by the body. It is an important sugar molecule for the skin, as it has the ability to retain water and keep its different layers hydrated.

## BENEFITS

Hyaluronic acid manages to make hair healthier, eliminating its dry and brittle appearance, in addition to the dreaded split ends.

## INDICATION

When penetrating the hair, it has a repairing and reconstructive action on the structure. Eliminates the dry and brittle appearance caused by hairdryer, flat iron and sun. Decreasing split ends.



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beauty

