



Natural[®]
as KAN be

Nature's Own Anti-Dandruff Elixir

PURAKAN™

Purakan is a revolutionary ingredient developed by Mane Kancor to provide a natural dandruff solution in place of traditional anti-dandruff ingredients like zinc pyrithione and piroctone olamine. Its unique synergy reduces dandruff and rebalances the scalp microflora, promoting overall scalp health. Purakan is a patented formulation which is a blend of botanical extracts, each chosen for their specific benefits. Its antifungal property decreases the proliferation of *Malassezia furfur* while also significantly and visibly reducing dandruff, using the power of nature.



Scalp Care



Upcycled
Ingredient



Formulation
Versatility



Natural



Patented

Patent:

US11857661B2 – Anti-dandruff Composition

Benefits:

- Controls proliferation of *Malassezia furfur*
- Reduces itchiness
- Fights inflammation
- Naturally rebalances scalp microflora

Key Ingredients

- *Punica granatum* Pericarp Extract
- *Mentha arvensis* Leaf Oil
- *Carum copticum* Fruit Extract





POMEGRANATE PEEL



- The pomegranate peel is upcycled from the leftovers of the juice industry and Indian seasonings.
- The punicalagins and ellagic acid in the peel actively rebalances the scalp microflora and is also known for its anti-inflammatory properties that takes care of the scalp and reduces itching.



CORN MINT



- First-of-its-kind Sustainability program with 6,000 + FSA certified farmer families.
- Cornmint essential oil cleanses the scalp, removing dandruff and leaves a cooling effect.



AJOWAN

- Contains thymol-rich essential oil, known for its medicinal benefits.
- Ajowan exhibits superior antifungal performance in synergy with pomegranate peel and mint essential oil.



Solubility

Water-soluble 

Applications

- Shampoo
- Solid shampoo
- Hair cream
- Hair mask
- Conditioner

Formulation

Good compatibility in surfactants, emulsions, and water-based serums.

Dosage

- Liquid/Solid Shampoo: 2%
- Leave on formulations: 1%

IN VITRO STUDIES

1. Evaluation of antimicrobial activity of Purakan

OBJECTIVE:

- The purpose of this study is to evaluate the antimicrobial activity of Purakan against *Malassezia furfur*.

RESULTS :

Sample	Assay	
	Assay 1	Assay 2

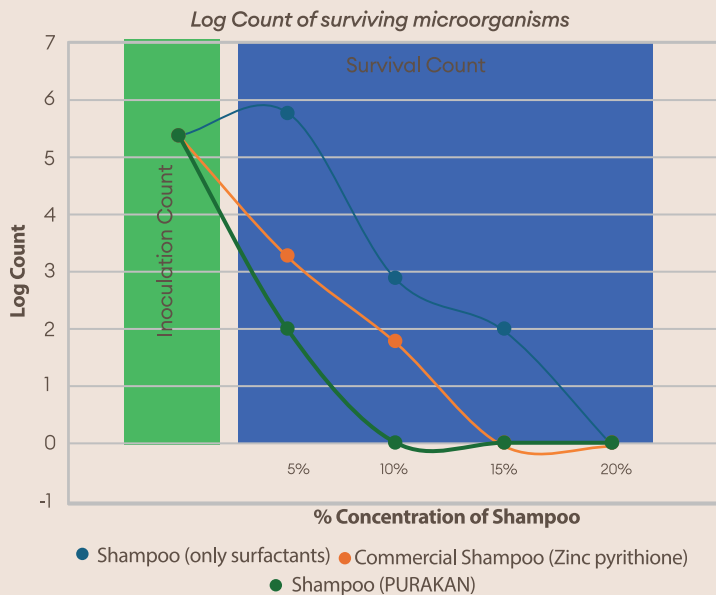
2. Evaluation of antimicrobial activity on shampoo formula

OBJECTIVE:

- Purpose of this study is to compare the inhibitory activity of shampoo formulas against *Malassezia furfur*.
- Samples tested:
 - Shampoo with only surfactants
 - Shampoo with PURAKAN™*
 - Commercial Shampoo with Zinc pyrithione
- Tested concentrations of shampoo: 5%, 10%, 15%, 20%
- After incubation, an enumeration of the number of surviving microorganisms was performed.

*Dosage of Purakan in shampoo: 2%

Sample	Inoculation log	No. of surviving microorganisms (Log) for tested concentration% (w/v)			
		5%	10%	15%	20%
Shampoo (only surfactants)	5.4	5.8	2.9	2	0
Commercial Shampoo (Zinc pyrithione)	5.4	3.3	1.8	0	0
Shampoo (PURAKAN)	5.4	2	0	0	0



INFERENCE

- Minimum Inhibitory Concentration (MIC) is the lowest concentration that prevents visible growth of a microorganism.
- Purakan shows good antifungal activity against *Malassezia furfur* at a MIC of 0.05%.
- In the study of shampoo formulas, the shampoo with Purakan has better performance than the commercial shampoo at MIC ≤ 5% (5% shampoo concentration).

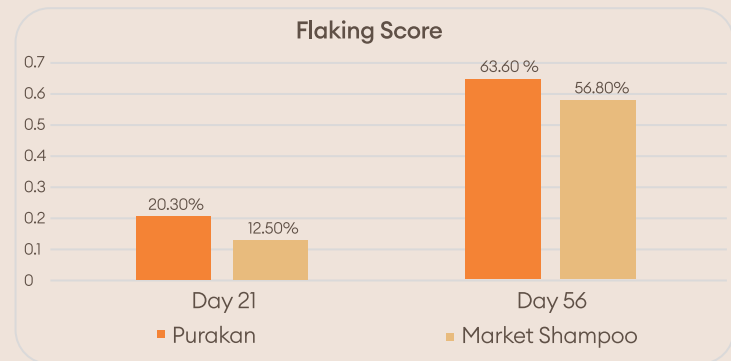
IN VIVO STUDIES

STUDY DESIGN :

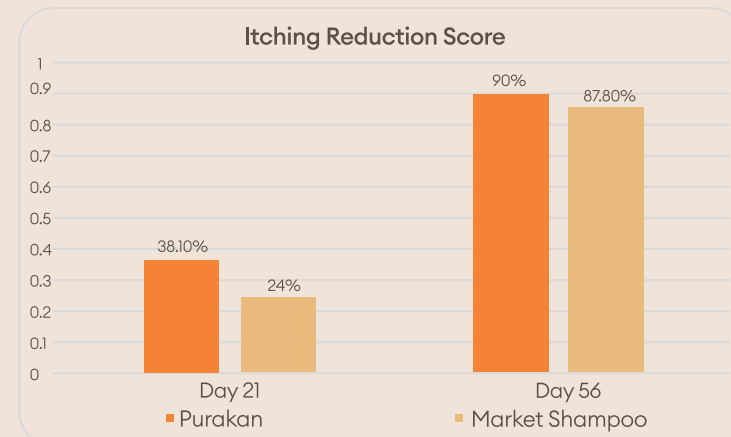
- Monocentric double-blinded, comparative - versus initial state and marketed product.
- 58 complete cases (29 per group).
- Age: 18- 55 years.
- Wash off period of 2 weeks (D0-D14) with placebo.
- Treatment Phase of 4 weeks (Day 14-42).
- Relapse phase of 2 weeks (Day 42-56).
- Mode of Application: The product was applied on alternate days with gentle massage for 1 minute on the entire scalp followed by leaving the product in contact with scalp for 2 minutes, then washing of the hair with water.

RESULTS :

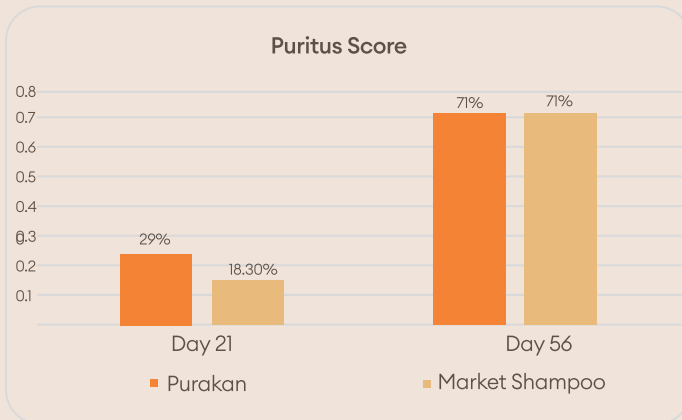
Product Used	Flaking Score	
	Day 21	Day 56
Purakan	20.30%	63.60%
Market Shampoo	12.50%	56.80%



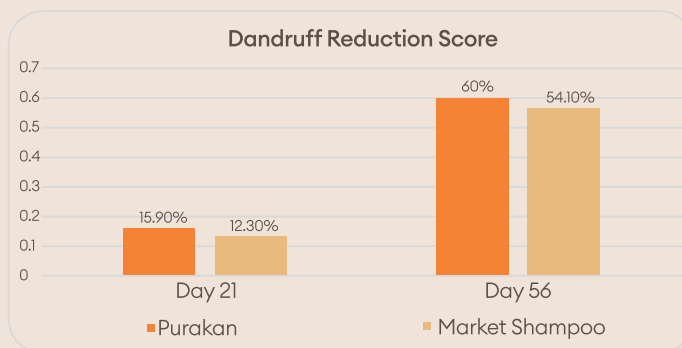
Product Used	Itching Reduction Score	
	Day 21	Day 56
Market Shampoo	24%	87.80%



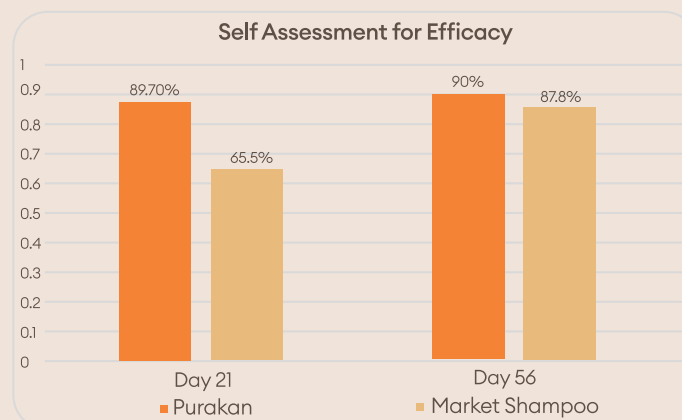
Product Used	Day 21	Day 56
Market Shampoo	18.30%	71%



Product Used	Day 21	Day 56
Market Shampoo	12.30%	54.10%



Product Used	Day 21	Day 56
Market Shampoo	65.50%	87.80%



Photographic Representation



Day 0 (Beginning of Study)



Day 14 (End of Wash off Phase)



Day 21 (After 1 week of Treatment Phase)



Day 42 (End of Treatment Phase)



Day 56 (End of Relapse Phase)

INFERENCE

- At Day 21 (after one week of treatment phase) and at Day 56 (end of relapse phase), Purakan's performance was at par or better than the Market Shampoo. Refer above graph for comparison of scores of flaking, puritus, dandruff reduction and itching reduction.
- Based on clinical evaluation, there was a significant reduction in dandruff, puritus, and flaking of scalp after using Purakan, as compared to baseline.
- Based on quality-of-life (QOL) questionnaire, there was a significant reduction in itching with Purakan, when compared to Market sample.
- Based on subjective self-assessment, more than 85% of participants agreed that there was a reduction in dandruff and more than 80% of participants agreed that there was a reduction in itching after using Purakan.
- The shampoo with Purakan was well tolerated by all participants.

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