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### A selection of striking hair care ingredients

**Sederma:Heliogenol** for protection is a hydroglycolic sunflower seed extract (plant origin) that has a strong action against free radicals. It protects and repairs natural or dyed hair against UV irradiation and shampoo aggressions.

**Ceramide A2** is a chemical analogue of Ceramide 2, a natural molecule found in hair which provides structural reinforcement, protection and film forming for damaged hair. It improves the nutrition, shine, strength and vigour of the hair. It has a restructuring and smoothing effect and reinforces the CMC.

**FruitBio** is a complex of  $\alpha$ -hydroxyacids in association with green tea extract (plant origin) which smoothes the hair cuticles. Green tea extract decreases the irritation potential of  $\alpha$ -hydroxyacids.

**Procapil** fights the follicle ageing process to prevent hair loss. It targets the main causes of alopecia.

**Hairspa**, from plant origin, improves scalp moisturisation and soothing by restoring the skin's microfloral balance to fight against scalp discomfort.

**Croda:Keravis** is a hair strengthening complex with a dual action, penetrating the hair shaft to increase moisture content and plasticity of the hair, and coating the hair to lubricate and reinforce the cuticle. The strengthening complex performs even in rinse-off systems and has been proven to leave hair looking visibly stronger and healthier.

**Voluminis** is a novel copolymer of hydrolysed wheat protein and a cationic monomer that delivers exceptional hair volume from rinse-off conditioners. The copolymer leaves hair looking and feeling fuller, without frizz and its performance has been demonstrated by independent salon studies.

The **Keratin Straightening System** has been proven to make curly and unruly tresses shiny and sleek. The system contains keratin and other proteins to help hair look and feel healthy. Its effects can last for 3-5 weeks.

**Arch:Zinc Omadine** is a mainstay in dandruff treatment products. **LuxVeil 5** is an ester based volatile material with interesting sensory and aesthetic qualities helping to reduce the amount of silicones used. **We Amaranth S** is a natural foaming product for sulphate-free formulations. **Mikrokill ECT** is an Ecocert qualified solution for robust product preservation. **Phytoterra Organic Mate** and **Baobab Oil** contribute to scalp health and overall hair wellness.

**Indena:Zanthalene** is one of the company's botanical active ingredients with soothing lenitive and anti-itching characteristics specifically tested on the scalp area. **Omegablue**, a natural oil obtained from bilberry seed, is very rich in polyunsaturated fatty acids and has an extremely balanced omega-6/omega-3 ratio of 1:1 relevant to the homeostatic balance of our biochemistry.

**Waitaki Biosciences:Collamex**, a natural ingredient from bio-available New Zealand sources, is a sulphate-rich natural collagen and chondroitin complex, specifically designed for repairing and protecting hair in shampoos, conditioners and intensive hair masques. The ingredient's low molecular weight chondroitin sulphate, small peptides and amino acids deliver an intensive boost of moisture that penetrates deep into the hair cuticle. The larger collagen molecules create a film around the hair strand, locking in moisture and protecting it from the effects of harsh styling and colouring treatments.