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Elixir

Record ID:	1636464
Company:	Amazon Beauty
Brand:	Amazon Beauty Rahua
Category:	Hair Products
Sub-Category:	Hair Treatments
Country:	France
Date Published:	Sep 2011
Product source:	Shopper
Launch Type:	New Variety/Range Extension
Price in local currency:	148.0
Price in US Dollars:	200.63
Bar Code:	718122573851



Product Description

The Amazon Beauty Rahua range of haircare products is formulated with 100% natural and organic ingredients such as rahu nut oil to fortify weak, damaged strands while nourishing and moisturising the scalp and hair follicles. The vegan products are suitable for colour-treated and processed hair, and contain no synthetics, parabens or sulphates. The company donates a percentage of each sale to Ecoagents.org to preserve the Amazon rainforest. Available as part of the range is Elixir, a limited edition product said to deeply penetrate the hair's cortex with super fine rahu oil molecules to rebuild damaged hair, and strengthen the hair follicle with unguahua oil's rejuvenating omega-9 oleic acids. The 100% natural product is claimed to be exceptionally rich, and is said to create hair that blooms as beautifully as the Amazon rainforest.

Beauty Innovation

Directions:

Transform hair to gorgeous with one full dropper of Rahua Elixir. Apply to hair after conditioning paying special attention to the ends, leave in for 15 minutes, rinse and style as usual.

Apply full dropper to hair after conditioning paying special attention to the ends, leave in for 15 minutes, rinse and style as usual.

Outer pack information:

Beauty is power

100% rainforest grown symbiotic hair elixir

Let super-fine Rahua oil molecules deeply penetrate the hair's cortex to rebuild even the most damaged tresses, while the unguahua oil's rejuvenating omega-9 oleic acids strengthen the hair follicle.

Inner pack information:

Beauty is power

100% rainforest grown symbiotic hair elixir



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Handmade by native women deep in the Amazon rainforest.

Let super-fine Rahua oil molecules deeply penetrate the hair's cortex to rebuild even the most damaged tresses, while the unguahua oil's rejuvenating omega-9 oleic acids strengthen the hair follicle.

Manufacturer/product website information:

Rahua

For healthy, lustrous, gorgeous hair!

A revitalizing, rare nutrient for thirsty hair and the Amazon's most potent beauty secret.

- Organic
- Free of synthetics, parabens & sulfates
- 100% natural, 100% vegan

Discover a new world of uncompromising beauty

Rahua Elixir

Utterly pure, exceptionally rich, Rahua Elixir offers an exotic, 100% natural solution to your toughest hair-care challenges.

Use Rahua Elixir's highly concentrated, highly potent formula - blending beneficial Rahua nut and unguahua oils - to create hair that blooms as beautifully as the Amazon rainforest.

Let super-fine Rahua oil molecules deeply penetrate the hair's cortex to rebuild even the most damaged tresses, while the Ungurahua oil's rejuvenating omega-9 strengthen the hair follicle - keeping it firmly rooted.

Limited Edition.

Brochure/Other marketing information: Rahua

The Amazon's natural secret to luminous tresses

Organic
 100% natural
 100% vegan

Deep within the Amazon rainforest lies the secret to what has given the women of the Quechua-Shuar tribe thick, flowing, lustrous hair for centuries. The restorative oils found in the rare Rahua nut rejuvenate lifeless, damaged tresses while being gentle enough on color-treated and processed hair.

A percentage of each sale goes to Ecoagents.org to preserve the Amazon rainforest.

PAO: 12 months

Beauty Price Positioning: Super Luxe

Packaging Details

	<i>Primary</i>	<i>Secondary</i>
Package Type	Bottle	Carton
Package Material	Glass plain	Solid white board
Label Type	Self-adhesive	
Label Material	Plastic	
Closure Type	Cap	
Closure Material	Plastic	
Decorative Process	Flexo	Litho
Package Width (mm)	30 mm (1.18 inches)	33 mm (1.3 inches)



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	Primary	Secondary
Package Height (mm)	95 mm (3.74 inches)	105 mm (4.13 inches)
Package Depth (mm)	30 mm (1.18 inches)	33 mm (1.3 inches)

Packaging Description

Bottle has a rubber dropper in an injection moulded metallised shroud.

Product Analysis

Pack Size:	30.00
Storage:	
Alcohol By Volume (%):	
Private Label:	Branded

Product Variants

Product Variant	Fragrances	Format Type	Claims	Still Selling
Elixir	—	—	Ethical - Charity, Limited Edition, Vegan, Damaged Hair, Organic, All Natural Product, Botanical/Herbal, Paraben Free, No Animal Ingredients, Moisturising / Hydrating	—

Ingredients

Ingredients: rahua nut oil, [Oenocarpus Bataua Fruit Oil](#), [Bursera Graveolens Wood Oil](#)

Annotations

European sub-region:
Western Europe

Additional Product Images

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Botanical Head Spa

Record ID: 1679315
Company: Ishizawa Laboratories
Brand: Kamishitsu Kaizen Kenkyujo
Category: Hair Products
Sub-Category: Hair Treatments
Country: Japan
Date Published: Nov 2011
Product source: Shopper
Launch Type: New Product
Price in local currency: 2310.0
Price in US Dollars: 30.01
Price in Euros: 21.86
Bar Code: 4992440018911



Product Description

Kamishitsu Kaizen Kenkyujo Botanical Head Spa is designed give spa-like scalp and hair treatment at home. The product is formulated with menthol and ginger, and allows the user to enjoy both cooling and tangy warming effects. The product is said to relax the scalp and soothe the mind with comforting stimulation. The formulation also contains natural minerals to cleanse the scalp and moisturising camellia extract and jojoba oil to make hair moisturised and silky smooth. The product was launched on 7th November, 2011 with an RRP of 2,310 yen.

Packaging Details

Package Type *Primary*
Package Material Jar
 Plastic unspecified

Product Analysis

Pack Size: 270.00
Storage:
Alcohol By Volume (%):
Private Label: Branded

Product Variants

Product Variant	Fragrances	Format Type	Claims	Still Selling
Botanical Head Spa	—	—	Vitamin/Mineral Fortified, Botanical/Herbal, Moisturising / Hydrating	—

Ingredients

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Ingredients: Aqua, Alcohol, Cetearyl Alcohol, Cetyl Alcohol, Behentrimonium Chloride, Amodimethicone, Dimethicone, Butylene Glycol, Zingiber Officinale Root Extract (Extract), Capsicum Frutescens Fruit Extract (Extract), Camellia Japonica Seed Oil (Seed), Simmondsia Chinensis Seed Oil (Seed), Camphor, Zeolite, Bentonite, Sodium Hyaluronate, Ceramide 2, Cera Alba, PEG-40 Hydrogenated Castor Oil (Hydrogenated), Caramel, Menthol, Lactic Acid, Glycerin, Cocamidopropyl Betaine, PEG-7 Glyceryl Cocoate, Isopropyl Alcohol, Sodium Hydroxide, Methylparaben, Propylparaben, fragrance

Annotations

Additional Product Images



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Oléo-Complex Elixir Ultime Beautifying Oil

Record ID: 1691455
 Company: L'Oréal
 Brand: Kérastase
 Category: Hair Products
 Sub-Category: Hair Treatments
 Country: France
 Date Published: Dec 2011
 Product source: Other
 Launch Type: New Packaging
 Price in local currency: 32.0
 Price in US Dollars: 44.0



Product Description

The Kérastase Oléo-Complexe Elixir Ultime Huile Sublimatrice Multi-Usages (Beautifying Oil) is now available in limited edition packaging designed by accessory brand Yazbukey. The product is a versatile hair treatment that can be used before shampooing, before blow-drying, after blow-drying or as part of a daily routine. It is formulated with the Oléo-Complexe, a combination of the following emollient and nourishing ingredients: camellia oil for its fragrance; argan oil for its nourishing benefits; maize oil from Central America; and pracaxi oil for its conditioning properties. It is claimed to leave hair instantly nourished, protected, supple and enhanced.

Packaging Details

Primary

Product Analysis

Pack Size: 125.00
 Storage:
 Alcohol By Volume (%):
 Private Label: Branded

Product Variants

Product Variant	Fragrances	Format Type	Claims	Still Selling
Oléo-Complex Elixir Ultime Beautifying Oil	—	—	Time/Speed, Moisturising / Hydrating, Botanical/Herbal, Limited Edition	—

Ingredients



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Ingredients: [Cyclopentasiloxane](#), [Dimethiconol](#), [Zea Mays Germ Oil \(Germs\)](#), [Argania Spinosa Kernel Oil](#), [Camellia Kissi Seed Oil \(Seed\)](#), [Pentaclethra Maculoba Seed Oil \(Seed\)](#), [Linalool](#), [Alpha-isomethyl Ionone](#), [L-limonene](#), [Coumarin](#), [Benzyl Alcohol](#), parfum (fragrance), C43704/1

Annotations

Beauty Trends:

Salon Hair Care

European sub-region:

Western Europe

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Root Power Restorative Hair Tonic

Record ID: 1692824
Company: Lab Series Research Center
Brand: Lab Series Skincare for Men Hair
Category: Hair Products
Sub-Category: Hair Treatments
Country: UK
Store Name: Boots
Store Type: Drug Store/Pharmacy
Store Address: London W12 7GD
Date Published: Dec 2011
Product source: Shopper
Launch Type: New Variety/Range Extension
Price in local currency: 27.0
Price in US Dollars: 43.2
Price in Euros: 31.42
Bar Code: 022548235959



Product Description

Lab Series Skincare for Men Hair Root Power Restorative Hair Tonic is described as a super potent serum designed to help fight the five visible signs of hair ageing (thinning hair, hair loss, brittle hair, dryness and dullness) with an immediate refreshing sensation, which energises and stimulates the scalp. The product is suitable for all hair types and is said to minimise daily hair loss due to breakage, strengthen and thicken the look of hair, calm irritation, and reinforce scalp's protective moisture barrier to soothe and strengthen it.

Beauty Innovation

Leaflet Info:

LAB SERIES SKINCARE FOR MEN

The power of technology. The advantage of experience. A single-minded dedication to men's skin and the challenges it faces every day.

HAIR ROOT POWER RESTORATIVE HAIR TONIC

Super potent serum helps fight the five visible signs of hair ageing: thinning hair, hair loss, brittle hair, dryness and dullness.

- Immediate refreshing sensation energises and stimulates the scalp.
- Minimises daily hair loss due to breakage and strengthens and thickens the look of E hair.
- Calms irritation and reinforces scalp's protective moisture barrier to soothe and strengthen the scalp.

Directions:

Shake well. Use morning and night for best results. Pump serum into palms 2 or 3 times; massage into scalp and work through damp or dry hair. Do not rinse. Follow with Root Power Restorative Style Wax for immediate, fuller hair.

Shake well. Pump serum into palms 2 or 3 times; massage into the scalp and work through damp or dry hair. Do not rinse. Follow with Root Power Restorative Style Wax for immediately fuller-looking hair.



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Cautions:

Flammable until dry. Do not use near heat or flame. Keep out of reach of children. Avoid eye area.

Flammable. Do not apply near heat or open flame or while smoking. Avoid spraying in eyes. Keep out of reach of children. Avoid eye area.

Outer pack information:

Super potent serum helps fight the five visible signs of hair ageing: thinning hair, hair loss, brittle hair, dryness and dullness.

- Immediate refreshing sensation energises and stimulate the scalp.
- Minimises daily hair loss due to breakage and strengthens and thickens the look of hair.
- Calms irritation and reinforces scalp's protective moisture barrier to soothe and strengthen it.

Manufacturer/product website information:

Root Power Restorative Hair Tonic

WHO IS IT FOR: Formulated for all hair types.

HOW DOES IT WORK: Serum formulated as part of a system with advanced technological innovations to help maintain the look of existing hair by minimising the amount of hair lost each day due to breakage. This serum works with the system to promote thicker, fuller, healthier looking hair. Immediate cooling sensation refreshes the scalp. When used with the system, combats daily hair loss from breakage and helps increase the hair strand diameter for thicker, fuller-looking hair.

PAO: 24 months

Beauty Price Positioning: Prestige

Packaging Details

	<i>Primary</i>	<i>Secondary</i>
Package Type	Bottle	Carton
Package Material	Plastic PET	Solid white board
Closure Type	Cap	
Closure Material	Plastic	
Decorative Process	Self-colour, Silk screen	Litho
Production Methods	Injection blown plastic	
Carton Features		Reverse tuck-in
Dispensers		Spray
Neck Finish	Screw-thread	
Package Width (mm)	50 mm (1.97 inches)	88 mm (3.46 inches)
Package Height (mm)	165 mm (6.5 inches)	177 mm (6.97 inches)
Package Depth (mm)	40 mm (1.57 inches)	45 mm (1.77 inches)

Packaging Description

Bottle has an outer metal shroud and carton contains a spray pump dispenser.

Product Analysis

Pack Size:	200.00
Storage:	
Alcohol By Volume (%):	
Private Label:	Branded
Store Type:	Drug Store/Pharmacy

Product Variants

Product Variant	Fragrances	Format Type	Claims	Still Selling
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Product Variant **Fragrances**
Root Power Restorative —
Hair Tonic

Format Type
—

Claims
Male,
Time/Speed,
Anti-Hairloss,
Anti-Ageing

Still Selling
—

Ingredients

Ingredients: [Alcohol Denat.](#), [Aqua](#), [Butylene Glycol](#), [PPG-28-buteth-35](#), [Isoceteth-20](#), [Dipotassium Glycyrrhizate](#), [Tocopheryl Nicotinate](#), [Humulus Lupulus Extract \(Extract\)](#), [Gentiana Lutea Root Extract \(Extract, Root\)](#), [Chlorella Vulgaris Extract \(Extract\)](#), [Centella Asiatica Extract \(Extract\)](#), [Saccharomyces Lysate Extract \(Extract\)](#), [Laminaria Saccharina Extract \(Extract\)](#), [Rosmarinus Officinalis Leaf Extract \(Extract\)](#), [Betula Alba Bark Extract \(Extract\)](#), [Panax Ginseng Extract \(Extract, Root\)](#), [Faex Extract \(Extract\)](#), [Acetyl Glucosamine](#), [Adenosine Phosphate](#), [Caffeine](#), [Panthenol](#), [Hydroxypropylcellulose](#), [Cetrimonium Chloride](#), [Yeast Polysaccharides](#), [Arginine](#), [Linoleic Acid](#), [Panthenyl Ethyl Ether](#), [Caprylyl Glycol](#), [Phytantriol](#), [Niacinamide](#), [Pantethine](#), [Phytosphingosine](#), [Menthol](#), [Ethylhexyl Methoxycinnamate](#), [parfum \(fragrance\)](#), [L-limonene](#), [Linalool](#), [Benzyl Benzoate](#), [Hexyl Cinnamal](#), [Alpha-isomethyl Ionone](#), [Phenoxyethanol](#), [CI 60730](#), ILN37614

Annotations

European sub-region:
Western Europe

Additional Product Images

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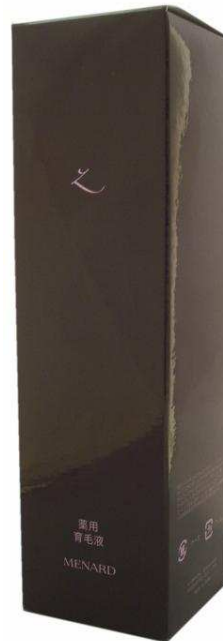
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Medicated Hair Growth

Liquid Z

Record ID:	1584736
Company:	Nippon Menard Cosmetic
Brand:	Menard
Category:	Hair Products
Sub-Category:	Hair Treatments
Country:	Japan
Date Published:	Jun 2011
Product source:	Shopper
Launch Type:	New Formulation
Price in local currency:	6300.0
Price in US Dollars:	76.68
Price in Euros:	55.12



Product Description

Menard Medicated Hair Growth Liquid Z has been newly formulated with verbascum thapsus extract to help soften the scalp and moisturising eriobotrya japonica leaf extract. The product is said to provide a refreshing sensation whilst promoting hair growth and preventing thinning hair, hair loss, dandruff and itchiness. The fragrance-free hair growth agent is designed for both men and women and is said to feature a non-sticky texture that does not decrease the volume of hair to help leave it looking beautiful. This product was launched on May 21, 2011 with an RRP of 6,300 yen.

Beauty Innovation

Leaflet Info:

Fragrance-free

A hair growth agent that directly works on root of hair to promote growth with elasticity.

Formulated with verbascum thapsus extract (scalp softening ingredient), eriobotrya japonica leaf extract (moisturising ingredient)

<Product Features>

- Promotes hair growth and makes the hair elastic.
- Prevents thinning hair or hair loss and strengthens hair.
- Moisturises and softens scalp with a refreshing sensation.
- Non-sticky liquid does not decrease the volume of the hair.

<Effects>

Promote hair growth, prevent hair loss, thinning hair, dandruff and itch.

<Ingredients>

Active ingredients:

- Swertia japonica extract
- Pantothenic acid derivative (pantothenyl ethyl ether)
- L-menthol

Directions:



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- Use in the morning and evening. Apply an adequate amount (15ml) on scalp and massage well with fingertips.
- Apply directly on scalp little amount at time insisting on areas with thinning hair.

*Two applications a day in the morning and evening are effective. Continuous use is more effective than applying a large amount at a time.

*Finish the contents in about two months.

<How to massage>

Massage the whole scalp with finger cushions.

1. Massage from hair line to the top of the head with circular motions.
2. Lightly pinch the scalp.

*Do not rub the scalp. Massage the scalp.

Cautions:

- Do not use on skin areas affected by swelling, eczema, rash, sore or other skin problems.
- Discontinue use when the following signs of irritation occur:
 - 1) If you notice redness, swelling, itchiness or tingling during use
 - 2) If you notice the above mentioned symptoms on applied areas upon exposure to sunlightAs continuation of use may worsen the symptoms, please consult a dermatologist.

- Avoid direct sunlight to keep the quality of the contents.
- Flammable.
- Avoid contact with eyes. If the contact occurs, rinse immediately with cold or lukewarm water.
- Be careful not to hurt scalp during shampooing, brushing or massaging.
- Do not apply any areas except scalp.
- If the product contacts with resin glasses or comb, that may cause discolouration. Please wipe them clean.
- Replace the cap securely after each use.
- Do not store the product in direct sunlight, extremely hot or cold areas.
- Keep out of reach of babies and small children.

Outer pack information:

Fragrance-free

Inner pack information:

Fragrance-free

Manufacturer/product website information:

Medicated Hair Growth Liquid Z

A hair growth agent that directly works on root of hair to promote growth with elasticity.

<Product Features>

- Promotes hair growth and makes the hair elastic.
- Prevents thinning hair or hair loss and strengthens hair.
- Moisturises and softens scalp with a refreshing sensation.
- Non-sticky liquid does not decrease the volume of the hair.

<Ingredients>

Active ingredients:

- Swertia japonica extract
- Pantothenic acid derivative (pantothenyl ethyl ether)
- L-menthol

Other major ingredients:

- Verbascum thapsus extract (scalp softening ingredient), eriobotrya japonica leaf extract (moisturising ingredient)

Press Release:

Released on May 21, 2001

Medicated Hair Growth Liquid Z that directly works on the hair root to grow elastic, strong hair.

Nippon Menard Cosmetics (head office: 3-18-15 Marunouchi, Naka-ku, Nagoya, President: Junichi Nonokawa) is going to



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release Medicated Hair Growth Liquid Z on May 21, 2011.

<Product Features>

- Promotes hair growth and helps grow elastic, beautiful hair.
- Prevents thinning hair or hair loss and strengthen hair hardly coming off.
- Moisturises and softens scalp with refreshing sensation.
- Non-sticky texture does not decrease the volume of the hair, never hindering hair styling.
- Can be used by both men and women.
- Fragrance-free

Contains:

- Verbascum thapsus extract (to soften scalp)
- Verbascum thapsus is a plant that grows on the Mediterranean coast.

- Eriobotrya japonica leaf extract (for moisturising)

Active ingredients:

- Swertia japonica extract
- Pantothenic acid derivative (pantothenyl ethyl ether)
- L-menthol

Efficacy:

Promotes hair growth and prevents thinning hair, hair loss, dandruff and itch.

This is a Quasi-Drug product

Beauty Price Positioning: Luxe

Packaging Details

	Primary	Secondary
Package Type	Bottle	Carton
Package Material	Plastic unspecified	Paper plastic lined

Packaging Description

plastic bottle / cap / packing / film, paper carton

Product Analysis

Pack Size:	200.00
Storage:	
Alcohol By Volume (%):	
Private Label:	Branded

Product Variants

Product Variant	Fragrances	Format Type	Claims	Still Selling
Medicated Hair Growth Liquid Z	—	—	Fragrance-Free, Anti-Hairloss, Moisturising / Hydrating, Anti-Dandruff, Botanical/Herbal, Skin Disorders	—

Ingredients

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Ingredients: **active ingredients:** Panthenyl Ethyl Ether, L-menthol, Swertia Japonica Extract (Extract)
other ingredients: Verbascum Thapsus Extract (Extract), Eriobotrya Japonica Leaf Extract (Extract), Glucosyl Hesperidin, Ascorbyl Glucoside, Butylene Glycol, PEG-20, Alcohol, Sodium Citrate, Aqua

Annotations

Additional Product Images



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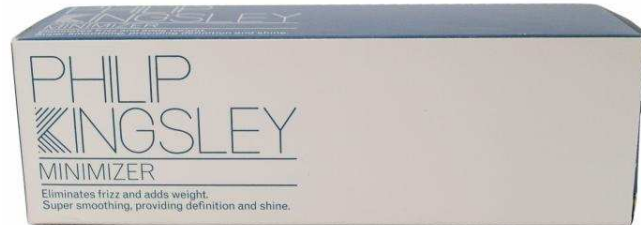
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Minimizer

Record ID: 1656771
Company: Philip Kingsley
Brand: Philip Kingsley
Category: Hair Products
Sub-Category: Hair Treatments
Country: UK
Store Name: Harrods
Store Type: Department Store
Store Address: London SW1X 7XL
Date Published: Oct 2011
Product source: Shopper
Launch Type: New Variety/Range
 Extension
Price in local currency: 21.4
Price in US Dollars: 34.24
Price in Euros: 24.73
Bar Code: 876409001579



Product Description

Philip Kingsley Minimizer is described as a super smoothing serum with argan oil to reduce frizz, provide intense hydration and add amazing shine, leading to instantly and progressively healthier and more beautiful hair. According to the manufacturer, it transforms and strengthens parched hair, and can be used to smooth and straighten, or to add definition and gloss to curls. It smoothes the hair's cuticles and adds weight to soften hair, reduce snagging, improve combing and enhance humidity resistance. The product is suitable for medium, coarse, dry, frizzy and ethnic hair, is safe for colour-treated hair, and retails in a recyclable, FSC certified pack. The company do not test on animals and use biodegradable bottles in order to reduce their carbon footprint and minimise the impact on the environment.

Beauty Innovation

Directions:

When styling from wet, apply one pump throughout mid lengths and ends. To achieve temporary straightening effect, blow dry or use straightening irons. For curl definition and minimizing frizz, scrunch into wet and/or dry hair. Use sparingly on finer hair types.

Cautions:

Keep away from eyes. In case of contact rinse immediately with clean warm water.

Outer pack information:

Eliminates frizz and adds weight.

Super smoothing, providing definition and shine.

Infused with Argan Oil to reduce frizz, add brilliant shine and provide intensive hydration to the hair. Transforms parched hair and can be used to smooth and straighten or add definition and gloss to curls.

Philip Kingsley is recognised as a leading trichological brand dedicated to hair and scalp health. Our products are manufactured in the UK using a unique approach to haircare with more than 50 years of clinical expertise.

Suitable for colour treated hair.

FSC Mixed Sources

Product group from well-managed forests and recycled wood or fibre.

Recyclable



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Inner pack information:

Eliminates frizz and adds weight.

Super smoothing, providing definition and shine.

Infused with Argan Oil to reduce frizz, add brilliant shine and provide intensive hydration to the hair. Transforms parched hair and can be used to smooth and straighten or add definition and gloss to curls.

Suitable for use on colour treated hair.

Manufacturer/product website information:

Philip Kingsley Minimizer

Quick Overview

Our brand new super smoothing serum contains Argan oil to reduce frizz and add amazing shine. Transforms and strengthens parched hair and can be used to smooth and straighten or add definition and gloss to curls. Its thoroughly researched blend of ingredients smoothes each cuticle and provides weight to soften the hair, reduce snagging, improve combing and enhance humidity resistance.

Product Description

Our brand new super smoothing serum contains Argan oil to reduce frizz and add amazing shine.

Minimizer eliminates frizz and adds weight, providing definition and shine. It transforms parched hair and can be used to smooth and straighten or add definition and gloss to curls. Its thoroughly researched blend of ingredients smoothes each cuticle to soften the hair, reduce snagging, improve combing and enhance humidity resistance. Minimizer will also strengthen your hair and improve its condition, leading to instantly and progressively healthier and more beautiful hair.

Additional Information

Hair texture: Medium hair, coarse hair, black/ethnic hair

Hair problem: Dry hair, frizzy hair, processed hair

Hair colour: Black, bleached blonde, grey/silver

Beauty Price Positioning: Prestige

Packaging Details

	<i>Primary</i>	<i>Secondary</i>
Package Type	Bottle	Carton
Package Material	Plastic unspecified	Solid white board
Label Type	Self-adhesive	
Label Material	Plastic	
Closure Type	Dispenser	
Closure Material	Plastic	
Decorative Process	Flexo, Self-colour	Litho
Production Methods	Injection moulded plastic	
Carton Features		Reverse tuck-in
Dispensers	Pump	
Neck Finish	Press on	
Package Width (mm)	41 mm (1.61 inches)	141 mm (5.55 inches)
Package Height (mm)	140 mm (5.51 inches)	45 mm (1.77 inches)
Package Depth (mm)	41 mm (1.61 inches)	45 mm (1.77 inches)

Packaging Description

Bottle has a built on dispenser with a plastic plug to prevent accidental usage.



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Product Analysis

Pack Size:	100.00
Storage:	
Alcohol By Volume (%):	
Private Label:	Branded
Store Type:	Department Store

Product Variants

Product Variant	Fragrances	Format Type	Claims	Still Selling
Minimizer	—	—	Ethical - Animal, Protects Against Elements*, Ethnic, Brightening / Illuminating*, Time/Speed, Botanical/Herbal, Moisturising / Hydrating, Ethical - Environmentally Friendly Package	—

Ingredients

Ingredients: [Aqua](#), [VP/DMAPA Acrylates Copolymer](#), [Glycerin](#), [Argania Spinosa Kernel Oil](#), [Inulin Lauryl Carbamate](#), [Phenoxyethanol](#), [Hydroxyethylcellulose](#), [Polysorbate 80](#), [DMDM Hydantoin](#), [Disodium EDTA](#), [parfum \(fragrance\)](#), [Benzalkonium Chloride](#), [Citric Acid](#), [Cetyl Acetate](#), [Stearyl Acetate](#), [Oleyl Acetate](#), [Acetylated Lanolin Alcohol](#), [Geraniol](#), [Benzyl Salicylate](#), [L-limonene](#), [Butylphenyl Methylpropional](#), [Hydroxyisohexyl 3-cyclohexene Carboxaldehyde](#), [Linalool](#), [Citronellol](#), [Hexyl Cinnamal](#), [Hydroxycitronellal](#), [Alpha-isomethyl Ionone](#)

Annotations

Beauty Trends:
Salon Hair Care

European sub-region:
Western Europe

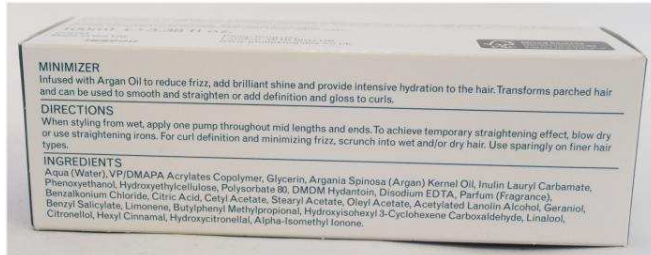
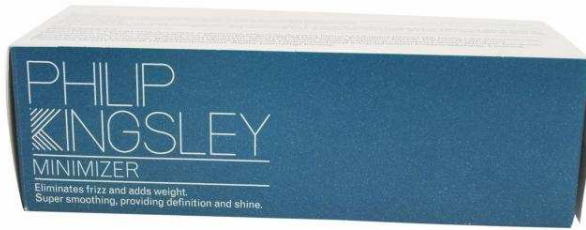
Additional Product Images

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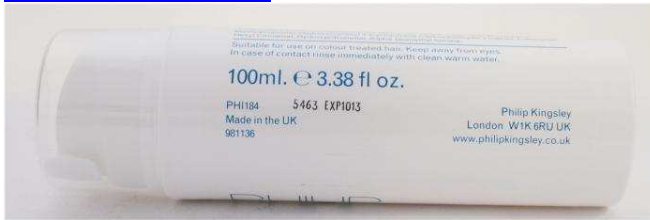


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Botanical Scalp Treatment

Record ID: 1691200
Company: Laboratoires
 Phytosolba
Brand: Phyto Phytopolléine
Category: Hair Products
Sub-Category: Hair Treatments
Country: France
Store Name: Parashop
Store Type: Drug
 Store/Pharmacy
Store Address: Paris 75004
Date Published: Dec 2011
Product source: Shopper
Launch Type: Relaunch
Price in local currency: 21.6
Price in US Dollars: 29.7
Bar Code: 618059161025



Product Description

The Phyto range of hair care products is said to be formulated with the most powerful active ingredients found in the plant world in order to preserve the health and enhance the natural beauty of the hair. The range features essential oils and carefully selected plant extracts to repair, cleanse, rehydrate and deeply nourish the hair. Phyto products feature environmentally friendly packaging (glass and aluminium) to preserve the efficiency of its highly concentrated botanical active formulas, minimise the use of preservatives and respect the environment. Available as part of the Phytopolléine range is Elixir Végétal Stimulant du Cuir Chevelu (Botanical Scalp Treatment), which has been relaunched. The scalp stimulating pre-shampoo treatment is said to be the perfect remedy for those suffering from an unbalanced scalp. The product contains a highly concentrated 100% botanical blend in over four pounds of fresh plants and a synergy of purifying essential oils (72%) including cajeput, lemon, rosemary, sage and cypress, and corn germ oil to stimulate scalp micro-circulation, awaken the scalp and energise hair. It is suitable for all hair types and particularly recommended for oily, dry, itchy and scalps with dandruff.

Beauty Innovation

Leaflet Info:

"The ecosystem of the hair and scalp is living and precious. Phyto's mission is to treat them with care and respect."
 Patrick Alès
 Phyto founder and product innovator

Experts in botanical hair care treatments. Phytosolba Laboratories extract the most effective active ingredients from the heart of the plant world to create highly concentrated, and innovative formulas that work effectively to maintain beautiful, healthy hair.

ALL HAIR TYPES

Normal hair is the result of an overall healthy, balanced environment. Normal hair, when well taken care of, is soft to the touch and shiny, It is not prone to static. Neither too oily nor too dry, hair doesn't suffer from any disorder, Therefore maintaining this balance is essential. There is no beautiful hair without a healthy scalp, And this delicate eco-system needs to be protected. Which is why Phyto created a range of products suitable for all hair types, formulated to purify and balance the scalp in order to maintain beautiful, healthy hair.

THE PHYTO RESPONSE



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PHYTOPOLLEINE

Botanical scalp treatment

Pre-shampoo

100% botanical

Essential oils of cajeput, lemon, rosemary, sage and cypress

PHYTOPOLLEINE, scalp stimulating pre-shampoo treatment, is the perfect remedy for those suffering from an unbalanced scalp. This unique 100% botanical blend is highly concentrated in over 4 pounds of fresh plants, A synergy of purifying essential oils (72%) and corn germ oil stimulates scalp micro-circulation to awaken the scalp and energize hair, PHYTOPOLLEINE boosts the action of Phyto scalp treatments.

Directions:

Apply directly to the scalp section by section, using the dropper. Massage gently into scalp. Leave on for at least 20 minutes and then shampoo.

Use Phytolléine before shampoo 1 to 2 times a week. Apply to the scalp section by section, using dropper bottle. Massage gently into scalp. Leave in for 20 minutes and then wash with the appropriate shampoo.

Apply directly onto scalp section by section, using the dropper applicator, Massage gently into scalp, Leave on for at least 20 minutes before shampooing.

Apply directly to the scalp section by section, using the dropper. Massage gently into scalp. Leave on for at least 20 minutes and then shampoo. For an optimal action, leave Phytolléine overnight.

Use before shampoo, once a week for 4 months.

Cautions:

See enclosure.

For external use only.

If product accidentally gets into eyes, rinse thoroughly with lukewarm water,

FOR EXTERNAL USE ONLY

Outer pack information:

All hair types

100% botanical

Essential oils of cajeput, lemon, rosemary, sage and cypress

pre-shampoo

PHYTOPOLLEINE, scalp stimulating pre-shampoo treatment is the perfect remedy for those suffering from an unbalanced scalp. This unique 100% botanical blend is highly concentrated in over 4 pounds of fresh plants. A synergy of purifying essential oils (72%) and corn germ oil stimulates scalp micro-circulation to awaken the scalp and energize hair.

ACL: 0618059161025

Inner pack information:

Universal elixir

Other website information:

Phyto Phytolléine

Botanical Scalp Treatment

Brand:

It's the indispensable balancing treatment to clean up, stimulate microcirculation and scalp oxygenation.

Formulated for all person having lifeless hair, very dry or very oil, or dandruffs.

Restore beauty to the hair fiber.



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For all hair types.

To prepare the scalp to receive treatments, optimise scalp receptivity to treatments.

Particularly recommended for oily, dry, itching and dandruff scalp.

FORMULATION

72% essential oils (rosemary, cypress, eucalyptus, lemon) and 28% maize-germ oil to clean up the scalp whether it is oily, dry or with dandruff.

Beauty Price Positioning: Prestige

Packaging Details

	Primary	Secondary
Package Type	Bottle	Carton
Package Material	Glass plain	Board foil lined
Label Type	Self-adhesive	
Label Material	Plastic	
Closure Type	Cap	
Closure Material	Plastic	
Decorative Process	Flexo	Litho
Production Methods	Blown glass	
Caps	Double walled	
Carton Features		Tuck-in
Neck Finish	Screw-thread	
Package Width (mm)	47 mm (1.85 inches)	56 mm (2.2 inches)
Package Height (mm)	83 mm (3.27 inches)	127 mm (5 inches)
Package Depth (mm)	25 mm (0.98 inches)	26 mm (1.02 inches)

Product Analysis

Pack Size:	25.00
Storage:	
Alcohol By Volume (%):	
Private Label:	Branded
Store Type:	Drug Store/Pharmacy

Product Variants

Product Variant	Fragrances	Format Type	Claims	Still Selling
Botanical Scalp Treatment	—	—	Ethical - Environmentally Friendly Product, Moisturising / Hydrating, Anti-Dandruff, Botanical/Herbal, Ethical - Environmentally Friendly Package, Skin Disorders	—

Ingredients

Ingredients: [Zea Mays Germ Oil \(Germs\)](#), fragrance (parfum) *, [Citrus Medica Limonum Peel Oil \(Peel\)](#), [L-limonene](#), [Melaleuca Leucadendron Cajaputi Oil](#), [Rosmarinus Officinalis Leaf Oil](#), [Salvia Officinalis Oil](#), [Cupressus Sempervirens Leaf/nut/stem Oil](#), [Linalool](#), [Citral](#), [Isoeugenol](#), [Geraniol](#), [Eugenol](#), [Coumarin](#), [Citronellol](#)*botanical & natural origin

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Annotations

European sub-region:
Western Europe

Additional Product Images



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