

ADD-PLEX™



HAIR REBORN LEAVE-IN

Repairing nourishing fluid

SECT. 1 – TECHNICAL INFORMATION

NAME

HAIR REBORN LEAVE-IN

PRODUCT CATEGORY:

Leave-in



DESCRIPTION:

Hair repairing fluid to be applied to the hair prior to styling. It provides a strong anti-frizz action and protects the hair from heat and damage caused by environmental stress. Rich in mineral salts, fruit acids and fermented green coffee, prickly pear oil and conditioning agents that maintain a perfect hair hydration.

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PHYSICAL FEATURES

Appearance	Gel cream
Color	White
Fragrance	Characteristic

INCI

INGREDIENTS-COCTAB: Aqua (Water), C13-15 Alkane, Opuntia Ficus-Indica Seed Oil, 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, Polyquaternium-37, Dipropylene Glycol, Cetrimonium Chloride, Isopentyldiol, Polysilicone-29, Sorbitol, Betaine, Butylene Glycol, Isopropyl Alcohol, Malic Acid, Glycolic Acid, Benzyl Salicylate, Trideceth-9, Sodium Benzoate, Potassium Sorbate Parfum (Fragrance), Citric Acid, Alpha-Isomethyl Ionone, 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, strenght and flexibility and it helps to protect against scalp flaking and itchiness caused by surfactants.
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 phyto complexes 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.
Cetrimonium chloride	Gives shine and softness and makes the hair easier to comb.
Emisqualano /hemisqualane	It provides easy combing, manageability, color & heat protection and leaves the hair silky & soft.

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ACTIVE INGREDIENTS

Isopentyldiol	Hydrates and restore damaged hair.
Polyquaternium-37	Antistatic and film forming agent
Polysilicone-29	POLYSILICONE-29 helps to protect the hair from everyday aggressors and even restore damaged hair to a healthy and more youthful state.
Prickly pear oil	Is a great hair conditioner due to its high concentration of Vitamin E. Contains fatty acids and proteins, which allow to get shiny hair.
Sorbitol	Used as a humectant, to preserve from dehydration and as a moisturizing agent to prevent dryness of the skin.

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HOW TO USE

Before styling, apply a few drops on the lengths and ends for a thermo-protective and nourishing action.

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	3.00-4.00
Product duration	5 years

SECT. 3 – ORIGIN

COUNTRY: Italy

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