

**COSMETIC APPLICATIONS OF SILANES HIGHLIGHTED DURING THE SOL-GEL CONFERENCE IN KYOTO**

Clichy, September 30th, 2015 - A L'Oréal Research team, the only one to have patented silane technology application in cosmetics, has been invited to present its pioneer work and recent findings during the XVIII edition of the International Sol-Gel Conference held in Kyoto (September 6th to 11th, 2015). This biennial conference, which gathers the best experts in this field of chemistry, is centred on its industrial applications. Given the novelty of this work, L'Oréal Research's presentation will also be published in the Conference review.

Born of a glass industry technology transfer, the sol-gels technology is a chemical process capable of transforming some materials from an aqueous to a solid gel-like state. Thanks to L'Oréal laboratories' work, this process turned out to be an innovative answer to treat fine hair: it creates a supple yet resistant molecular network within the fibre to redensify and strengthen it.

«L'Oréal Research has always been dedicated to developing an effective and long-lasting solution to treat damaged hair. We knew that part of the answer was finding a material capable of penetrating the hair, the big question was how. Following several years of research, the ideal solution came with sol-gels », says Henri SAMAIN, Head of department, L'Oréal Research & Innovation, who presented L'Oréal's findings during this conference.

L'Oréal Research has gone a step further by exploring the potential applications of silanes, a family of molecules inspired by sol-gels technology, and by developing Aminosilane to repair damaged hair. With a mineral part and an organic part, this silicon compound crosses the cuticle and strengthens the hair structure. Its effect is long-lasting and even more efficient when hair is damaged.

Within the L'Oréal Group, the L'Oréal Professionnel brand has benefited from this discovery. Aminosilane is one of the two key ingredients of the APTYL 100 molecular complex at the heart of the PRO FIBER first long-lasting hair repair treatment used by professionals in hair salons.