



Effectively Modify,
Neutralize and Eliminate
Hair Care Malodor



Total Malodor Management® formulations are scientifically created to capture malodor molecules and prevent them from reaching the nose — without interfering with the base's functional components. With up to 90+% efficacy, **TMM**® is more effective at malodor reduction than the antimicrobial materials that are used in many products. In fact, **TMM**® totally outperforms other malodor technologies on the market today.

Test results prove it: **TMM**® technologies offer a unique opportunity to boost your brand's value with market-leading performance claims.

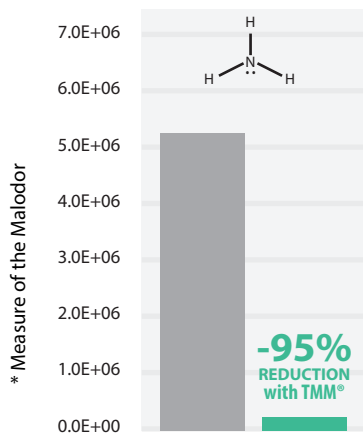
To learn more contact Belle Aire Creations today and discover how **TMM**® can manage malodors more effectively for your products.



800.373.4709
info@tmmaire.com
tmmaire.com

Effective TMM[®] Solutions for Hair Care Malodors

Headspace and Sensory Effect



Ammonia



BASE + TMM[®] =

Up to 25% Fragrance Boost
Up to 90% Lower Base Odor

A TMM[®] formulation can be used in conjunction with an array of many different fragrance types. Removal of the malodor by capture frees up the fragrance to do its job of improving the aesthetics of the product and improving the mood of the perceiver.

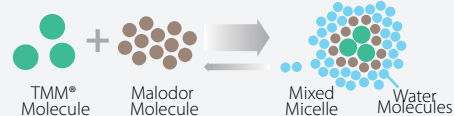
Covalent Bond Formation



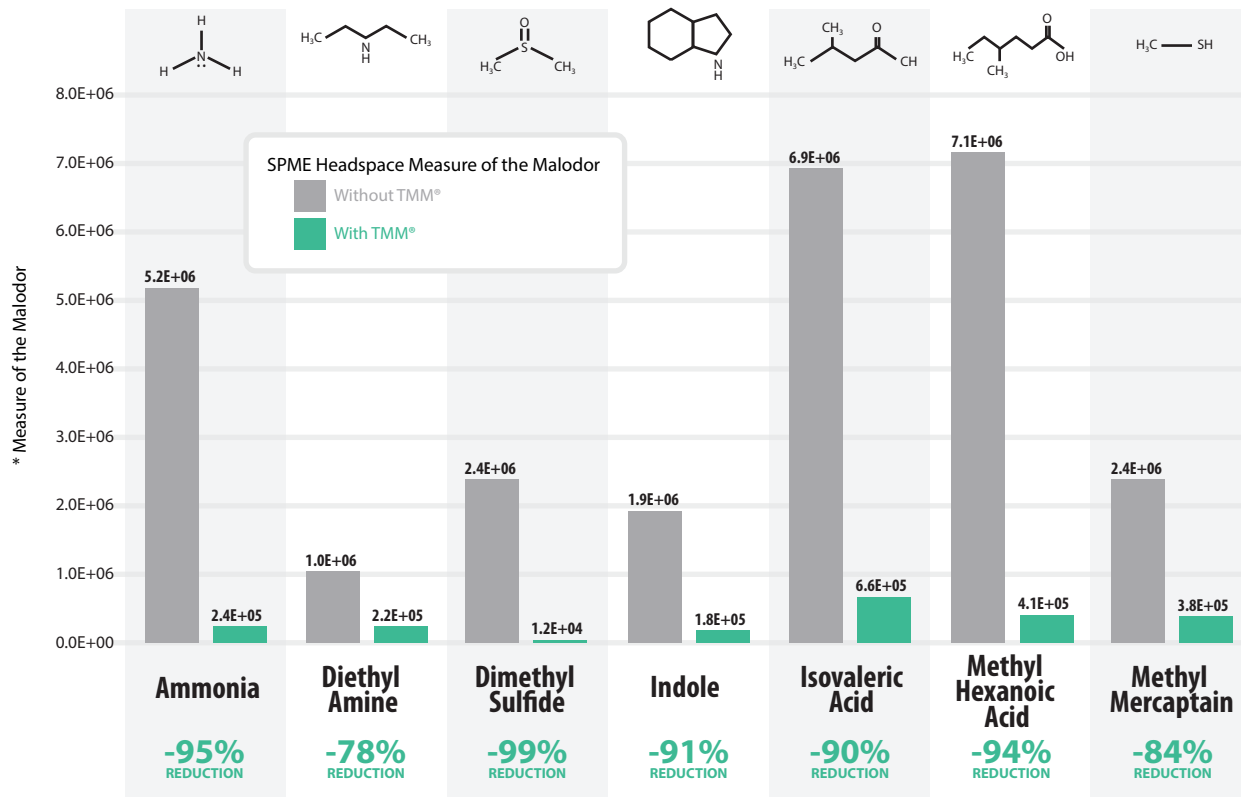
Magnetic Like Forces of Attraction



Micelle Formation



EFFECT OF TMM[®] ON THE HEADSPACE CONCENTRATION OF MALODOR MOLECULES



* Measure of the Malodor - Scientific Notation of a number that is very long, small or large. These numbers can be converted into a whole number and decimal number. Link to converter: <http://www.easysurf.cc/scintd.htm>
Example: 4.34E+05 = 434,000 & 1.54E+05 = 154,000 - Divide 154,000 by 434,000 = .3548 - Subtract 35.48 from 100 you get 64.50 That is the percent reduction of the malodor.