

# Faba TONIQT<sup>TM</sup>

STYLING | CURL HOLD | CONDITIONING

Upcycled from a by-product of hummus production, Faba TONIQT<sup>TM</sup> is an all-natural hair styling active shown to retain curls for 48 hours. This zero-waste TONIQT<sup>TM</sup> also delivers better hair manageability and noticeably smoother, sleeker, longer-lasting curls.

MADE FROM A  
**BY-PRODUCT  
OF HUMMUS**  
PRODUCTION

1 KG FABA TONIQT<sup>TM</sup>  
CONTAINS THE WATER  
NEEDED TO PROCESS  
**~4,000**  
CHICKPEAS, DIVERTING  
IT FROM WASTE

IDEAL FOR  
**HAIR  
STYLING**  
OF MULTIPLE HAIR  
TEXTURES & CURL TYPES



# Faba TONIQT<sup>TM</sup>

## NATURAL HAIR STYLING ACTIVE UPCYCLED FROM A BY-PRODUCT OF HUMMUS PRODUCTION

Faba TONIQT<sup>TM</sup> is an all-natural hair styling active developed to retain curl hold, even in humidity for as long as 48 hours. Made from a by-product of hummus production, this upcycled potent extract is rich in carbohydrates, proteins, polypeptides and amino acids which help to style and condition the hair, delivering better hair manageability, easier detangling, and sleeker, longer-lasting curls. It is suitable for multiple hair textures and curl types, whether styled or natural.

Faba TONIQT<sup>TM</sup> is preserved with Benzyl Alcohol.

## BENEFITS

- Retains natural and heat-styled curls for 48 hours, even in humidity
- All-natural conditioning properties for a soft-feel hold
- Better manageability and easier detangling
- Contains film forming natural polymers that coat the hair to achieve significant curl retention after drying
- Source of proteins, peptides, polypeptides, and carbohydrates
- Made from a by-product of hummus production
- Preserved with Benzyl Alcohol
- Suitable for multiple hair textures and curl types

**1KG OF Faba TONIQT<sup>TM</sup>  
CONTAINS THE WATER  
NEEDED TO PROCESS ~4,000  
CHICKPEAS, DIVERTING IT  
FROM WASTE!**



**INCI Name:** Cicer Arietinum Seed Extract 98% & Benzyl Alcohol\* 2%

**Appearance:** Opaque Liquid, White to Beige

**Suggested Use Level:** 3 - 10%

**Suggested Application:** Hair Care, Hair Styling

**Degree of Naturality ISO 16128:** NOI 0.98 | NI 0.98

**COSMOS:** Conforms

**Country of Origin:** UK

\* Benzyl Alcohol was selected as it allows for low inclusion levels and is globally compliant, broad-spectrum, fast-drying, and compatible with most ingredients and pH's. With most haircare formulations being fragranced, we felt it would be widely acceptable. However, if you have a project where Benzyl Alcohol isn't accepted, we can offer alternative options.



COSMOS  
APPROVED



# Faba TONIQT<sup>TM</sup> UPCYCLING PROCESS



Chickpea pods are harvested



The chickpeas are soaked and boiled, and the skins removed



This results in a leftover liquid extract, which we upcycle and process, in house



The cooked chickpeas are ground and mixed with other ingredients to make hummus

PRODUCT 1: THE HUMMUS



PRODUCT 2: THE ACTIVE

This proprietary substance is then combined with Benzyl Alcohol to create **Faba TONIQT<sup>TM</sup>**

FULL OF HAIR STYLING

NATURAL POLYMERS

Upcycled from a by-product of hummus production, Faba TONIQT<sup>TM</sup> reflects the nutritional profile of the superfood, containing a concentrated mixture of complex carbohydrates, proteins, amino acids, peptides, and polypeptides.

As well as helping to lock in moisture; the complex carbohydrates in Faba TONIQT<sup>TM</sup> do more than just condition for super sleek results. **This potent extract contains an all-natural blend of polysaccharides and oligosaccharides that work to coat the hairs and after drying deliver long-lasting hair styling, even in the most humid climates.**





## CURL RETENTION STUDY

Curl retention was assessed in vitro using hair tresses. Three measurements were performed at room temperature at 80% relative humidity, on straight hair, curled around a metal rod. We compared 5% and 10% Faba TONIQ™ with water as a control. Looking at figure 1, **Faba TONIQ™ was proven to achieve tighter, and noticeably sleeker curls when compared with water.**

Figure 2 shows that **Faba TONIQ™ continues to retain the curls and remain less frizzy after 48 hours**, whereas the water does not. Therefore, Faba TONIQ™ **significantly increases the retention of curls after a single application and has a 48 hour effect, delivering additional benefits such as conditioning and frizz control.**

FIG 1. CURL RETENTION AFTER 0 HOURS



Fig 2. CURL RETENTION AFTER 48 HOURS



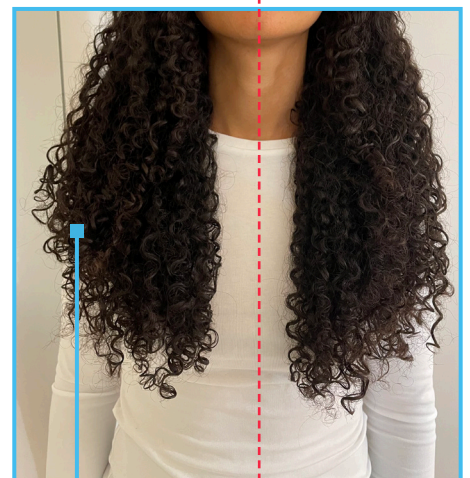
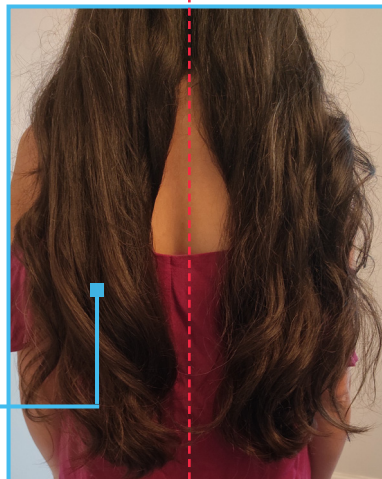
## CONSUMER FEEDBACK

Consumer feedback was collected to determine **Faba TONIQ™'s usability in multiple hair textures and curl types.** 5% Faba TONIQ™ was sprayed onto half a head of natural or styled curls and left for 48 hours.



"As well as **long-lasting hold**, my hair was more **manageable** when using **Faba TONIQ™**, with additional **anti-humidity benefits.**"

"**Faba TONIQ™** gave my hair a natural hold, helped define my curls and also left my hair feeling **super conditioned**, which I don't get with other styling products."



"**Faba TONIQ™** defined my curls and kept them feeling **soft and smooth** all day."

# CURL RETENTION

## RINSE-OFF STUDIES

### CONDITIONER + 3% FABIA TONIQT<sup>TM</sup> VS. CONDITIONER (CONTROL)

CURL RETENTION AFTER 0 HOURS



Faba TONIQT<sup>TM</sup>

Conditioner (Control)

CURL RETENTION AFTER 24 HOURS



Faba TONIQT<sup>TM</sup>

Conditioner (Control)

### CONDITIONER + 3% FABIA TONIQT<sup>TM</sup> VS. BESTSELLERS

CURL RETENTION AFTER 0 HOURS



Faba TONIQT<sup>TM</sup>

Product 1

Product 2

Product 3

CURL RETENTION AFTER 6 HOURS



Faba TONIQT<sup>TM</sup>

Product 1

Product 2

Product 3

Faba TONIQT<sup>TM</sup> - Conditioner (Control) + 3% Faba TONIQT<sup>TM</sup>  
Product 1 - Cantu Shea Butter Hydrating Cream Conditioner  
Product 2 - Aussie Moist 3 Minute Miracle Moist Deep Liquid Conditioner  
Product 3 - John Frieda Frizz Ease Dream Curls Curl-Defining Conditioner



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