

PERSONAL CARE MAGAZINE

Colour cosmetic
pigments: the
present and
the future

Boosting SPF
performance
for improved
protection



NEW ERA FOR US SUN CARE

FDA adds bemotrizinol to list of permitted
sunscreen ingredients

Upcycled coffee cherry for hair follicle longevity

Coffee is one of the world's most familiar plant-based commodities and has long been associated with vitality, stimulation and performance. While most attention traditionally focuses on the coffee bean, the coffee cherry itself contains another valuable botanical resource: cascara, the outer shell of the coffee fruit. During coffee production, cascara is typically discarded despite being naturally rich in caffeine, trigonelline and protective polyphenols.

With Cascara Pro, Lipoid Kosmetik transforms this overlooked by-product into a substantiated cosmetic ingredient designed for modern hair and scalp care. Combining organic upcycled cascara with natural caffeine, Cascara Pro delivers a unique concept that links scalp protection, vitality and hair follicle longevity. The ingredient represents a new generation of cosmetic actives that unite efficacy, sustainability and consumer-relevant benefits in a single solution.

From coffee by-product to high-performance cosmetic active

Cascara Pro is produced from organic coffee cherry cascara sourced through a traceable supply chain in Brazil. The raw material originates from responsible coffee cultivation and is carefully processed to preserve its valuable phytochemical profile. By transforming a by-product of coffee production into a high-value cosmetic extract, Cascara Pro embodies the principles of circular economy and sustainable sourcing while creating a compelling story that resonates with today's environmentally conscious consumers. At the same time, it builds upon the familiarity and positive consumer perception of coffee while introducing a novel botanical dimension to modern scalp care concepts.

Cascara Pro supports scalp health and follicle longevity

What makes Cascara Pro particularly unique is its ability to combine the best of two worlds. Through its natural caffeine content, the ingredient delivers the well-established stimulation concept associated with coffee. At the same time, the cascara-derived phytochemicals contribute protective properties that go beyond conventional caffeine-based approaches. Polyphenols, flavonoids and tannins help defend the scalp and hair follicles against oxidative stress and environmental aggressors, while caffeine and trigonelline support scalp vitality and metabolic activity. Together, these complementary mechanisms create a holistic concept centered on scalp protection, vitality and follicle longevity (data not shown).



The efficacy of Cascara Pro has been demonstrated through both *in vitro* and *in vivo* studies. In primary human hair follicle dermal papilla cells, the ingredient showed strong antioxidant activity and significantly reduced intracellular free radical formation under oxidative stress conditions (data not shown). Oxidative stress is recognized as an important factor contributing to follicle aging and loss of vitality. By helping protect hair follicle cells from oxidative damage, Cascara Pro supports cellular resilience and contributes to maintaining healthy follicular function over time. These benefits were further confirmed in a double-blind, placebo-controlled clinical *in vivo* study. Participants applied a serum containing 2 % Cascara Pro twice daily over a period of 28 days. The results demonstrated significant improvements across multiple scalp health parameters. Positive ratings increased for overall scalp health, scalp comfort, reduced scalp irritation, reduced scalp dryness, hair vitality and hair protection from daily stress (Figure 1). Representative scalp images also revealed visible improvements in scalp appearance throughout the study period, supporting the consumer perception of healthier and more resilient scalp (data not shown). Beyond these long-term benefits, Cascara Pro also delivered an immediate sensory effect, with 75 % of users reporting an instant feeling of scalp activation and enhanced vitality after application. This combination of immediate sensory perception and sustained scalp improvement creates a highly attractive consumer experience.

Increase in positive rating for scalp health parameters

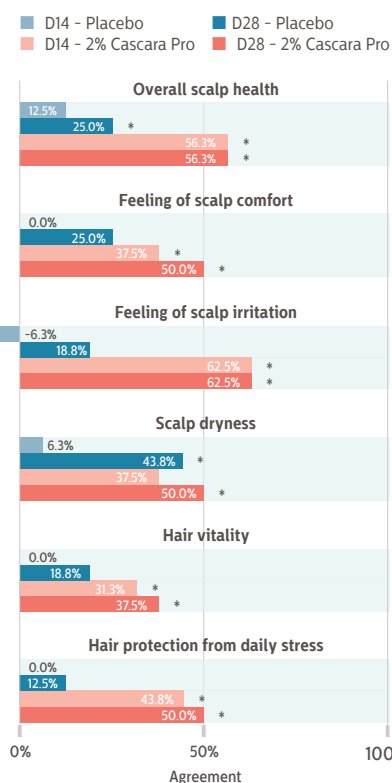


Figure 1: Cascara Pro improves perceived scalp health and vitality

Conclusion

Cascara Pro is a COSMOS- and NATRUE-certified substantiated extract for modern hair and scalp care. By combining the stimulating power of natural caffeine with the protective phytochemical richness of cascara, the ingredient provides a scientifically substantiated approach to scalp health and follicle longevity. Supported by clinical efficacy data and a compelling upcycling story, Cascara Pro aligns perfectly with current consumer expectations for effective, natural and sustainable solutions for next-generation hair care concepts.

PCM

Lipoid
Kosmetik

Lipoid Kosmetik AG
Sennweidstrasse 44/46,
CH-6312 Steinhausen,
Switzerland
Tel: +41 (0) 41 748 33 33
E-Mail: info@lipoid-kosmetik.com
Website: www.lipoid-kosmetik.com

