

Pumpkin TONIQTTM

HAIR SHINE | FRIZZ REDUCTION | CONDITIONING

Made from upcycled pumpkin seeds, Pumpkin TONIQTTM is a zero waste haircare active that significantly enhances shine. It also delivers conditioning, smoothing, and frizz-taming benefits for sleek, healthy-looking hair.

MADE FROM
**UPCYCLED
PUMPKIN SEEDS**
A BY-PRODUCT OF THE
FOOD/AGRI INDUSTRY

1KG PUMPKIN TONIQTTM CONTAINS
~1,600
PUMPKIN SEEDS SAVED
FROM LANDFILL

IDEAL FOR
**LEAVE-ON
& RINSE-OFF**
HAIRCARE APPLICATIONS



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Pumpkin TONIQTTM

THE UPCYCLED HAIRCARE ACTIVE FOR SMOOTH & GLOSSY LOCKS

Made from upcycled pumpkin seeds, Pumpkin TONIQTTM is a water-soluble haircare active that boosts shine, conditions hair, and reduces frizz.

Pumpkin seeds are often used in beauty and personal care as a source of oil. However, these seeds also contain many water-soluble vitamins and minerals that provide essential nutrition for healthy hair and scalp. These include niacin (vitamin B3), pantothenic acid (vitamin B5), magnesium, and zinc. Alongside these nutrients, Pumpkin TONIQTTM is rich in amino acids, such as arginine, which help to condition the hair and improve its natural shine.

BENEFITS

- Boosts hair shine by up to 20%
- Reduces frizz and smooths hair cuticles
- Improves wet combing and hair manageability
- Rich in amino acids; helps condition hair and enhance its natural shine
- Promotes healthy hair and scalp with water-soluble vitamins and minerals like magnesium and zinc
- Made from locally sourced, upcycled pumpkin seeds, rescued from an invisible side of food production
- Produced using a low-energy, green chemistry process based on enzyme fermentation
- Can be used in a wide variety of leave-on and rinse-off haircare applications

**1KG PUMPKIN TONIQTTM
CONTAINS ~1,600
RESCUED PUMPKIN
SEEDS OTHERWISE
DESTINED FOR LANDFILL**



INCI Name: Hydrolyzed Pumpkin Seedcake 99%, Sodium Benzoate 1%

Appearance: Clear to hazy liquid

Suggested Use Level: 3 - 5%

Suggested Application: Hair Care Leave-on & Rinse-off

Degree of Naturality ISO 16128: NOI 0.99 | NI 0.99

COSMOS: Conforms

Country of Origin: UK

PENDING



COSMOS
APPROVED



CRUELTY
FREE

100%
VEGAN

PALM
FREE

THE UPCYCLING PROCESS



PRODUCT 1: THE SEEDS

High quality commercial pumpkin seeds are harvested for use in agriculture



PRODUCT 2: THE WASTE

Rejected pumpkin seeds that don't make the grade are collected from the commercial seed distributor



The seeds are fermented with a proprietary blend of enzymes without the use of excessive heat or chemical solvents



PRODUCT 3: THE ACTIVE

Sodium Benzoate is added to the active as a preservative. The result?
Pumpkin TONIQ™!

INVISIBLE FOOD WASTE, LOCALLY SOURCED

Commercial seeds are more valuable than edible seeds; they play a crucial role in agriculture, influencing the quality, yield, and resilience of crops. High-value varieties, such as pumpkin, are developed to offer improved traits like disease resistance and climate adaptability, contributing to sustainable and efficient food production.

However, tonnes of seeds are discarded due to minor specification issues, affecting germination and growth rates, rendering them unfit for agricultural use;

this highlights **an overlooked aspect of the food supply chain.** For every 1kg of Pumpkin TONIQ™, you're saving ~1,600 pumpkin seeds from going to landfill!

Did you know? China is the world's largest producer of pumpkin seeds, accounting for around 70% of global production, and is also the largest exporter. We source our pumpkin seeds from just 68 km (42 miles) away from our production site in South England.

HAIR SHINE STUDY: LEAVE-ON

Pumpkin TONIQTTM vs. Untreated

An ex-vivo study evaluated the effect of Pumpkin TONIQTTM on hair shine. Hair tresses were washed with SLES shampoo. Then, a leave-on solution containing 3% Pumpkin TONIQTTM was applied to half of them. The tresses were wrapped around a 1cm rod and left to dry for 12 hours at room temperature. Photos were taken using daylight as the only light source, and LAB measurements were recorded for the central area of the tress. **The study demonstrates enhanced luminosity and light reflection (shine) following a single application of Pumpkin TONIQTTM.**

**UNTREATED
(VIRGIN HAIR)**



**3% PUMPKIN
TONIQTTM
SOLUTION**



**BOOSTS HAIR
SHINE BY**

+16%

**(AVERAGE % CHANGE
DARK BLONDE HAIR
- DAYLIGHT)**

**BOOSTS HAIR
SHINE BY**

+20%

**(AVERAGE % CHANGE
DARK BROWN HAIR
- DAYLIGHT)**



HALF-HEAD SALON STUDY: RINSE-OFF

A half-head test evaluated Pumpkin TONIQ™ on an individual with **bleached Type 1B hair**. First, the hair was lightened using bleach and then washed with shampoo. The hair was split into two sections for treatment; the left side was treated with a basic conditioner (Positive Control), while the right side received the same conditioner with 3% Pumpkin TONIQ™. The hair was then brushed; at this point, the stylist reported that the right side was **easier to brush, and improved wet combing**. After rinsing, the hair was trimmed and blow-dried straight. The stylist noted that the right side **felt silky and smooth**. **Photos demonstrate improved frizz control (vs. the Positive Control)**. No other products were used.



LEFT SIDE: POSITIVE CONTROL

RIGHT SIDE: POSITIVE CONTROL +
3% PUMPKIN TONIQ™

HAIR STYLIST FEEDBACK

“[My client’s] cuticles laid much flatter, and her hair looked shinier and healthier.”

“Not only could I feel a huge difference when just applying the conditioner [with Pumpkin TONIQ™] at the basin, but the **Pumpkin TONIQ™** allowed me to brush through my client’s hair so much easier. At the end of the service, her cuticles laid much flatter, and her hair looked shinier and healthier on the side that I had used the Pumpkin TONIQ™! I was so impressed with how amazing this product was, I can’t wait to use it again!”

FRIZZ REDUCTION STUDY: RINSE OFF

Pumpkin TONIQ™ vs. Positive Control

Curly hair tresses in dark blonde, brown, and peppered grey shades were washed with a basic shampoo containing SLES. Half of the tresses were treated with a conditioner containing cetrimonium chloride (Positive Control), while the other half received the same conditioner with an added 3% Pumpkin TONIQ™. Both conditioners were left on for two minutes before rinsing. The dark blonde tresses were blow-dried on a warm setting, the brown tresses were air-dried for 24 hours, and the peppered grey tresses were blow-dried straight on a warm setting. Each tress was then brushed 10 times with a fine eyelash brush, and photographs were taken when the hair was wet and after drying. **Comparative images show that hair treated with 3% Pumpkin TONIQ™ appeared smoother, with reduced frizz and flyaways, even on naturally curly hair.**

Curly hair blow dry
& brush

Curly hair air dry
& brush

Straight hair blow
dry & brush

WET
HAIR



PUMPKIN TONIQ™ (LEFT) VS. POSITIVE CONTROL (RIGHT)

DRY
HAIR



PUMPKIN TONIQ™ (LEFT) VS. POSITIVE CONTROL (RIGHT)

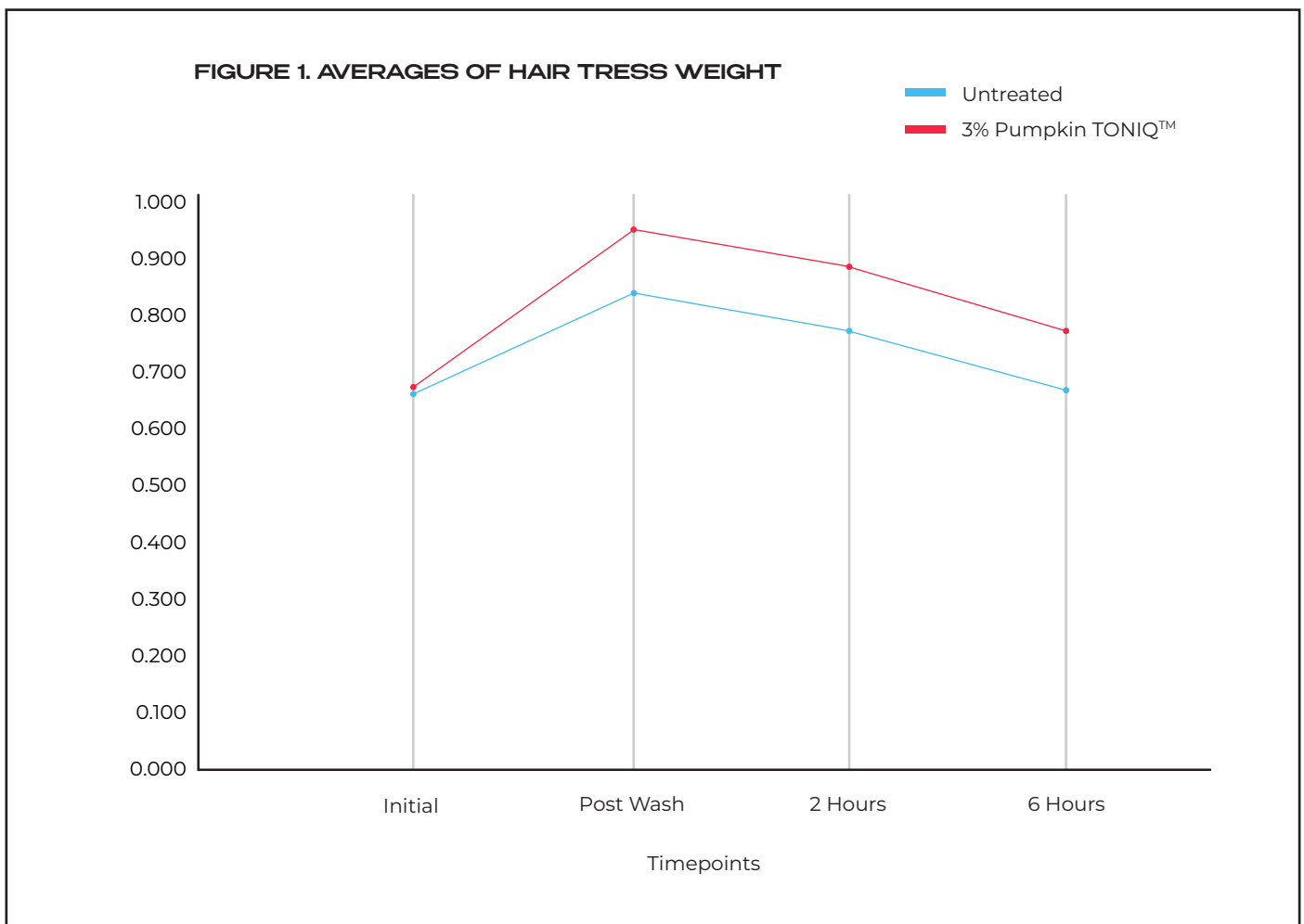




DEPOSITION STUDY: LEAVE-ON

Pumpkin TONIQ™ vs. Untreated

Hair tresses were weighed before being washed with a basic shampoo containing SLES. Half of the tresses were then submerged in a leave-on solution containing 3% Pumpkin TONIQ™ and reweighed. As the tresses air-dried, their weight was recorded at 2-hour and 6-hour intervals. Hair treated with 3% Pumpkin TONIQ™ showed a greater average weight compared to the control tresses immediately after washing and at each time point. **After 6 hours, the treated hair still retained an increased weight compared to its dry baseline, indicating both product deposition and enhanced moisture retention.**



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