

HAIR REBORN CLEANSER

Damage repairing shampoo

SECT. 1 – TECHNICAL INFORMATION

NAME

HAIR REBORN CLEANSER

PRODUCT CATEGORY:

Shampoo



DESCRIPTION:

Cleansing shampoo. It protects and repairs hair stressed by chemical and mechanical services. Thanks to the **ADDMINO-18 NEW TECHNOLOGY** and its restructuring active ingredients, the condition and vitality of the hair is improved. It perfectly maintains the natural balance of the hair structure by combining mineral salts and a protective biopolymer.

ADD-PLEX™

PHYSICAL FEATURES

Appearance	Pearly surfactant solution
Color	Pearly white/ slightly straw-yellow
Fragrance	Characteristic

INCI

INGREDIENTS - COCTAB: Aqua (Water), Sodium Laureth Sulfate, Caprylyl/Capryl Glucoside, Cocamidopropyl Betaine, Betaine, Sodium Chloride, Coco-Glucoside, Coffea Arabica (Coffee) Seed Extract, Citrus Aurantium Dulcis (Orange) Juice, Citrus Paradisi (Grapefruit) Juice, Pyrus Malus (Apple) Juice, Actinidia Chinensis (Kiwi) Fruit Juice, Saccharomyces Ferment Lysate Filtrate, Prunus Amygdalus Dulcis (Sweet Almond) Seed Extract, Glycerin, Guar Hydroxypropyltrimonium Chloride, Cocamide MEA, Behenyl Alcohol, Glycol Distearate, Glycol Cetearate, Laureth-2, Sodium Benzoate, Dicaprylyl Ether, Butylene Glycol, Potassium Sorbate, Polyquaternium-10, Malic Acid, Disodium EDTA, Trideceth-9, Parfum (Fragrance), Citric Acid, Hexyl Cinnamal, Limonene, Linalool.

ACTIVE INGREDIENTS

Fruit acids	Provide a purifying, hydrating and conditioning action.
Betaine	Provides an intense and rapid boost of moisturization. It adds gloss, softness, strength, flexibility and it helps to protect against scalp flaking and itchiness caused by surfactants. It also delivers multiple moisture-retention benefits in hair applications.
Fermented green coffee	Fermentation is an interesting process that allows the use of a microorganism to obtain new active molecules from common sources of saccharides that allow to drastically increase the effectiveness of plant phytocomplexes and the development of new antioxidant systems (vitamins and glutathione), proteins and amino acids. Phenolic compounds are present in large quantities in green coffee and have been recognized as natural antioxidants.
Guar hydroxypropyltrimonium chloride	Cationic polymer of guar gum with conditioning and restructuring action. It leaves a well treated film on the hair.
Polyquaternium-10	Gives body and luster to the hair, protecting and reinvigorating it. It makes the hair easy to comb. Reduces eye irritation due to surfactants.

ADD-PLEXTM

HOW TO USE

After rinsing the chemical service, cleanse with HAIR REBORN CLEANSER to eliminate any chemical residue, whilst restructuring the hair. Apply to damp hair and massage gently. Rinse thoroughly.

SECT. 2 – CHEMICAL FEATURES

Microbiological quality	The product analysis has demonstrated the quality of microbiological conformity.
Substances and blend purity	Particular attention is paid to avoid impurities or presence of toxic compounds in the mixtures.
pH	4.80-5.30
Product duration	5 years

SECT. 3 – ORIGIN

COUNTRY: Italy

COMPANY: HSA Hair Styling Applications S.p.A.