



OLEOKARE™

Natural Actives for Hair Care



OleoKare
Blackseed



OleoKare
Curry



OleoKare
Onion



OleoKare
Fenugreek



OleoKare
Hibiscus



OleoKare is a unique range of oil-based Hair Care Actives.



Standardized actives
with proven **efficacy**



Locally sourced & processed
leading to **better shelf life** control



Ease of usage and compatibility in products



Choice of **5 trending ingredients** in hair care

OleoKare Process



Solvent free
green process



Proprietary extraction to
retain active molecules



Stabilized with Antioxidants
& preserved under N2

Applications & Compatibility

Hair Oil & Hair Mask

- Iso Propyl Myristate
- Vegetable or Paraffin Oils



Shampoo & Conditioner

- Glyceryl Mono & Dicaprylic Caprate
(FINESTER 6090)



Hair Tonic

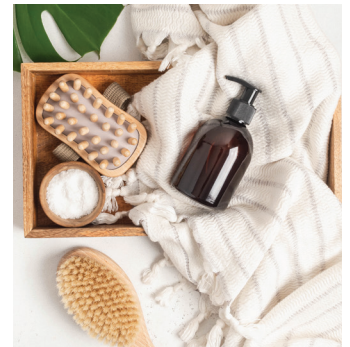
- PEG-40 Hydrogenated Castor Oil
(Cremophor RH 40)



Extracts to be mixed with solubilizer & added in the product at 40-50°C along with perfume.

Dosage

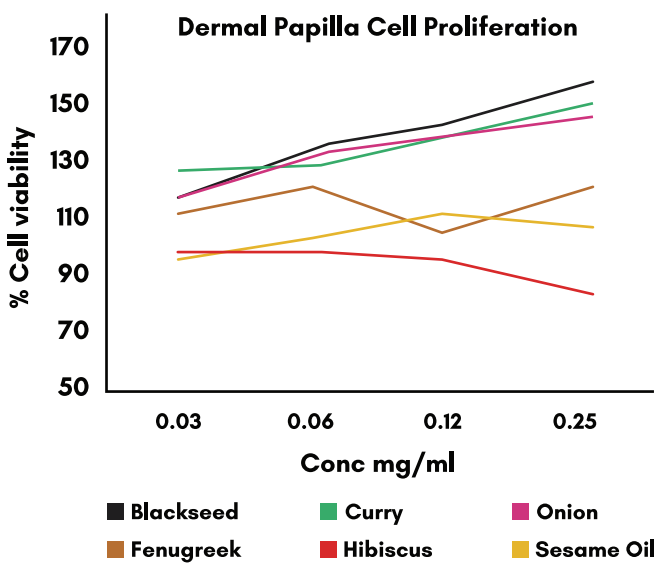
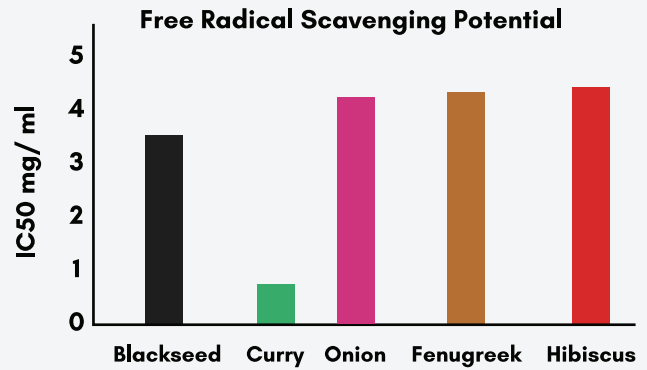
0.1 - 5%



Efficacy Studies

Antioxidant Activity

- DPPH Scavenging Assay
- Curry, Onion, Fenugreek, Black Seed & Hibiscus: low IC50 values.

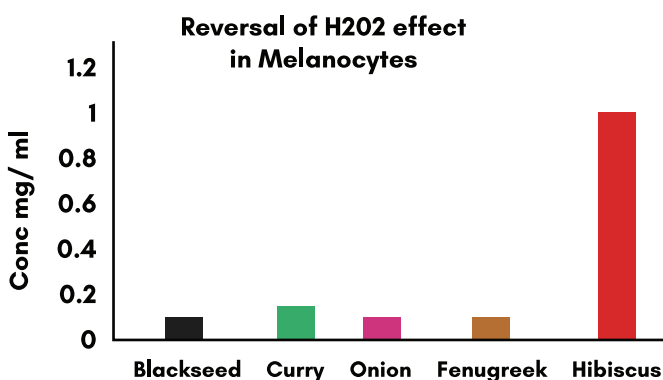
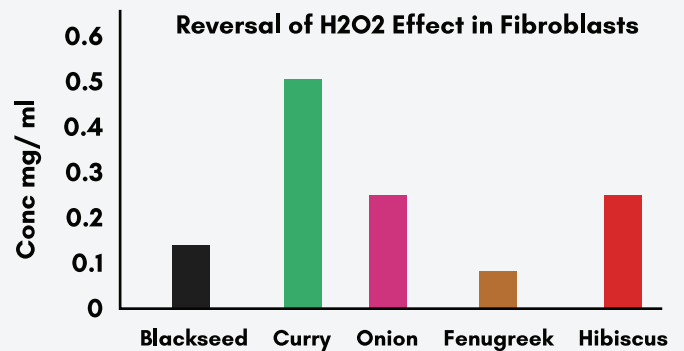


Hair Growth Activity

- In-vitro assay using dermal papilla cell lines
- Dose dependent cell proliferation shown by Fenugreek, Onion & Black Seed

Anti Hair Loss Activity

- In-vitro study on Fibroblast cell lines
- In presence of H2O2, cell viability drops to 70%
- Efficacy: Cell proliferation under oxidative stress
- OleoKare actives reverse this toxicity
- Fenugreek & Black Seed Active are most potent



Anti Greying Activity

- In-vitro study
- Melanocyte cell lines
- Effect of H2O2: 75% viability
- Efficacy: Cell proliferation under oxidative stress
- Conc. required to reverse the effect of H2O2
- Black Seed, Onion, Fenugreek & Curry Leaves most potent



*Ready to Launch
Hair Care Range
available using*



*Oleokare
extracts*



*Proprietary
formulations*



*Complementary
fragrance*

To know more connect with us on herbalse@keva.co.in