

ADD-PLEX™



HAIR REBORN ELIXIR

Pre-chemical treatment repairing spray

SECT. 1 – TECHNICAL INFORMATION

NAME

HAIR REBORN ELIXIR

PRODUCT CATEGORY:

Spray



DESCRIPTION:

Spray that protects internal and external structure of the hair during any chemical or mechanical service where the hair could be damaged. Hydrates the hair, making it stronger and healthier thanks to the combination of fruit acids + mineral salts + fermented green coffee extract, as well as Tilia Tomentosa bud extract.

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PHYSICAL FEATURES

Appearance	Clear liquid
Color	Slightly straw-yellow
Fragrance	Characteristic

INCI

INGREDIENTS-COCTAB: Aqua (Water), Glycerin, Propanediol, Hydrolyzed Soy Protein, 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, Tilia Tomentosa Extract, Rice Amino Acids, Hydrolyzed Adansonia Digitata Seed Extract, Malic Acid, Polyquaternium-10, Trideceth-9, PPG-26-Buteth-26, PEG-40 Hydrogenated Castor Oil, Cetrimonium Chloride, Sodium Benzoate, Potassium Sorbate, Butylene Glycol, Pentylene Glycol, Zinc Gluconate, Magnesium Aspartate, Copper Gluconate, Proline, Parfum (Fragrance), Citric Acid, Hexyl Cinnamal, Limonene, Linalool.

ACTIVE INGREDIENTS

Fruit acids	Provide a purifying, hydrating and conditioning action.
Cetrimonium chloride	Conditioning agent. Gives shine and softness and makes the hair easier to comb.
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.
Glycerin	Excellent substance for nourishing the hair, especially if dry and damaged. Its use is particularly recommended for those with curly hair, as it deeply moisturizes and gives perfect elasticity and softness. Humectant, conditioning and protecting agent.
Polyquaternium-10	Gives body and luster to the hair protecting and reinvigorating it. It makes the hair easy to comb.
Tilia tomentosa bud extract	Moisturizes and protects the hair, giving it extra volume.

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HOW TO USE

Apply 2 to 5 sprays on each section of hair prior to the chemical service and leave on for just 4 minutes and continue with your chemical service.

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	4.50-5.50
Product duration	5 years

SECT. 3 – ORIGIN

COUNTRY: Italy

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