

LONDON, Feb. 28, 2014 /PRNewswire/ -- Based on its recent research on the natural active market for dandruff, Frost & Sullivan presents GREENTECH S.A. with the 2014 European Frost & Sullivan Award for New Product Innovation Leadership for developing DANDRILYS®. This potent, plant-based natural product mitigates scalp irritation, reduces dandruff, normalizes sebum production and subsequently, facilitates the growth of healthy hair.

DANDRILYS® is developed from the bark of *Ziziphus joazeiro*, an evergreen plant native to South America

. The leaves and/or the bark of the plant produce abundant foam upon mixing with water. The detergency and foaming properties of DANDRILYS® have been proven to be 2.1 times higher than sodium laureth sulfate's, a surfactant that is commonly used in shampoo and shower products. Therefore, apart from application in anti-dandruff hair shampoo, DANDRILYS® can be used for the formulation of shower and facial cleanser products.

The bark extract contains jujubosides, a type of saponin that confers foaming properties and antioxidative protection, with strengthening and revitalizing effects on the skin. Additionally, its sugar constituents comprising polysaccharides and oligosaccharides offer moisturizing and calming effects, which will lower the irritation caused by dandruff.

GREENTECH is the coordinator of the EUREKA project E! 2314 O'SCREEN, which aims to develop a comprehensive database of 30,000 plants with details of their botanical physiology, chemical constituents, and potential applications. Based on reversing the screening process traditionally used in drug discovery, the approach begins by identifying key enzymes involved in certain diseases or disorders. Following this, the project team evaluates and identifies the chemical ligands that could bind to the enzyme to modulate the pathogenesis of the pathway. Frost & Sullivan's research shows that by using this reverse approach, substances can be extracted from the detected plant material and be sent to the early stage of R&D.

"GREENTECH's anti-dandruff promotion strategy is based on the ability of DANDRILYS® to cleanse the scalp and hair of impurities and dandruff by preventing sebum production," said Frost & Sullivan Industry Manager for Health and Wellness Sandhya Kamath. "By retarding the production of 5-lipoxygenase (5-LOX), it will inhibit the cascading reactions that trigger itchiness and inflammation."

One of the main catalysts of dandruff is mast cells. These cells cause allergic reactions due to the crosslinking of their surface receptors, FcεRI and IgE. The interaction of mast cells with FcεRI and IgE lead to degranulation and the release of vasoactive peptides - pro-inflammatory mediators that include histamine, cytokines, and proteolytic enzymes. DANDRILYS® is an ideal antidote to this process as it inhibits the degranulation of mast cells, which prevents the subsequent release of histamine, a major mediator that causes itching.

According to the *in vitro* test by GREENTECH, 2 percent DANDRILYS® reduces 27 percent histamine production. Furthermore, the *in vivo* study of DANDRILYS® demonstrated that it reduced dandruff quantity by as much as 67 percent after the first application of the shampoo that contained 2.5 percent DANDRILYS®.

"By leveraging its comprehensive drug discovery database, GREENTECH has successfully developed an extremely efficient anti-dandruff product that is having a huge impact on the hair care segment," noted Kamath. "Consumers have shown a marked preference for naturally-derived products in recent years; therefore, DANDRILYS® may offer an additional option of anti-dandruff actives."

Each year, Frost & Sullivan presents this award to the company that that has developed an innovative element in a product by leverage leading-edge technologies. The award recognizes the value added features/benefits of the product and the increased ROI it offers customers, which in turn increases customer acquisition and overall market penetration potential.

Frost & Sullivan's Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About GREENTECH

GREENTECH: An innovative concept for the future.

Since 1992, GREENTECH has been developing and producing active ingredients from plants, algae, micro-algae and biotechnology in the cosmetic, nutraceutical and pharmaceutical fields. Present in more than 30 countries, GREENTECH has its portfolio constantly updated by innovative actives and extracts (BIOTILYS®, QT40®, SILIDINE®...).

Active ingredients from local and worldwide raw materials for local and top cosmetic companies are daily produced in our factories with guarantee of quality (pharmacy and cosmetic GMP compliance).

The R&D laboratory has got its own large database (30 000 plants – 300 000 biological molecules), uses bio-informatics for rapid and targeted development of new actives, and collaborates with scientists and specialists in international research programmes for innovation. Then, GREENTECH was the first company to supply cosmetic ingredients certified Organic by ECOCERT (France) and offers today the largest range.

Finally, for more than 15 years, GREENTECH has got close and official cooperations with local people in different countries (as Peru, Burkina Faso...) with spirit of sustainable development and trade.

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Our "Growth Partnership" supports clients by addressing these opportunities and incorporating two key elements driving visionary innovation: The Integrated Value Proposition and The Partnership Infrastructure.

- **The Integrated Value Proposition** provides support to our clients throughout all phases of their journey to visionary innovation including: research, analysis, strategy, vision, innovation and implementation.
- **The Partnership Infrastructure** is entirely unique as it constructs the foundation upon

which visionary innovation becomes possible. This includes our 360 degree research, comprehensive industry coverage, career best practices as well as our global footprint of more than 40 offices.

For more than 50 years, we have been developing growth strategies for the global 1000, emerging businesses, the public sector and the investment community. Is your organization prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics and emerging economies?

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GREENTECH for its Potent Anti-dandruff Product, DANDRILYS®

Written by Australian Business

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