



PURABEET® – HAIR CARE STUDY RESULTS

***PuraBeet®** natural betaine is a multifunctional active ingredient recognized for its exceptional benefits across skin care, hair care, and oral care, produced by **AGRANA** in Austria. In hair care, **PuraBeet®** improves combability, controls frizz, enhances color retention, and protects hair from damage while reducing dandruff. Its gentle, non-irritating nature makes it ideal even for sensitive scalps.*

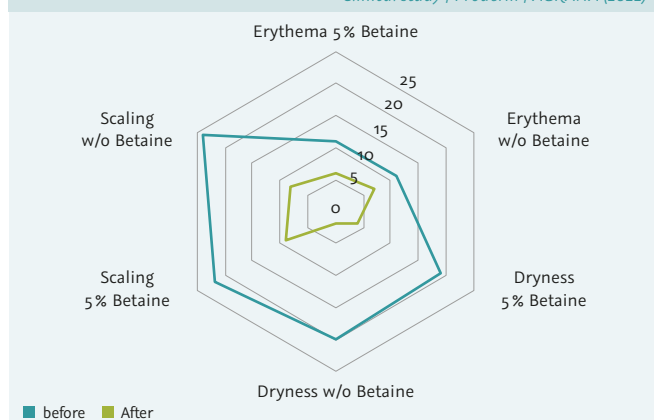
DERMATOLOGICAL TOLERABILITY ON SENSITIVE SCALP

In a four-week study with 32 participants, the test products with and without 5% **PuraBeet®** betaine were applied three times per week on sensitive, itchy scalps.

Both products demonstrated very good tolerability and reduced dermatological findings after the study period.

Objective dermatological evaluation

Clinical study | Proderm | AGRANA (2022)



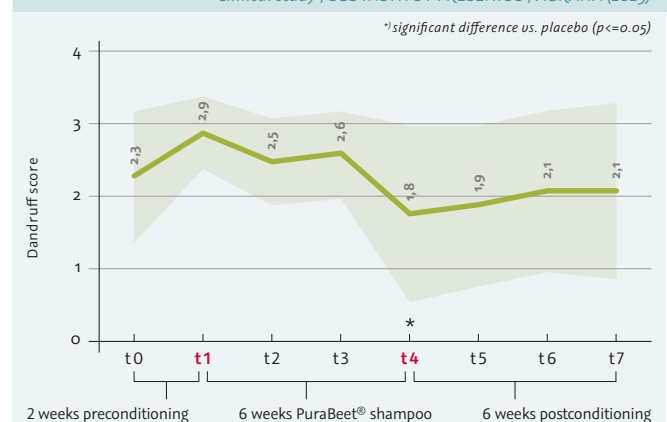
ANTI-DANDRUFF-EFFICACY

In a four-week controlled in-use study with 20 participants experiencing dandruff, the 4% **PuraBeet®** betaine shampoo was applied every other day.

After the study period, dandruff severity was significantly reduced following use of the **PuraBeet®** shampoo compared to the preconditioning phase.

Dermatological assessment of dandruff score

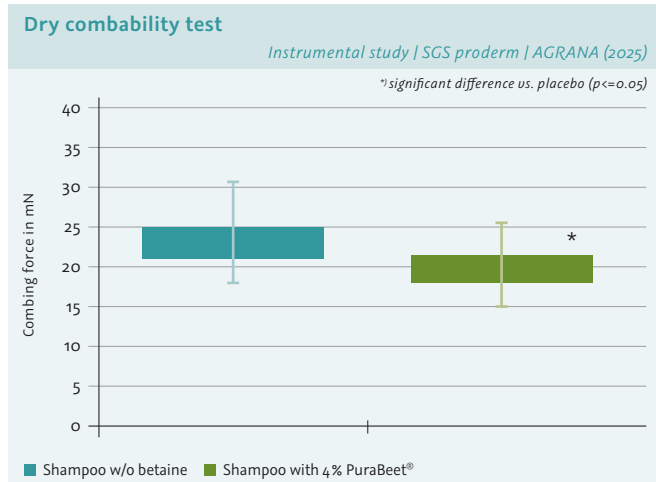
Clinical study | SGS INSTITUT FRESENIUS | AGRANA (2025)



DETERMINATION OF DRY COMBING FORCE

In an instrumental study evaluating the dry combability of human hair tresses, shampoos with and without **PuraBeet®** betaine were compared.

Treatment with the shampoo containing 4% **PuraBeet®** betaine resulted in a significantly lower combing force, indicating improved dry combability compared to the shampoo without betaine.



DETERMINATION OF ANTI-FRIZZ EFFICACY

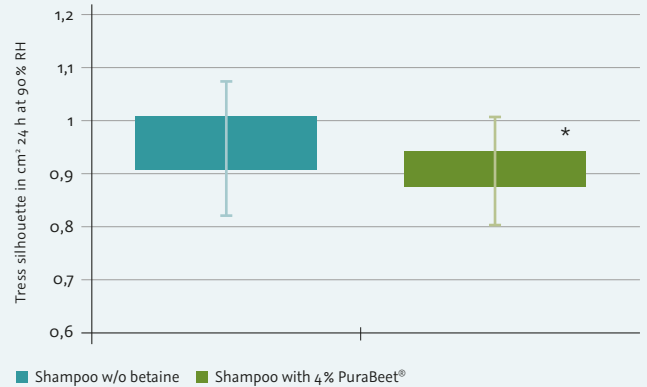
In an instrumental study evaluating frizziness and humidity resistance, hair tresses were exposed to 90% controlled humidity for 4 and 24 hours.

After 24 hours, the shampoo containing 4% **PuraBeet®** betaine performed significantly better in maintaining hair volume and resisting humidity compared to the shampoo without betaine.

Determination of anti-frizz efficacy

Instrumental study | SGS proderm | AGRANA (2025)

^{*)} significant difference vs. placebo ($p < 0.05$)



COLOR PROTECTION

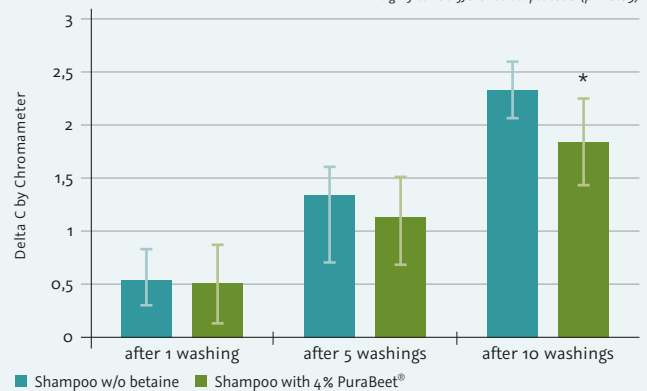
In an instrumental study assessing color protection against wash-out, human hair tresses were treated with shampoos with and without **PuraBeet®** betaine.

The shampoo containing 4% **PuraBeet®** demonstrated significantly better color retention compared to the reference shampoo after ten applications.

Overall color shift

Instrumental study | SGS proderm | AGRANA (2025)

^{*)} significant difference vs. placebo ($p < 0.05$)



AGRANA SALES & MARKETING GMBH

Friedrich-Wilhelm-Raiffeisen-Platz 1

1020 Vienna, Austria

Betaine Sales

Email: betaine@agrana.com

www.agrana.com

IMPRINT:

OWNER, EDITOR AND PUBLISHER: AGRANA Sales & Marketing GmbH,

F.-W.-Raiffeisenplatz 1, A- 1020 Vienna,

E-Mail: betaine@agrana.com | DESIGN: vektorama. OG

PHOTOS: AdobeStock, AGRANA | PRINT: druck.at



www.agrana.com

Further information:

