Protect your hair and make it shine with...
Mirasil® BRIGHT
BEAUTIFUL HAIR is SHINY AND HEALTHY LOOKING

Healthy, glossy, manageable hair that reflects light and beautifully frames the face is the dream of every woman. Shiny hair does not always happen naturally.

Only hair products can do that. If you want truly healthy hair that shines you must nourish it. Healthy hair is indicative of a healthy lifestyle. But sometimes hair needs something extra to get that shine and protection for a healthy glow.

MIRASIL® BRIGHT...

combines the gentlest ingredients and the most innovative technologies.

This new ingredient creates an instant barrier against frizz for an ultra strong hold that gives your hair shine and smoothness in the formulas.

BENEFITS

Provide shiny, vibrant hair
Forms a Protective Barrier
Fights the frizz from humidity
A Look that lasts
Silky and pleasant to the touch
Non sticky

FEATURES

High Refractive index
Safe to use
Spreads Easily
Non-occlusive
Non-volatile

MIRASIL® BRIGHT - application

<table>
<thead>
<tr>
<th>Hair</th>
<th>Lotion - Serum - Conditioning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make up</td>
<td>Mascara - foundation</td>
</tr>
<tr>
<td>Skin care</td>
<td>Body or hand lotions</td>
</tr>
</tbody>
</table>
A FRIENDLY PRODUCT
(In vitro & Vivo test)

HUMAN REPEATED INSULT PATCH TEST
(In vivo test)
Test to detect the degree of skin sensitization. The assessment of the side effects (skin erythema and oedema reactions) on skin after the application of the product, it is used to assess and evaluate the safe use by the consumer. Performed on 25 volunteers.
CLINICALLY TESTED as
NON-IRRITATING, HYPOALLERGENIC

HET-CAM TEST
(In vitro test)
Performed to assess the eye irritation potential of an ingredient.
Product is NON-IRRITATING

CYTOTOXICITY EVALUATION
(In vitro test)
Neutral Red Uptake Cytotoxicity test carried out on fibroblasts according to ISO 10993-5.
Product NON CYTOTOXIC
HAIR GLOSSY LOTION
Brightness and charm for your hair
MIRASIL® BRIGHT inside

Inadexyl Neopentanoate, C15-19 Alkanes, Diphenyl Dimethicone
MIRASIL® BRIGHT
Brightness and smooth sheen for your hair

MIRASIL® BRIGHT EFFECT EFFICACY TEST
The Purpose of this study is to assess the effect of a hair lotion containing MIRASIL® BRIGHT to give lustre to hair.

Protocol
Ex vivo test on hair locks treated with MIRASIL® BRIGHT added to a lotion hair product at 0.5% - 1.0% - 3.0% versus Placebo and benchmark at 1.0%. These were measured using a spectrophotometer before and after product application.

Conclusion
MIRASIL® BRIGHT proves to brighten hair; this effect is at least 2.6 fold higher when compared to a placebo treated hair locks and better when compared with the benchmark. MIRASIL® BRIGHT can coat hair to provide more reflectance, a look rich in brilliance.

<table>
<thead>
<tr>
<th>Commercial Name</th>
<th>INCI</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIRASIL® BRIGHT</td>
<td>C15-19 Alkane, Diphenyl Dimethicone</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td>Isodeyl Neopentanoate</td>
<td>99.0</td>
</tr>
</tbody>
</table>

![Hair Glossiness Lotion](Image)

![Graph](Image)
MIRASIL® BRIGHT
Protects your hair styling

MIRASIL® BRIGHT ANTY-HUMIDITY EFFICACY TEST

The purpose of this study is to assess the ability of a serum product containing MIRASIL® BRIGHT to protect a hair style in humid environments. The study is performed ex vivo on hair locks.

<table>
<thead>
<tr>
<th>SERUM</th>
<th>INCI</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIRASIL® BRIGHT</td>
<td>C15-19 Alkane, Diphenyl Dimethicone</td>
<td>2.5</td>
</tr>
<tr>
<td>MIRASIL® CDML</td>
<td>Cyclopentasiloxane, Dimethiconol</td>
<td>87.5</td>
</tr>
<tr>
<td>MIRASIL® DM 350</td>
<td>Dimethicone</td>
<td>10.0</td>
</tr>
</tbody>
</table>

Protocol

Human hair locks were treated with increasing concentration of MIRASIL® BRIGHT (1.0%, 2.5% and 5.0%). Degree of static electricity was evaluated after 4 hours of incubation at 30°C/70% RH.

A placebo control and a positive control (neutral shampoo) were included. These were to evaluate the effect of the solvent used and the effect of washing, respectively.

Conclusion

MIRASIL® BRIGHT helps hair retain a great look in the face of humidity and hair locks are not as high in static. Hair tends to hold curly and is nicely defined.

Notice how MIRASIL BRIGHT locks are lower in static and hold curl.

Anti-frizz effect is demonstrated. This experiment evaluates if the hair is frizzy/electrostatic. At pre-designed timeframes digital pictures are taken using a Nikon D300 camera equipped with a macro objective and an independent flash system.
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