

A luxurious, innovative microdispersion of avocado with enhanced performance and aesthetics



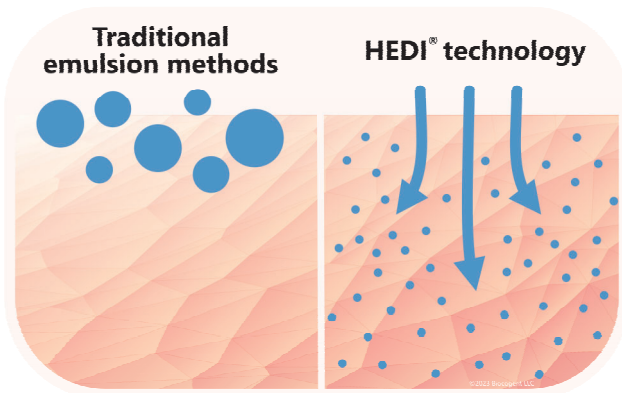
HEDI® Avocado



HEDI® Avocado is a unique combination of avocado butter with plant-derived squalane, radish seed extract, and vitamin E in a microdispersion carrying more than 30% hydrophobe. Avocado Butter, rich in essential fatty acids and antioxidants, is an occlusive moisturizer that locks in moisture. HEDI Avocado is clinically demonstrated to protect and repair hair, reducing breakage by 89% and closing 98% of split ends. HEDI Avocado is a plant-derived alternative for paraffin and silicone-based emollients.

HEDI products are stable ingredient blends of aqueous and oil-based materials made using a unique manufacturing process to generate ultra-concentrated homogeneous constructs that are infinitely dilutable in aqueous systems. HEDI products are amenable to cold processes and do not require surfactants or emulsifiers.

HEDI ingredients have superior aesthetics and can be adjusted to achieve a milk-like (pourable and even sprayable), creamy, or paste-like consistency. Tactile properties can be light and silky or velvety and more occlusive. Finished products have a better feel and provide superior surface coverage than traditionally formulated butters and oils.



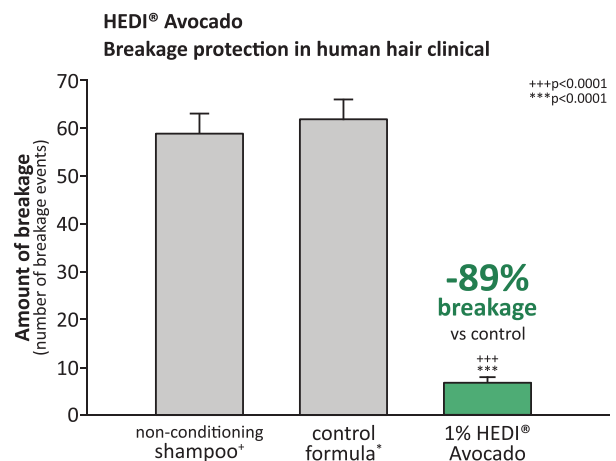
Improved delivery of actives:
With properties similar to the skin barrier, HEDI® promotes skin permeability and facilitates the delivery of actives through the lipid-rich, waterproof stratum corneum.

HEDI® ingredients streamline manufacturing

- No need to heat & melt butter → **Time & energy savings**
- Fewer mixing steps → **Faster batching**
- No need for surfactants or emulsifiers → **Simpler formulation**

With HEDI®, Biocogent does the work to save you time & money

HEDI® Avocado
Product ID – R10089
Suggested Use Level – 1%-20%
Water (and) Persea Gratissima (Avocado) Oil
(and) Hydrogenated Vegetable Oil (and) Squalane
(and) Raphanus Sativus (Radish) Seed Extract (and) Phospholipids
(and) Tocopheryl Acetate



1% HEDI® Avocado delivers breakage protection, reducing breakage events by 89%