

SELEN QUA™

(SELENIUM WATER – SELENIUM ENRICHED BIFIDA FERMENT EXTRACT FOR COSMETIC USE)

SELENQUA™ is an innovative **Selenium-Enriched Aqua Phase Ingredient** derived through the fermentation of **Black Mustard Seed Extract (Brassica Nigra)** using enzymes extracted post-lysis of **Bifidobacterium**. This unique fermentation process is followed by advanced **micro-filtration techniques**, resulting in an enriched extract with dual benefits:



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| 1 | Selenium , a natural heavyweight molecule renowned for its efficacy in targeting dandruff. |
| 2 | Ferment Lysate , a rich source of micro-peptides and Bifida cell extract micro-ingredients, which enhance Selenium delivery and provide additional postbiotic benefits. |

SELENQUA™ is formulated to address scalp health issues, specifically targeting dandruff, while nourishing the scalp and hair with bioactive ingredients.

INCI:

Bifida Ferment Lysate, Aqua, Brassica Nigra Seed Extract, Selenium (Natural), Phenoxyethanol Ethyl Hexyl Glycerine.

SPECIFICATION :

TEST	UNIT	SPECIFICATION	METHOD OF ANALYSIS
Appearance	Physical	Light Brown Liquid	Visual
Odour	Organoleptic	Characteristics	Sensory (Smell Test)
Ph Value	Physical	8-10	IS 4309:1979
Density	gm/ml	0.9-1.1	IS 4730:1994
Selenium (Each 100gm Contains)	mg	0.9 to 1MG	ISO-21392
Heavy Metals	ppm	MMT 3	IS 3025
Total Aerobic Count	cfu/ml	NMT 1×10^4	IS 5402
Yeast & Mould Count	cfu/ml	NMT 1×10^4	IS 5403

Key Benefits

- **Natural Selenium Enrichment:** Delivers effective anti-dandruff properties.
- **Postbiotic Benefits:** Micro-peptides and Bifida cell extracts enhance scalp health and support microbiome balance.
- **Bioavailability:** Fermented lysate improves Selenium delivery and functional benefits.
- **Eco-friendly Process:** Developed using sustainable fermentation and micro-filtration techniques.

Application:

Hair Care:

- Effectively combats dandruff.
- Stimulates hair follicles, promoting healthy growth.
- Enhances antioxidant production for scalp and hair health.

Beyond Hair Care – Skin Care Benefits:

- Selenium helps maintain skin firmness and provides essential protection.
- Prevents free radical damage, minimizing the risk of premature wrinkles.
- Shields cell membranes against UV damage, inflammation, and pigmentation.
- Supports cell regeneration, improving skin elasticity, while maintaining a balanced skin microbiome to promote clear, healthy skin and reduce the likelihood of breakouts.
- Presence of Bifida Ferment Lysate as Aqua Phase here further adds to the enhancement of the functional benefits as mentioned above

While SELENQUA™ is primarily designed for advanced hair care solutions, its versatile benefits extend to skin care applications as well.

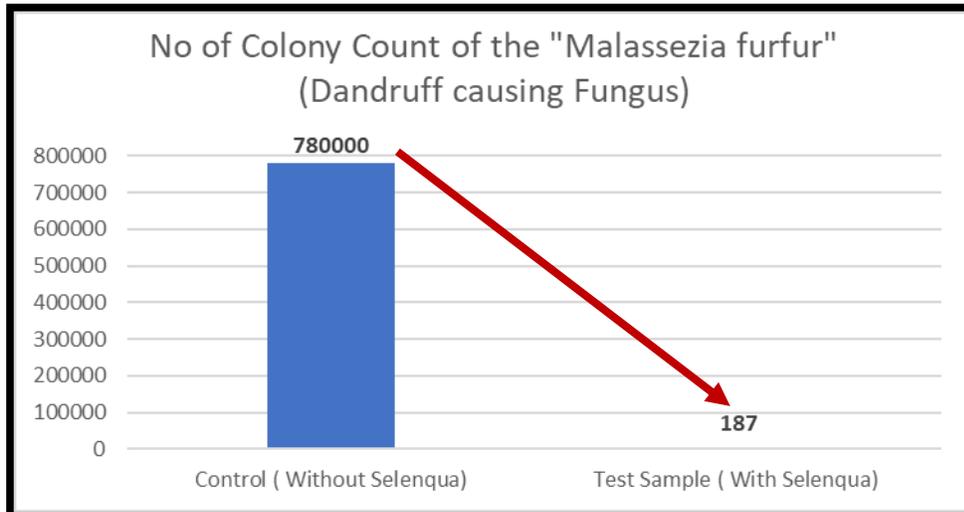
How SELENQUA from Natural organic Selenium source is different than regular In-organic Selenium Salts like Selenium Sulfides used in Cosmetics :

S.No	Product	Selenium Source	Safety Aspect	Bioavailability Aspect
1	Selenqua™	Natural/Organic - Mustard Seed	Less Toxic	Has Greater Bio-Availability.
2	Selenium Sulfide	Inorganic Salt (Chemically Processed)	More Toxic Compare to Natural Selenium	Has less Bio-Availability.

Scientific References:

A toxicological comparison of selenium sources: does enhanced bioavailability imply increased safety concerns? RONAN POWER North American Biosciences Center, Alltech Inc., Nicholasville, KY, USA
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Actual Anti-Dandruff Lab study report for Selenqua™:
Conducted by CCFT (<https://centreforcrueltyfreetesting.com>), India:



% Reduction in the Dandruff causing Fungus "Malassezia furfur" post usage of "Selenqua"
99.98%

Dosage used for this trial	@2%
Recommended Dosage	@ 2-3%
<i>Time of Action of Selenqua™ on the Fungus is observed after 24 hours</i>	

SHELF LIFE & STORAGE CONDITIONS:

- 2 Years from the Date of Manufacturing
- To be Stored in Cool dry place under Ambient conditions.

PACKAGING:

- 5kg HDPE cans

Note: SELENQUA™ is crafted using Helixion's Indigenously developed fermentation technology WITHOUT any external selenium salts. Moderation is key, as excessive selenium intake may have adverse effects.

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