



**Stepan**  
Personal Care



# Make Scalp Care Top of Mind for Product Development

Presented by

Sarah Kovach & Cyril Bajracharya

Stepan Company

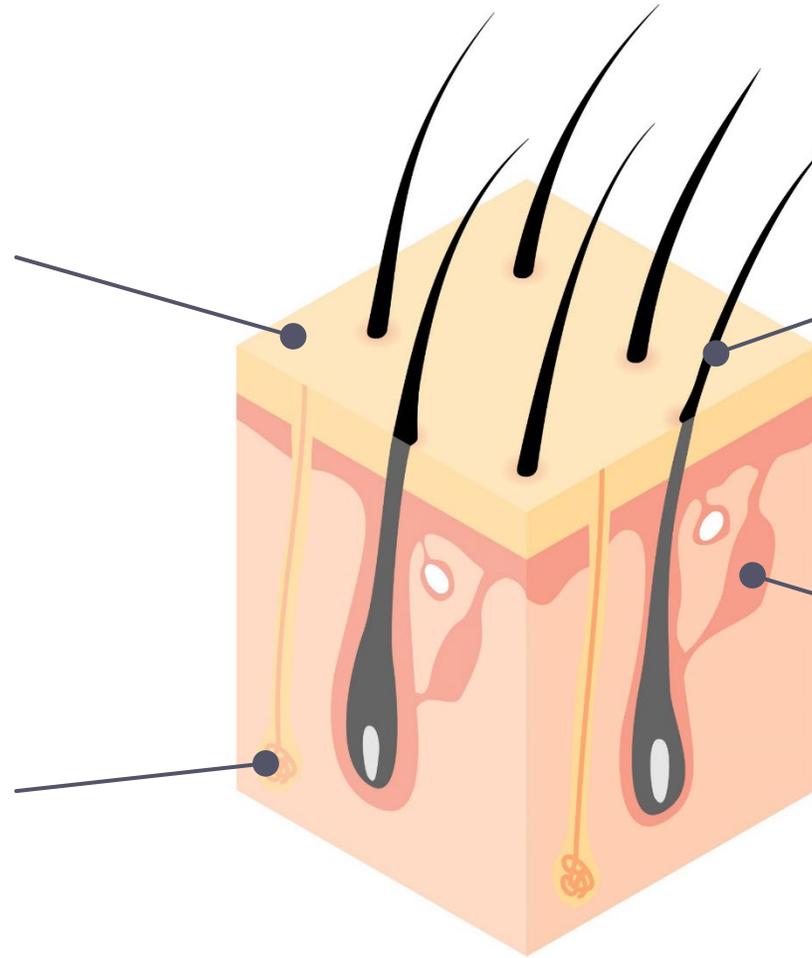
February 28, 2023

- Analyze the anatomy of the scalp
- Understand market trends driving scalp care
- Discuss considerations for scalp care cleansers:
  - Compare aesthetics for different cleansing bases
  - Evaluate customization potential with trendy additives
  - Discover ease of scalp scrub customization with Stepan's Structured Liquid Technology
- See Stepan's 5-Step Scalp Care Routine in action!

# What Makes the Scalp Unique?

Scalp skin: some of the thickest skin on the body, rich blood supply with high density of blood vessels

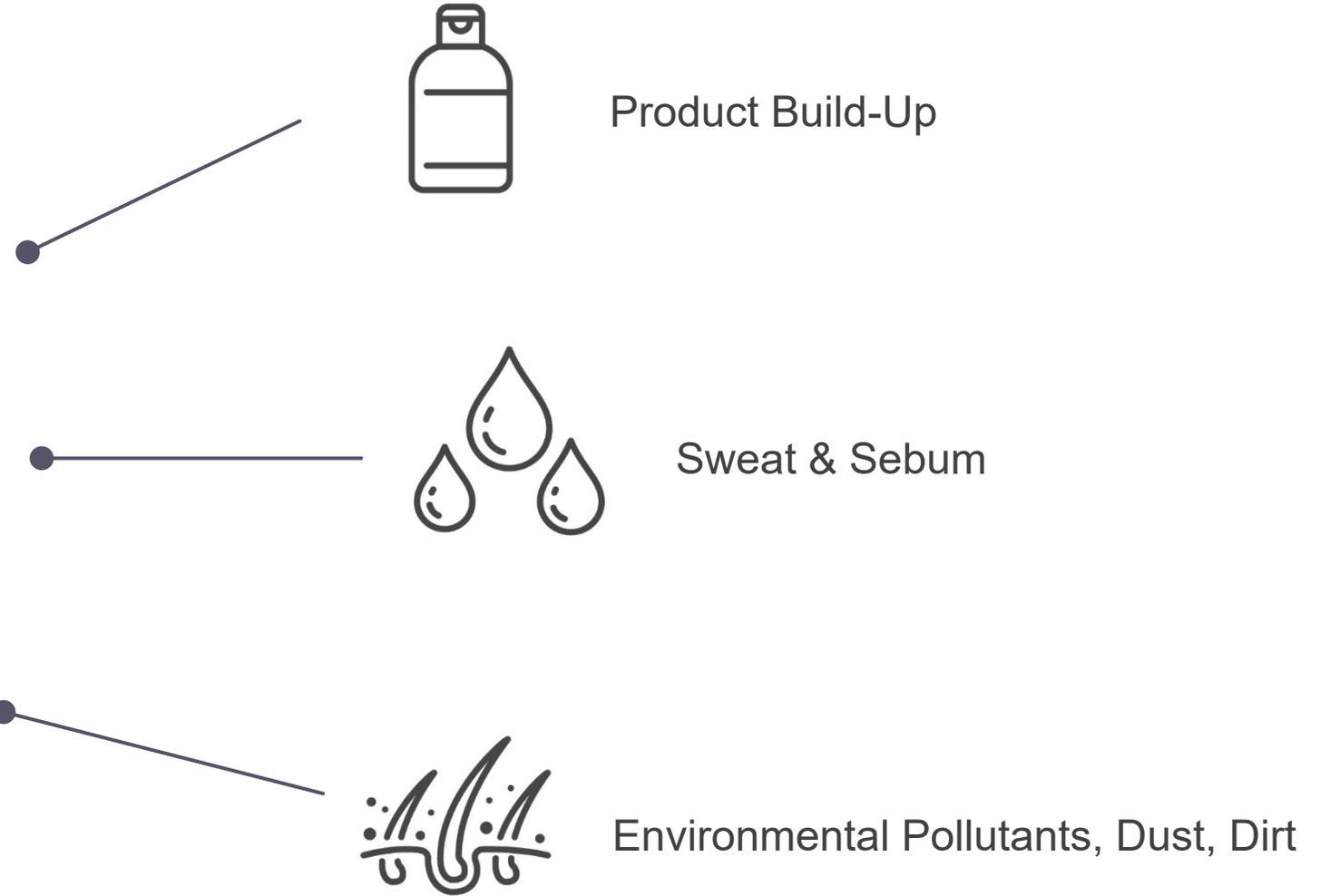
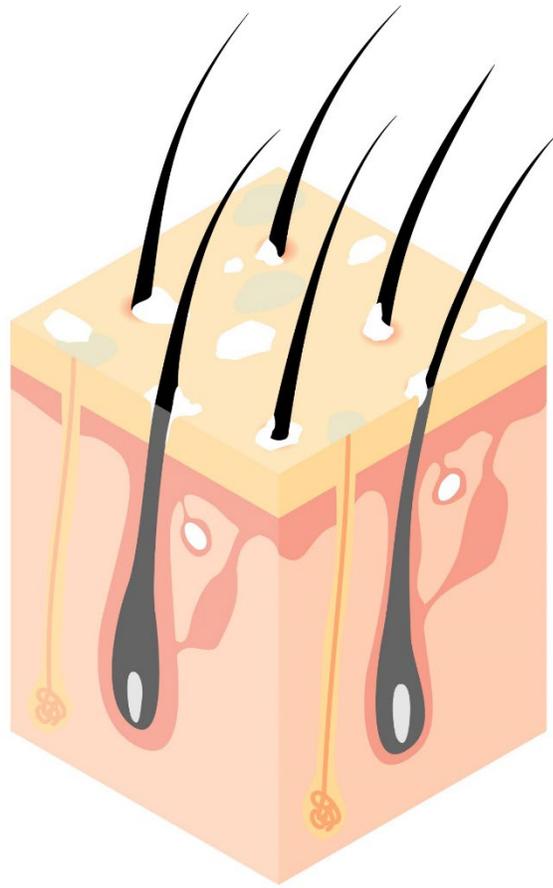
Sweat glands produce sweat just as other parts of body



Scalp contains more hair follicles than any other area of body

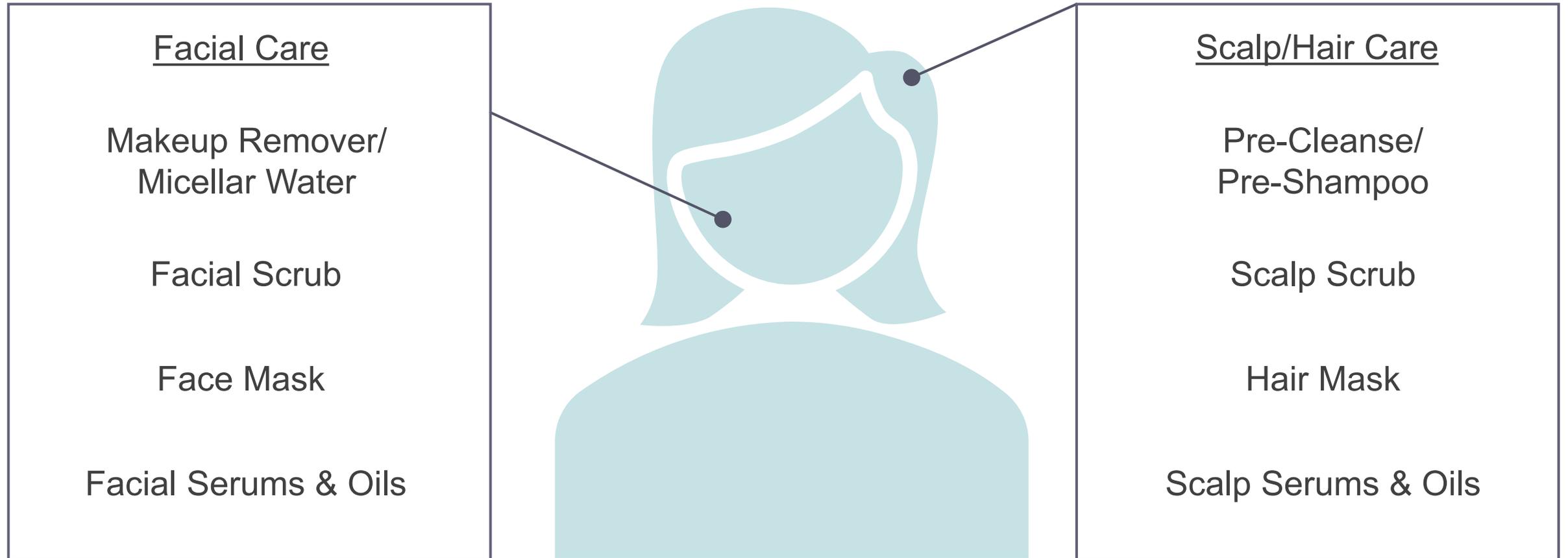
Hair follicles connected to sebaceous glands generate sebum, creates "greasy" hair

# What contributes to a dirty scalp?

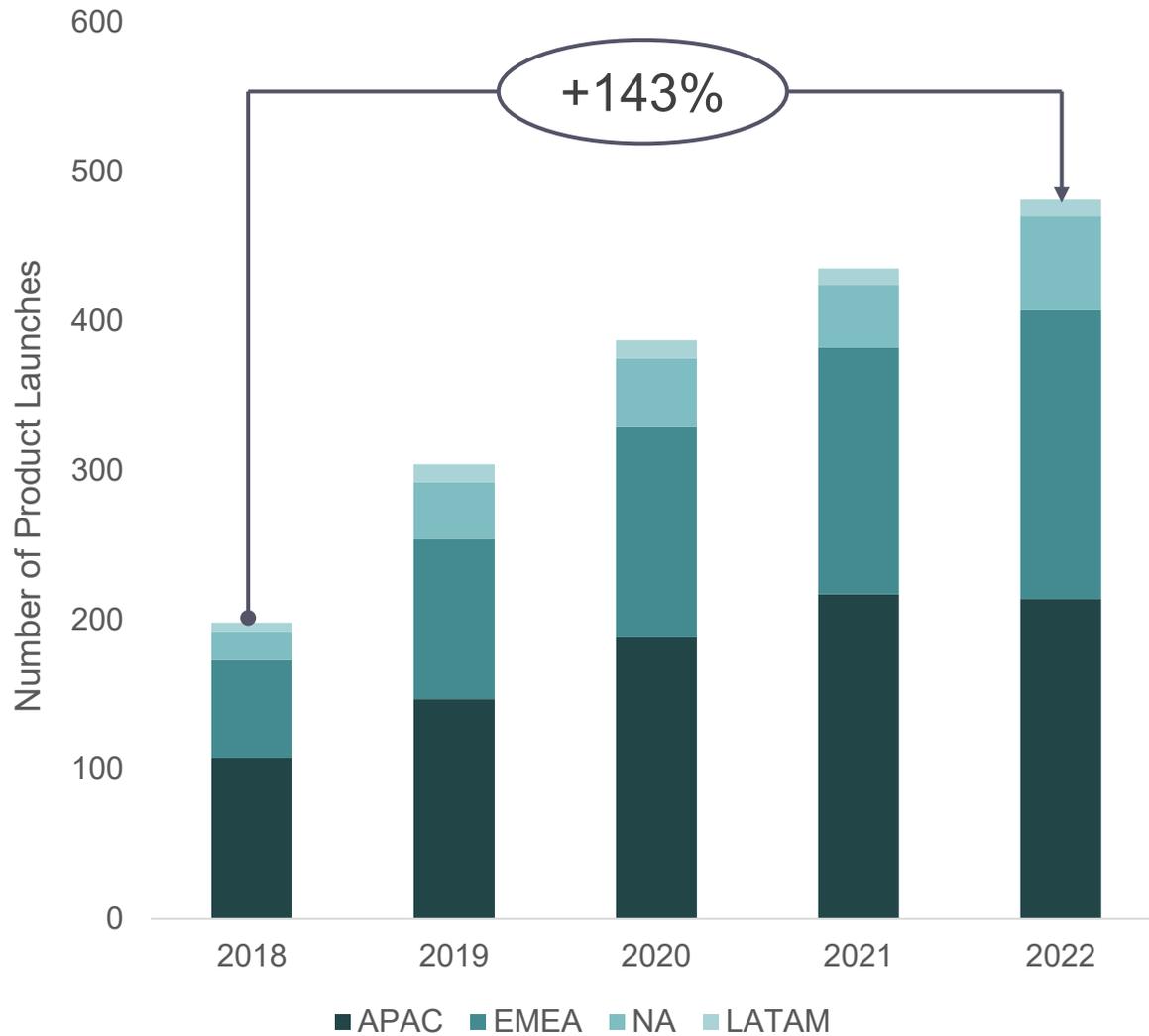


# Scalp Care: Evolution of “Skinification” Trend

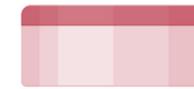
[skin·i·fi·ca'tion] : the trend of incorporating unique ingredients, formats, and/or benefits typically found in facial skincare



# New Products Focused on Scalp Needs



Scalp-refreshing shampoos  
and conditioners



Exfoliating scalp scrubs  
and polishes

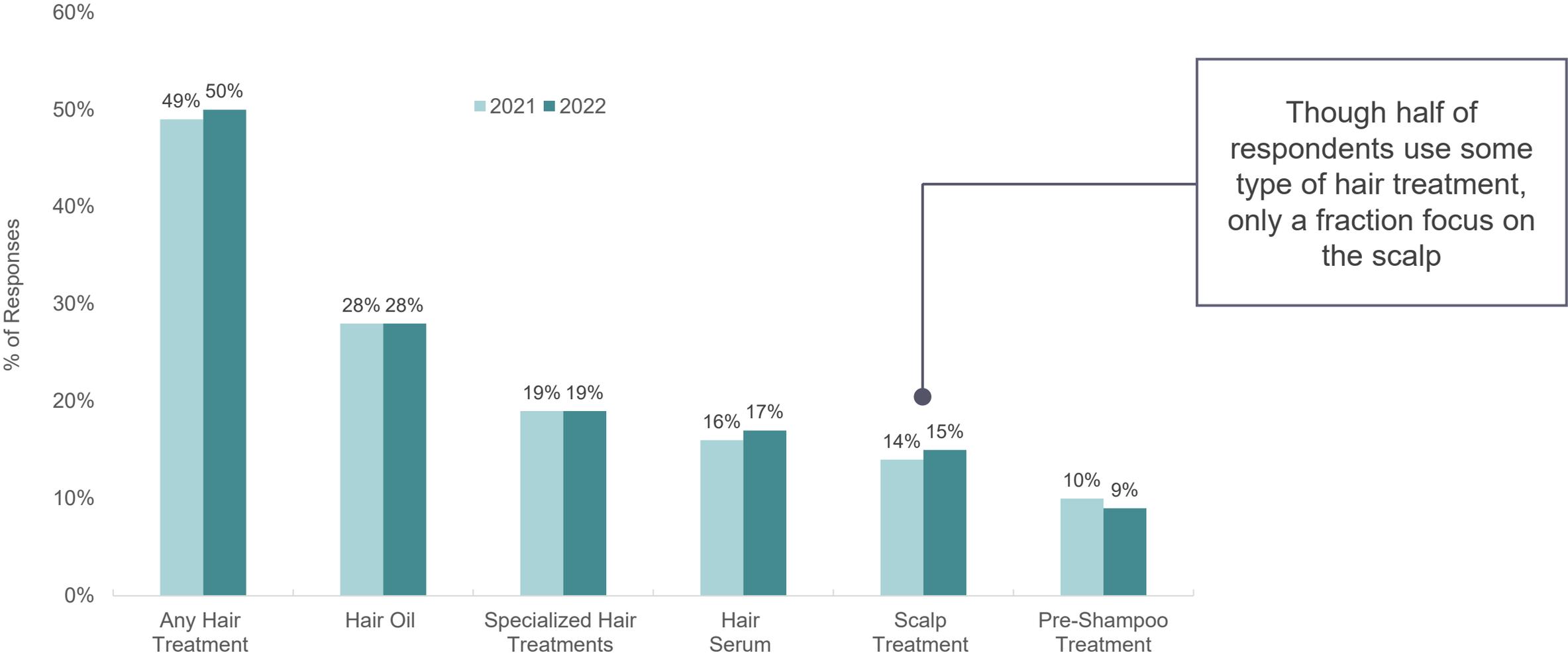


Scalp and hair oils



Scalp serums, nectars,  
and treatments

# Adoption of Scalp Regimens Still Early



Source: Kantar Profiles/Mintel, January 2021 and February 2022

# Stepan's 5-Step Scalp Care Routine

1



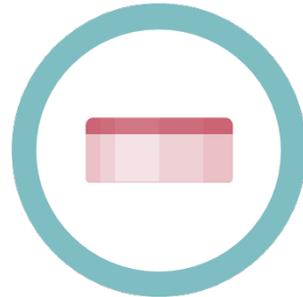
Pre-Cleanse

2



Cleansing  
Shampoo

3



Scalp  
Scrub

4



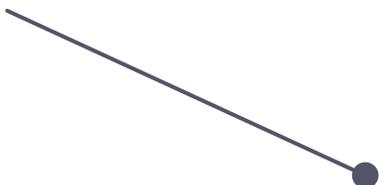
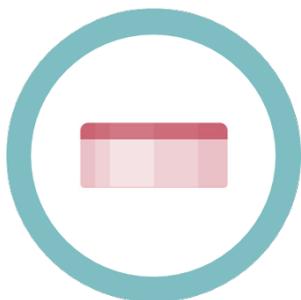
Hair  
Mask

5



Scalp  
Serum/Oil

# Stepan's 5-Step Scalp Care Routine



Cleansing products can utilize the same surfactant base, adjusted for activity, to streamline development and supply chain

# Choosing a Cleansing Base



“Fluffy”

ALPHA-STEP® PC-48  
AMPHOSOL® CS-50



“Boujee”

BIO-TERGE® AS-40 HP  
LATHANOL® LAL Powder  
NINOL® CAA



“Soothing”

MAPROSYL® 30-B  
STEPAN-MILD® GCC  
NINOL® CAA

**Cleansing System**

**INCI Names**

**Plant-Derived Content**

*(based on surfactant actives in  
Stepan's prototype formulations)*

**Sulfate-Free Claim**

Sodium Methyl 2-Sulfolaurate and  
Disodium 2-Sulfolaurate  
Cocamidopropyl Hydroxysultaine



No SLS/SLES<sup>1</sup>

Sodium C14-16 Olefin Sulfonate  
Sodium Lauryl Sulfoacetate  
Dimethyl Lauramide/Myristamide



No SLS/SLES

Sodium Lauroyl Sarcosinate  
Glyceryl Caprylate/Caprates  
Dimethyl Lauramide/Myristamide



No Sulfates

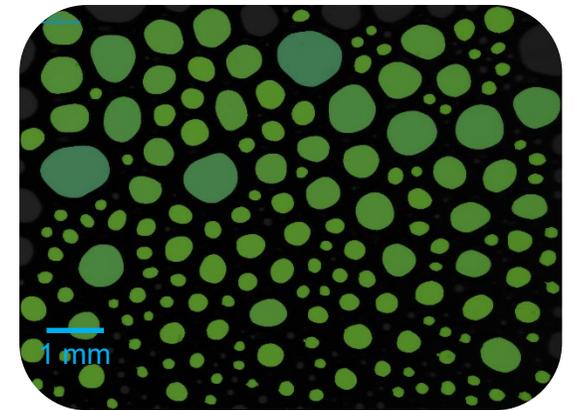
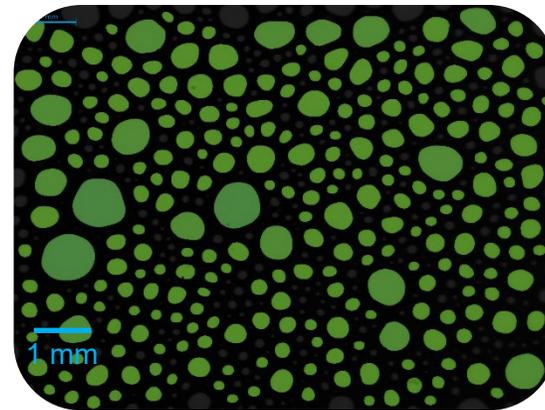
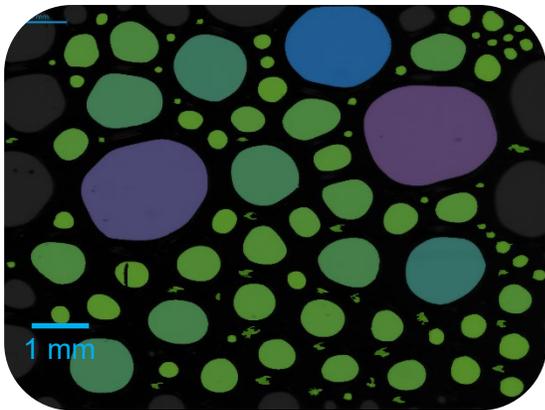
<sup>1</sup>SLS: Sodium Lauryl Sulfate    SLES: Sodium Laureth Sulfate

# Cleansing Base Aesthetics



Foam can have multiple dimensions – the amount of foam isn't the entire story

# Cleansing Base Foam Profiles



# Cleansing Base Summary



Medium foam volume

Large, fluffy bubbles

Clean after-feel



High foam volume

Dense, creamy bubbles

Soft after-feel

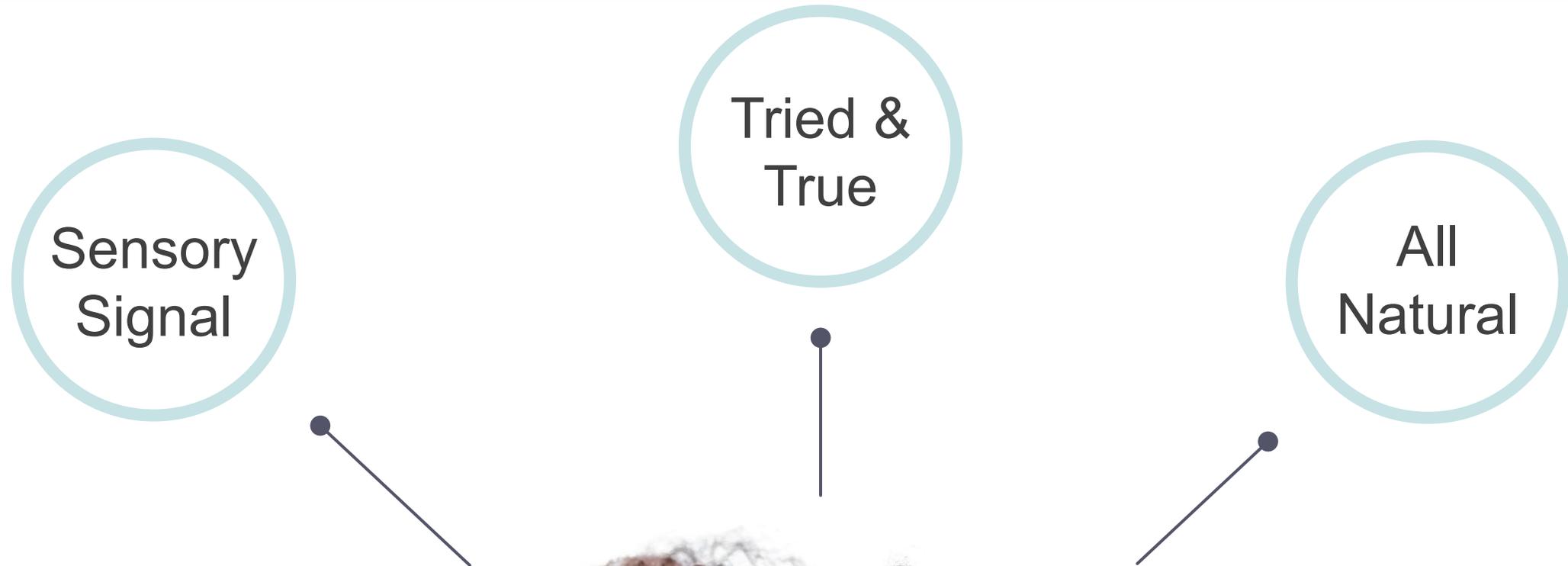


Low foam volume

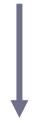
Dense, lacy bubbles

Pampered after-feel

# Let's Talk Customizations



## Sensory Signal



“It’s working!”



Menthol,  
Menthyl Lactate

Vanillyl Butyl Ether

## Tried & True



“I know this ingredient  
delivers \_\_\_\_.”



Collagen – “Hair Botox”

Caffeine – “Increased Circulation”

Hyaluronic Acid – “Moisturization”

## All Natural



“I seek out natural  
products.”



Peppermint Oil (+78%)

Eucalyptus Leaf Oil (+33%)

Tea Tree Oil (+19%)

*Top Growing Essential Oils in US Scalp Care Products  
Mintel GNPD Jan 2021 to Jan 2023*

# Stepan's 5-Step Scalp Care Routine

1



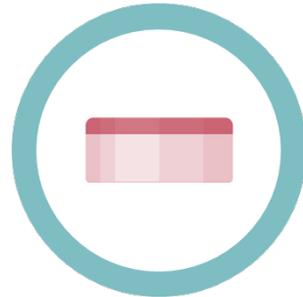
Pre-Cleanse

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Cleansing  
Shampoo

3



Scalp  
Scrub

4

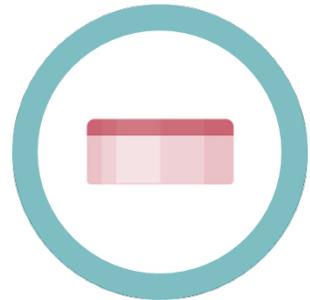


Hair  
Mask

5



Scalp  
Serum/Oil



Cleans without stripping

Water-based, rinses completely

Adapts to many exfoliants & additives

# Scalp Scrub Customization

Stepan Structured Liquid Technology makes it as easy as:

**1** Create the Structure



Choose gentle cleansers & mix with STEPAN-MILD GCC\*

**2** Add the Oils



Fragrance, essential oils, natural oils

**3** Dilute with Warm Water



Mix with high shear then add any non-dissociating exfoliant



Polymer free



Stable suspension, even at elevated temperatures



Suspend up to 20% natural oils



Let's put Stepan's  
5-Step Scalp Care  
Routine to the test!

**Stepan**   
Personal Care

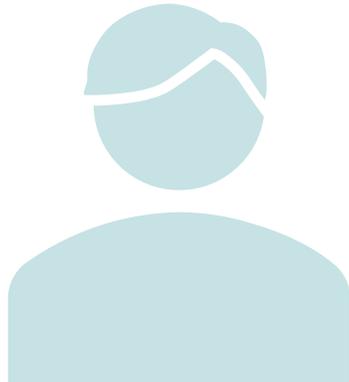
# Let's Meet Our Scalp Contestants...

## Volunteer #1

Hair Type      Short, Straight, Type 1A

Product Use      Infrequent hairspray or gel

Scalp Issues      Dry skin, dandruff



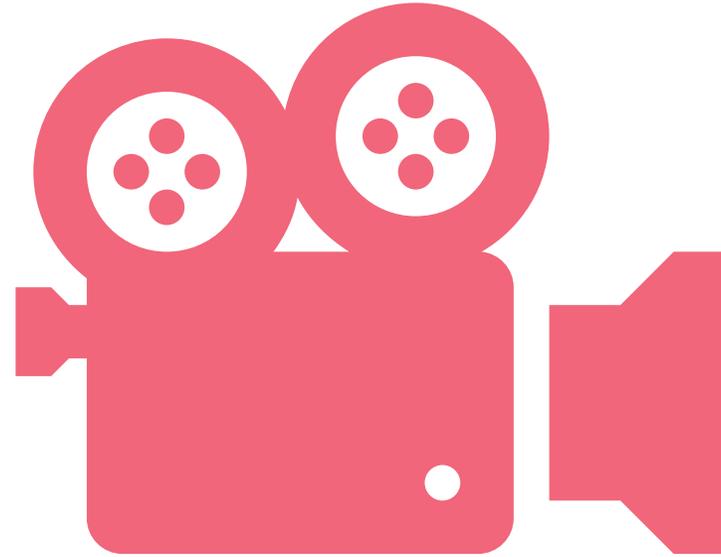
# Let's Meet Our Scalp Contestants...

## Volunteer #2

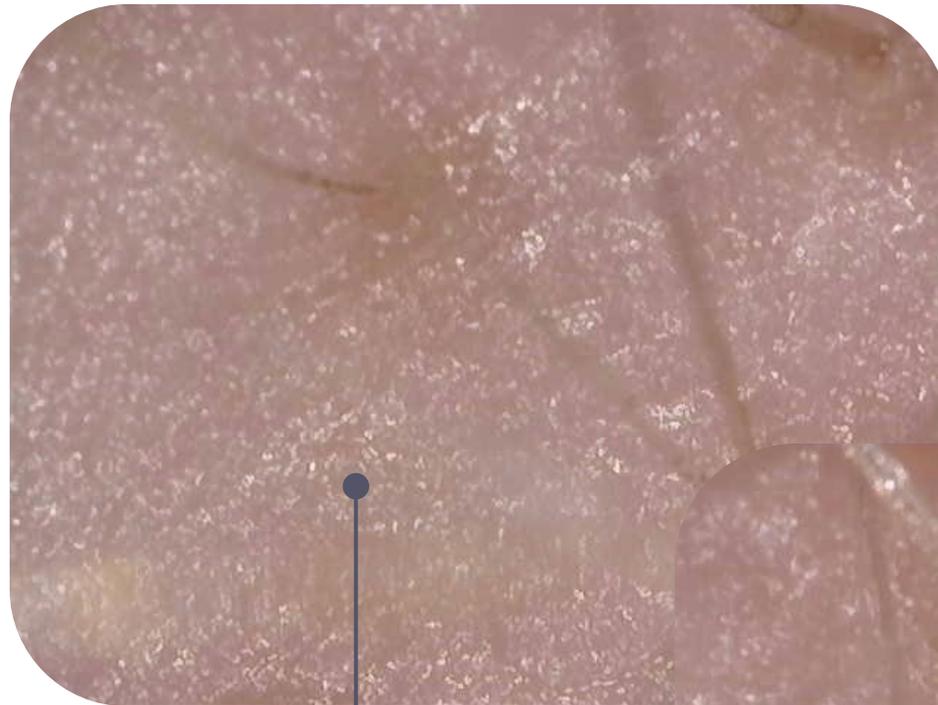
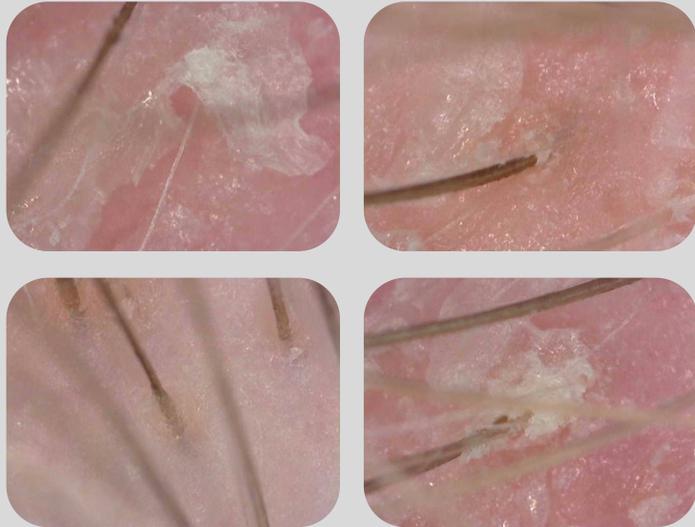
Hair Type      Long, Wavy, Type 2B  
Product Use    Lives for dry shampoo  
Scalp Issues    Dry & itchy in the winter



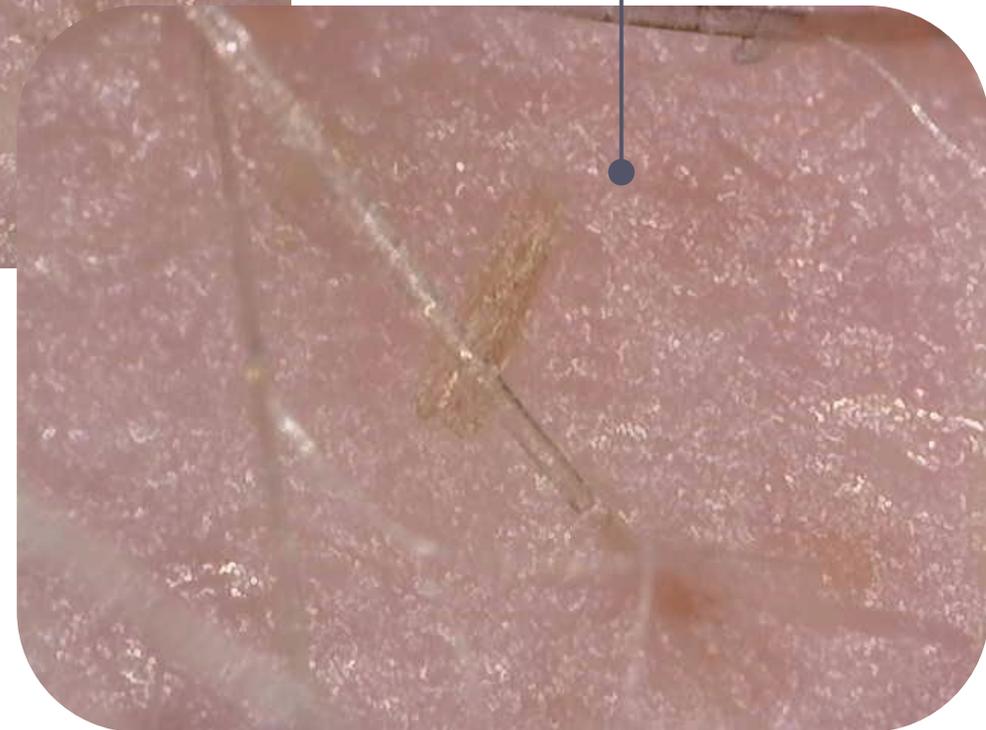
# Stepan's 5-Step Scalp Care Routine



## Volunteer #1 – Before



Visible reduction of redness



Dry, flaky skin removed to reveal excellent light reflex

## Volunteer #2 – Before



Visible reduction of redness; scalp appears shiny and “squeaky clean”

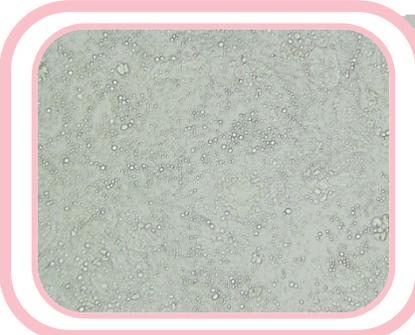
Removal of product build-up and dry skin at roots



# So, What Have We Covered?

- Scalp care trends
- Choosing the perfect cleansing base
- Modifying cleansing products based on current market trends
- Customizing water-based scalp scrubs with Stepan Structured Liquid Technology
- Seeing the benefits of Stepan's 5-Step Scalp Care Routine

# Stepan Offers Global Development Support



**Northfield, IL  
(Headquarters)**

**Mexico City /  
Ecatepec, Mexico**

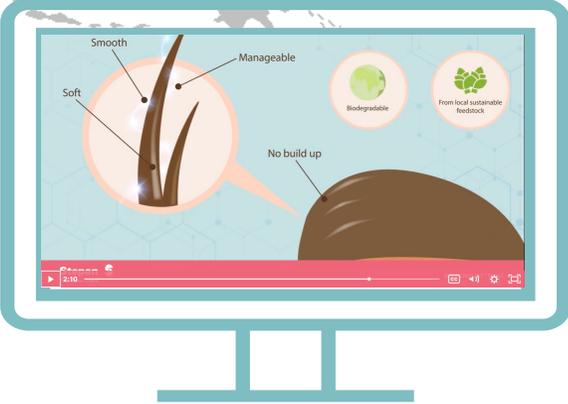
**São  
Paulo,  
Brazil**

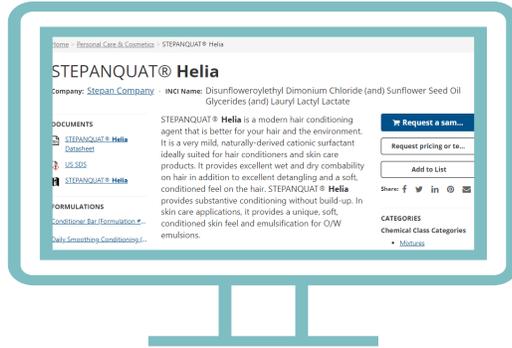
**Voreppe,  
France**



**Clear liquid  
Cold processable**

**Jurong  
Island,  
Singapore**





## UL Prospector

- Find product details
- Explore formulations
- Request samples
- Contact us



## Stepan's Website

- Watch new videos
- Discover curated formulation collections
- Learn about our latest innovations

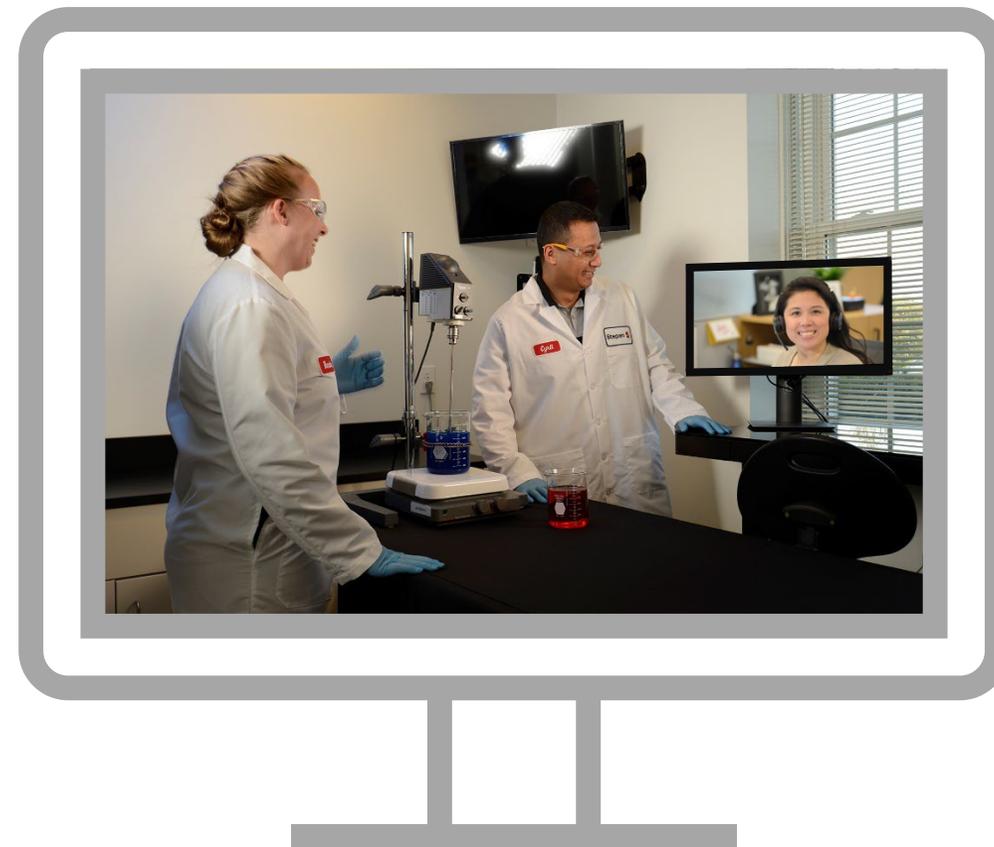


## Industry Events

- FarmaCosmetica, Bogota, Colombia, Stand 16
- incosmetics Global, Barcelona, Spain, Stand AE80
- NYSCC Suppliers' Day, New York City, Booth 1007

## Stepan's **Virtual Collaboration Lab** is available to you for live demonstrations or formulation troubleshooting!

- Reach out to your local sales representative
- Contact us through UL Prospector





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# Thank you!

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