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BSB  Innovation Award®  
Cosmetics 2025

# Nature's Own Scalp Care Elixir

## PURAKAN™

Purakan is a revolutionary ingredient developed by Mane Kancor to provide a natural scalp care solution in place of traditional 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

- US Patent: US11857661B2
- Brazil Patent: BR 112020022532-0 B1
- Indian Patent: 564817

### 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.
- Corn mint 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%

## 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	Minimum Inhibitory Concentration(MIC)	
	Assay 1	Assay 2
Purakan	0.05%	0.05%

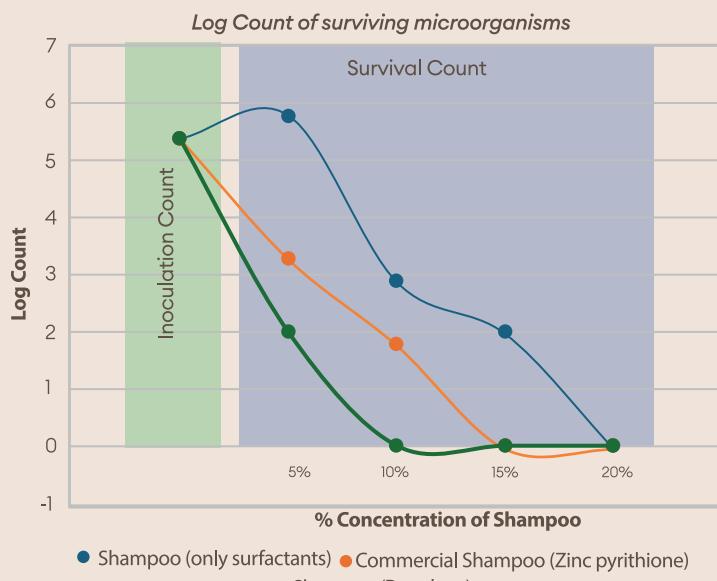
### 2. Evaluation of antimicrobial activity on shampoo formula

#### OBJECTIVE:

- 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

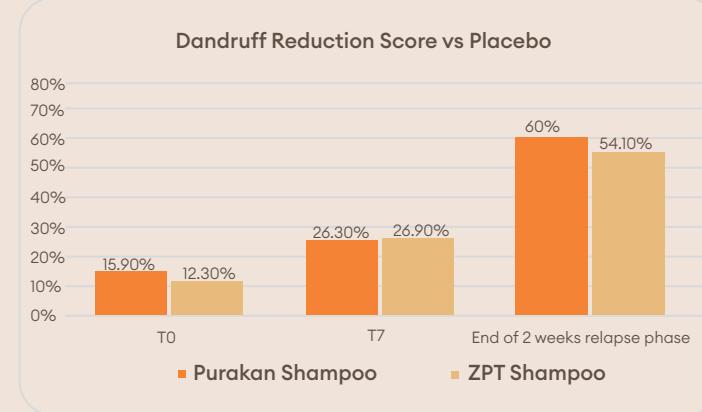
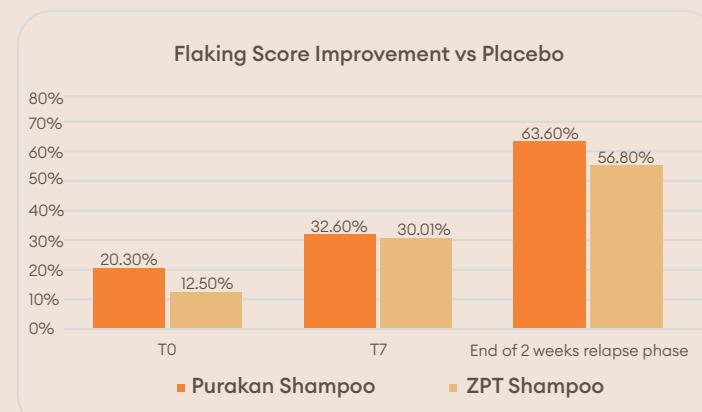
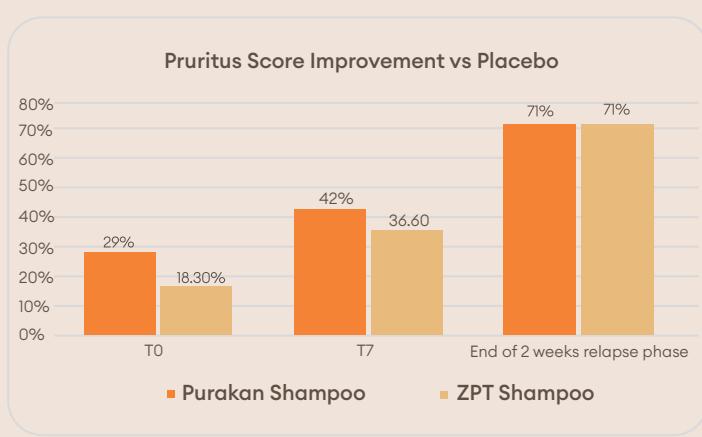
- Minimum Inhibitory Concentration (MIC) is the lowest concentration that prevents visible growth of a microorganism.
- Purakan shows good antifungal activity against *Malassezia furfur* at a MIC of 0.05%.
- In the study of shampoo formulas, the shampoo with Purakan has better performance than the commercial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

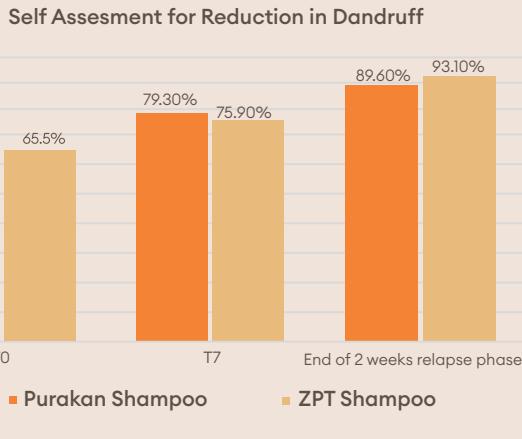
## IN VIVO STUDIES

#### 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 :





Photographic Representation



T -14



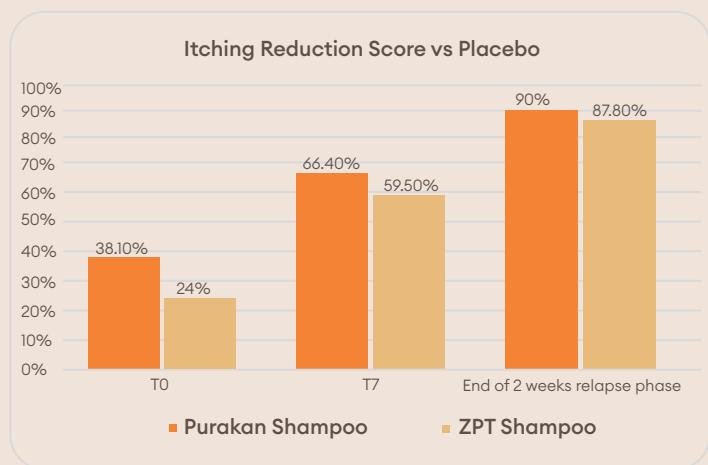
T0



T7



T28



End of 2 weeks relapse phase

## INFERENCE

- Purakan performed better than market leader ZPT shampoo on all parameters - dandruff reduction score, flaking score improvement, pruritic score improvement, itching reduction score. (Refer graph)
- Purakan showed better performance within 7 days of use as compared to market leader ZPT shampoo.

- None of the participants had any scalp intolerances.
- Purakan showed continued efficacy even in relapse phase too.
- These findings highlight the superior effectiveness of Purakan in reducing dandruff and scalp itchiness over time.

Know More: [Personal Care Ingredient Solutions](#)