

# ESP VEGABEAD® & ESP KERABEAD®

*Our patented, controlled release microbeads target & repair split ends and hair damage while moisturizing your hair back to its natural beauty. Unlike synthetic, hard shell microbeads, ESP Vegabead® & ESP Kerabead® encapsulates have an ultra thin, polyamphoteric charged outer skin that is 100% natural, biodegradable, and sustainable. This dramatically improves the hair's shine, softness, and manageability and can be used in shampoos, conditioners, hair masks and sprays.*



Vegabead® & Kerabead® are registered trademarks of Platform Biotechnologies, Inc.

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# Hair

Whether you have split ends, fly-aways, or frizzies, ESP Vegabead® & ESP Kerabead® systems will repair the damage with its all natural, patented, targeting repair technology.

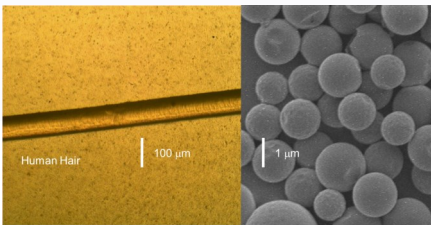
## Small, Really Small

One micron ESP Vegabeads® and ESP Kerabeads® have a one nanometer thin outer wall that encapsulates a  $\geq 99.6\%$  inner phase.

A single drop of ESP Vegabead® & ESP Kerabead® solutions contains more than 1 billion microbeads!

Thousands of microbeads pack closely together to form a matrix structure that repairs the damaged cuticle and split ends.

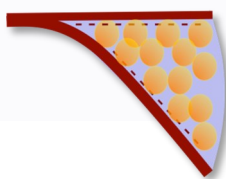
[100  $\mu\text{m}$  hair strand vs. 1  $\mu\text{m}$  microbead.]



## Attraction

ESP Vegabead® & ESP Kerabead® are designed to be attracted to the damaged areas of your hair. They actively target these sites to repair both micro and macro damaged hair!

[Microbeads are ionically attracted to the damaged sites.]



## Zzzzip!

Thousands of microbeads pack closely together to form a matrix structure that repairs damaged cuticles and split ends.

This matrix quickly begins to contract, releasing the contents of the capsules, and repairing the hair strands in less than a minute.

[The microbeads begin to merge and contract while drying, "zipping" up the split end back to a healthy look.]



## Applications

ESP Vegabead® & ESP Kerabead® targeting works ideally in shampoos, conditioners, hair masks, and sprays to help repair split ends, to help mitigate hair aging, and dramatically improve detangling.

Typical uses include:

2-4% in shampoos.

5-10% in conditioners, leave-in conditioning sprays, hair masks, & skin care.



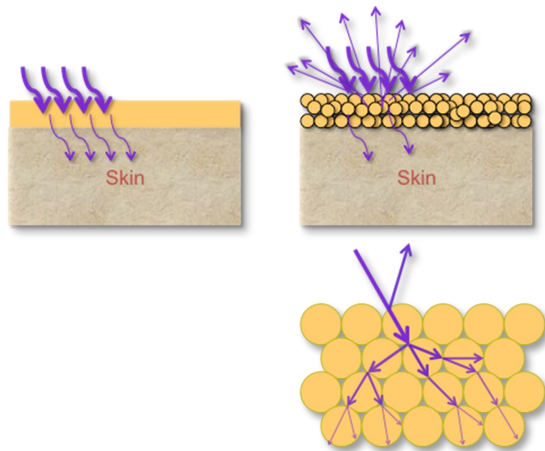


# Skin

ESP Vegabeads® work great in skin applications, protecting you from harmful UV rays more efficiently than traditional competitor formulations, while also protecting your actives from harmful other ingredients.

## Repel Sunburn

“Chemical” sunscreens absorb UV rays but don’t scatter them. Physical sunscreens scatter UV rays but don’t absorb. ESP Vegabead® microbeads Do BOTH! They absorb AND scatter the UV rays for enhanced protection!



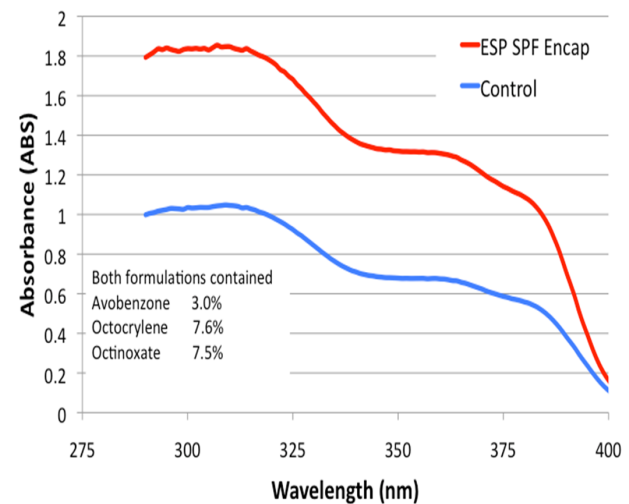
## Supercharged Absorbance

ESP Vegabead® technology has demonstrated a 100% UV absorbance boost. This doubles its effectiveness in preventing sunburn over traditional sunscreen lotions.

## Protect Actives

ESP Vegabead® microbeads stabilize and protect beneficial actives, such as DHA & probiotics, from other ingredients that might degrade or destroy them.

### ESP SPF Encaps Supercharge Absorbance



## Effective Probiotics

Probiotics help protect skin and hair from environmental damage while promoting a healthy skinbiome.

BUT, they need to be alive and efficacious to do so.

ESP Vegabead® Pro, encapsulated Kefir Probiotics, lie dormant in our patented microbead where they are protected from your preservatives and don't ruin your micro results. Yet, once released, they are alive and eager to perform!

## Efficacious Antioxidants

Antioxidants help improve skin health and remediate environmental damage.

Our ESP Vegabead® GCA safely prevents the strongest antioxidant in the world (ORAC score >25,000) from premature oxidation in your bottle and maintains 100% efficacy once n the skin.

Providing the safest and most effective antioxidant performance and efficacy!

## Other Skin Care

ESP Vegabead® DHA improves DHA color evenness, saturation, and stability.

ESP Vegabead® Glycerin provides long lasting, superior moisturization while improving the aesthetics and performance of your formula.

# ESP Vegabead® & ESP Kereabead® VS. Traditional Microbeads

ESP Vegabead® & ESP Kerabead®	Traditional, Synthetic Microbeads
Nano-thin, flexible, permeable membrane	Thick, rigid, non-releasing wall
Non-covalent ingredients, no cross-linkers	Formaldehyde, cyanoacrylate
Mass-market pricing	Expensive except at “label-claim” levels
Ultrathin membrane = payloads > 99.6% at 1µm	Thick walls minimize payloads and require larger particle sizes
Gradual, controlled release after drying	Scratch-and-sniff, hard fracture walls
Natural materials, keratin, alginates, plants	Petrochemical sourced synthetic-sounding polymers
Vegan and food chemistries available	Petrochemical/Petro derived
Actively targets and repairs hair damage	Not so much.



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