



ACT NOW!
Everything You
Need to Know

WHAT IS ACT NOW! FREE FROM?

Please note these ingredients are **NOT** integrated within ACT NOW!

Microcrystalline Wax:

A specific type of wax produced by de-oiling petroleum. It is used in cosmetics and beauty products as a viscosity agent, binder and emollient, and is often considered an alternative to paraffin wax.

Artificial Colourants:

E.g. Titanium Dioxide or CI 42090 gives a shimmering effect to formulas.

Sulfate Surfactants:

E.g. Sodium Laureth Sulfate, a cleansing and foaming agent.

Petrolatum:

Commonly known as petroleum jelly, Petrolatum is a by-product of petroleum: It's an ingredient in a variety of moisturising products. The Environmental Working Group (EWG), a U.S. non-profit organisation that carries out environmental and safety studies, says there's petrolatum in one out of every 14 cosmetic products on the market, including 15% of lipsticks and 40% of baby lotions and oils. Plus, it's used as an active ingredient for healing cuts and burns.

Parabens:

Parabens are esters of para-hydroxybenzoic acid, from which the name is derived. It's a common chemical preservative found in personal care products, e.g. cosmetic products, skincare products, hair products, as well as in food products.

Keratin:

A natural hair conditioning agent that can be derived from the wool of a sheep.

Chitosan:

A natural polymer made of the chitin shells of shrimp and other crustaceans.

Silk Protein:

A hair conditioning agent, traditionally derived from the cocoons of the silkworm.



Beeswax:

A natural wax produced by bees to build the walls of their honeycomb. It thickens the oil portion of emulsion-based products, giving them structure and keeping them solid. It's often used as an ingredient for texturising styling products.

Paraffin Oils:

Liquid paraffin oil is a form of oil that has been obtained from several sources, including whales, coal and crude oil. In the modern era, the process of distilling crude oil yields this hydrocarbon-rich substance as a by-product. It has many practical uses for medicine, industry, cosmetics and science. An oily base containing paraffin ensures that a cosmetic product will not rub off easily. Liquid paraffin is also used to preserve unstable substances. When a substance is suspended in an oil base, ingredients are protected against breaking down.

Silicones:

Inorganic polydimethylsiloxane polymers. Silicone is a derivative of Siliciumdioxide that is found in glass, quartz and sand. Silicone has been used in the production of cosmetics for hair since the early 1950s because of its ability to improve shine and combability.



WHAT INGREDIENTS ARE IN ACT NOW!?



A

Ingredient: Aloe Vera Leaf Extract

INCI Declaration: Aloe Barbadensis Leaf Extract

General Information: Hair Conditioning Agent

This highly biodegradable plant-based extract was always appreciated for its numerous virtues and has been used as a medicinal plant since Egyptian, Greek and Mesopotamian times. The plant leaves furnish a gelatinous emollient extract used especially in cosmetics and skin creams.

Performance: The formula with Aloe Vera Extract balances out the level of moisture.

Used in: Color Conditioner / Moisture Bi-Phase Spray Conditioner / Moisture Shampoo

Ingredient: Almond Oil

INCI Declaration: Prunus Amygdalus Dulcis (Sweet Almond) Oil

General Information: Hair Conditioning Agent

Derived from the fruits of the almond tree. The Almond Tree has been cultivated for thousands of years in India and the Middle East. People have revered it for skin care and culinary reasons throughout the ages.

Performance: Improves the hair's shine and elasticity.

Used in: Repair Shampoo / Color Conditioner

A

Ingredient: Avocado Oil

INCI Declaration: Persea Gratissima (Avocado) Oil

General Information: Hair Conditioning Agent

It is obtained by pressing avocados. It's used in many different products, including bath products, eye makeup, lipstick, makeup bases, cleansing cream, hair conditioners, sunscreen lotions, as well as skin and hair care products.

Performance: Improves combability and shine.

Used in: Repair Mask

B

Ingredient: Bamboo Cellulose

INCI Declaration: Cellulose

General Information: Texturising Agent

Bamboo is the fastest growing woody plant in the world. Bamboo fibre is widely used in food industries and is much appreciated as an ingredient because of its texturising properties.

Performance: Helps to create the extra-dry texturising effect.

Used in: Texture Spray

Ingredient: Bisabolol

INCI Declaration: Bisabolol

General Information: Hair Conditioning Agent

A component of chamomile essential oil with anti-micro bacterial properties, it can effectively stimulate and promote the skin's healing process and encourage healthy hair growth.

Performance: Cares for the scalp.

Used in: Setting Spray



C

Ingredient: Carnauba Wax

INCI Declaration: Carnauba (Copernicia Cerifera (Carnauba) Wax, Cire de Carnauba)

General Information: Style Supporting Agent

A vegetable wax obtained from the leaves of a Brazilian palm tree (Copernicia cerifera) known as the “*Tree of Life*.” Carnauba wax is the hardest natural wax available. It is widely used in the cosmetic, body care, food and pharmaceutical industries. It is extremely durable and dries to a glossy finish. It is a great alternative to beeswax, and a crucial ingredient in the vegan cosmetics industry.

Performance: Creates hold and texture.

Used in: Matte Wax

Ingredient: Cetearth-25

INCI Declaration: Cetearth-25

General Information: Emulsifying Agent

A non-ionic polyoxyethylene ether of higher saturated fatty alcohols.

Performance: Stabilises the formulation.

Used in: Shine Wax



C

Ingredient: Coconut Oil

INCI Declaration: Cocos Nucifera (Coconut) Oil

General Information: Hair Conditioning Agent

A non-greasy and rapidly absorbed ingredient, giving deep hydration and conditioning to skin, scalp and hair.

Performance: Supports manageability and lasting care effects.

Used in: Setting Spray

Ingredient: Cocamidopropyl Betaine

INCI Declaration: Cocamidopropyl Betaine

General Information: Cleansing and foaming agent

A partly plant-based ingredient; Sulfate-free cleansing surfactant used instead of traditional Sulfates like Sodium Laureth Sulfate.

Performance: Cleanses the hair well. Removes impurities and greasiness and acts as a foaming agent.

Used in: Moisture Shampoo / Color Shampoo



C

Ingredient: Chia Seed Extract

INCI Declaration: Salvia Hispanica Seed Extract

General Information: Natural Oil

An extract of the seeds of the Spanish sage, Chia Seed Extract is used in many hair and skin care products as it is made of up to 23% protein. It is also called a “*super food*”.

Performance: Known as a care ingredient, improves shine and hair feel.

Used in: Repair Mask / Color Conditioner / Color Shampoo

D

Ingredient: Dicaprylyl Carbonate

INCI Declaration: Dicaprylyl Carbonate

General Information: Emollient

A partly plant-derived ingredient.

Performance: Fast spreading emollient. Known as silicone alternative.

Used in: Moisture Bi-Phase Spray Conditioner

Ingredient: Distearoylethyl Hydroxyethylmonium Methosulfate

INCI Declaration: Distearoylethyl Hydroxyethylmonium Methosulfate

General Information: Hair Conditioning Agent

Partly plant-based hair conditioning agent which can neutralise charges at the hair surface and therefore smoothen it.

Performance: Improves combability, softness and shine. Supports the anti-static effect.

Used in: Color Conditioner



G

Ingredient: Guar Derivative

INCI Declaration: Guar Hydroxypropyltrimonium Chloride

General Information: Hair Conditioning Agent

A polymer naturally derived from guar seeds. Sustainable Guar is cultivated by the farmers of the Sustainable Guar Initiative (SGI).

Performance: Improves combability and strengthens the hair.

Used in: Moisture Shampoo / Moisture Bi-Phase Spray Conditioner / Repair Shampoo / Color Shampoo / Color Conditioner

Ingredient: Glycerin

INCI Declaration: Glycerin

General Information: Emollient and Hair Conditioning Agent

Derived from palm, coconut, soy, or other vegetable fats. It has the ability to draw moisture to the skin and hair.

Performance: Acts as a humectant hair softener.

Used in: Shine Wax / Texture Spray / Color Shampoo / Color Conditioner



Ingredient: Isopropyl Myristate

INCI Declaration: Isopropyl Myristate

General Information: Emollient Agent

A partly naturally derived emollient and spreading agent, composed of Isopropyl Alcohol (a propane derivative) and Myristic Acid (a naturally occurring fatty acid). It is a popular cosmetic and pharmaceutical ingredient.

Performance: Supports product consistency and spreadability on hair.

Used in: Matte Wax





J

Ingredient: Jojoba Oil

INCI Declaration: Hydrogenated Jojoba Oil

General Information: Hair Conditioning Agent

Derived by hydrogenation of Simmondsia Chinensis (Jojoba) Oil. It has skin healing properties. Well known for its moisturising, but also antibacterial and immune boosting properties to help heal wounds.

Performance: Supports moisturised hair feel, manageability and lasting care effects.

Used in: Setting Spray



M

Ingredient: Modified Biodegradable Potato Starch / Polymer Derived from Potatoes

INCI Declaration: Hydroxypropyl Starch

General Information: Styling Agent

A biodegradable and plant-based modified starch that functions as a style enhancer in cosmetics. It belongs to the chemical class carbohydrates and is used in various types of personal care products, including hairstyling products.

Performance: Creates hold and texture.

Used in: Setting Spray

Ingredient: Magnesium Citrate

INCI Declaration: Magnesium Citrate

General Information: Hair Conditioning Agent

Magnesium Citrate is a magnesium preparation in salt form with citric acid in a 1:1 ratio.

Performance: Helps to strengthen the hair structure and to lock colour into hair.

Used in: Color Shampoo / Color Conditioner



M

Ingredient: Mineral Earth Compound

INCI Declaration: Kaolin

General Information: Style Supporting Agent

A natural mineral. Originally discovered in China, it was used as an essential ingredient in making porcelain. Today it's used in hair products because of its styling properties and ability to absorb excess oil or dirt.

Performance: Creates grittiness, long-lasting style control and supports shapes and separation.

Used in: Matte Wax



Ingredient: Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer

INCI Declaration: Octylacrylamide/Acrylates/Butylaminoethyl Methacrylate Copolymer

General Information: Styling Polymer

Known for its film-forming and antistatic benefits.

Performance: Helps to give hair fixation.

Used in: Hairspray

Ingredient: Olive Oil

INCI Declaration: Olea Europaea (Olive) Oil Unsaponifiales

General Information: Emollient

An oil obtained from olives. An unsaponifiable oil is the portion of a plant oil that is not broken down when the oil's fatty acids are refined for use in cosmetic products. It builds up viscosity and structure in emulsions.

Performance: Supports a mouldable product consistency.

Used in: Matte Wax

P

Ingredient: Phenoxyethanol

INCI Declaration: Phenoxyethanol

General Information: Preservative

A glycol ether that is primarily used as a preservative in cosmetics and beauty products.

Performance: Protects the integrity and the performance of the formula.

Used in: Shine Wax / Setting Spray

Ingredient: Panthenol

INCI Declaration: Panthenol

General Information: Hair Conditioning Agent

Vitamin B5 derivative. In shampoos and conditioners, it is often used as a humectant, to keep hair moisturised and smooth.

Performance: Helps to improve the moisture level of the hair and to protect the hair structure.

Used in: Setting Spray / Moisture Bi-Phase Spray Conditioner / Moisture Shampoo / Color Shampoo



P

Ingredient: PEG-7 Glyceryl Cocoate

INCI Declaration: PEG-7 Glyceryl Cocoate

General Information: Emulsifying Agent

A naturally derived emollient based on PEG (polyethylene glycol) and fatty acids derived from coconut oil.

Performance: Provides shine and a mouldable texture.

Used in: Shine Wax



R

Ingredient: Ricinus Oil

INCI Declaration: Ricinus Communis (Castor) Seed Oil

General Information: Hair Conditioning Agent

A vegetable oil obtained from the seeds of the Ricinus communis plant. Often used as an emollient, moisturiser and skin conditioning agent.

Performance: Enhances smoothness and softness.

Used in: Matte Wax



S

Ingredient: Sodium C14-16 Olefin Sulfonate

INCI Declaration: Sodium C14-16 Olefin Sulfonate

General Information: Cleansing and Foaming Agent

A synthetic, Sulfate-free surfactant mixture of long chain sulfonate salts.

Performance: Rather strong cleansing agent. Removes impurities and greasiness.

Used in: Repair Shampoo

Ingredient: Sodium Benzoate

INCI Declaration: Sodium Benzoate

General Information: Preservative

It is most widely used in acidic foods, carbonated drinks and in medicines and cosmetics.

Performance: Protects the integrity and the performance of the formula.

Used in: Setting Spray / Moisture Shampoo / Color Conditioner / Moisture Bi-Phase Spray Conditioner / Repair Shampoo



S

Ingredient: Stearamidopropyl Dimethylamine

INCI Declaration: Stearamidopropyl Dimethylamine

General Information: Hair Conditioning Agent

Used as a conditioning and anti-static agent with a good affinity to hair. Builds a protective layer around the hair surface.

Performance: Improves combability, softness and shine. Supports the Anti-Static effect.

Used in: Moisture Bi-Phase Spray Conditioner

Ingredient: Sodium Methyl Cocoyl Taurate

INCI Declaration: Sodium Methyl Cocoyl Taurate

General Information: Cleansing and Foaming Agent

Sulfate-free cleansing surfactant.

Performance: Cleanses the hair to remove impurities and greasiness.

Used in: Repair Shampoo



S

Ingredient: Shea Butter

INCI Declaration: Butyrospermum Parkii (Shea) Butter

General Information: Hair Conditioning Agent

A skin and hair superfood that comes from the seeds of the fruit of the Shea (Karite) tree that is naturally rich in vitamins A, E and F. It offers UV protection (SPF ~6) and provides the hair and skin with essential fatty acids and the nutrients necessary for collagen production.

Performance: Improves the look and feel of hair.

Used in: Repair Mask

Ingredient: Sal Tree Extract

INCI Declaration: Shorea Robusta Resin

General Information: Lipid

Sal is a multi-purpose, evergreen tree with a high resin content. It builds up viscosity and structure in emulsions.

Performance: Improves long-lasting and film-forming properties.

Used in: Matte Wax



S

Ingredient: Sunflower Seed Wax

INCI Declaration: Helianthus Annuus (Sunflower) Seed Cera

General Information: Co-Emollient

A wax obtained from the seed of the sunflower. It builds up viscosity and structure in emulsions.

Performance: Supports a mouldable product consistency.

Used in: Matte Wax

Ingredient: Silica

INCI Declaration: Silica

General Information: Bulking Agent

Silica is the name given to a group of minerals composed of silicon and oxygen, the two most abundant elements in the earth's crust. It is better known as quartz, which is the most common component of sand.

Performance: Supports volume and grip.

Used in: Volume Powder



T

Ingredient: Tapioca Starch

INCI Declaration: Tapioca Starch

General Information: Texturising Agent

Tapioca is a starch extracted from the storage roots of the cassava plant. This species is native to the north region and central-west region of Brazil, but its use has spread throughout South America. For our products we are using certified Fairtrade material.

Performance: Helps to create the extra-dry texturising effect.

Used in: Volume Powder / Texture Spray

IN WHAT WAYS IS ACT NOW! SUSTAINABLE?

Sustainability

As a planet, we are facing immense challenges which also present numerous opportunities. By the year 2050, the world's population is expected to grow to more than nine billion. The accompanying acceleration in global economic activity will lead to rising consumption and demand for resources. Humankind already has a global environmental footprint that is greater than the planet's resources can sustain. As a result, competition for resources will intensify in the coming decades. For this reason, we need innovations, products and technologies that enhance our quality of life while consuming less input materials.

How this relates to ACT NOW!

As part of Henkel, our ambition is to achieve more with less. To maintain this lead in the future, we follow the long-term sustainability strategy and have set a straightforward yet ambitious goal for the year 2030.

Recyclable Materials

Recyclability defines whether or not packaging is able to be recycled: The recyclability looks at what happens when a package is put in the recycling bin, i.e. can the package actually be recycled?

How this relates to ACT NOW!

Pumps are not fully recyclable due to the multitude of different resins required for the inner parts, which are very important for the compatibility with the formula and good function of the pump. However, all other components of the ACT NOW! packaging are fully recyclable.

Non-recyclable materials

Non-recyclable refers to products or materials that are incapable of being recycled, e.g. used paper towels, paper napkins, ceramics and kitchenware, photographs, medical waste or hazardous chemicals.

How this relates to ACT NOW!

Please see above ("recyclable materials").

Recycling / Recycled materials

Recycling describes the reprocessing of a used material into a new product – recycled materials have been reprocessed from waste and are used in lieu of virgin material in new products. Through the recycling step, a recyclable product can be made into recycled material that can then be used to produce another pack.

How this relates to ACT NOW!

The packaging of ACT NOW! is made of up to 97% recycled plastic.

Plastic Bank

Plastic Bank is a social enterprise that aims to stop plastic pollution from entering the oceans, while also providing opportunities for people in poverty. Henkel started working with Plastic Bank in 2017 and was the first major global consumer goods company to partner with the organization and successfully incorporate the plastic collected into some of its product packaging. Since the beginning of the partnership, five new plastic collection centres have been established in Haiti, a country that lacks adequate waste management infrastructure. Local communities can return collected plastic waste and exchange it for money, goods, or social benefits. This creates value from plastic instead of letting it enter waterways or oceans as waste. The plastic that is collected in Haiti is then sorted and can subsequently be introduced into the recycling value chain as Social Plastic®. This is material that has been verified by Plastic Bank to indicate that the collectors received an above-market price for the plastic waste. The recycled Social Plastic® can be used in products or packaging, and this in turn closes the material cycle.

How this relates to ACT NOW!

ACT NOW! has a social cooperation with Plastic Bank. Plastic Bank fights plastic pollution by empowering disenfranchised communities to turn pollution into wealth by collecting plastic from the environment. Thanks to this cooperation, for each ACT NOW! product that is produced, 2 plastic bottles are collected from the environment. Within the first year of the ACT NOW! launch, this adds up to an estimated 1.5 million plastic bottles that are collected from the environment.

Veganism/Vegan

Veganism is the practice of abstaining from the use of animal products, particularly in diet, and an associated philosophy that rejects the commodity status of animals. A follower of the diet or the philosophy is known as a vegan.

How this relates to ACT NOW!

All ACT NOW! formulas are vegan and do not contain animal derived ingredients (for E.U countries only). In addition, we do not test on animals. No cosmetic product may be tested on animals anywhere in the EU in accordance with the EU Cosmetic Regulation.