

ADD-PLEX™



HAIR REBORN MASK

Ultra repairing mask

SECT. 1 – TECHNICAL INFORMATION

NAME

HAIR REBORN MASK

PRODUCT CATEGORY:

Mask



DESCRIPTION:

Intensive repairing and nourishing mask that deeply moisturizes hair and prevents damage caused by chemical or mechanical services and external agents. The **ADDMINO-18 NEW TECHNOLOGY** strengthens, protects, and hydrates the hair due to the combination of fruit acids + mineral salts + fermented green coffee extract, along with prickly pear oil and linseed oil rich in oleic acid that gives the hair its optimum moisture level.

ADD-PLEX™

PHYSICAL FEATURES

Appearance	Creamy emulsion
Color	White
Fragrance	Characteristic

INCI

Aqua (Water), Cetearyl Alcohol, Behentrimonium Chloride, Isopropyl Myristate, 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, Linum Usitatissimum (Linseed) Seed Oil, Glycerin, Panthenol, Tocopheryl Acetate, Dimethicone, Guar Hydroxypropyltrimonium Chloride, Polyquaternium-37, Trideceth-9, Cetareth-25, Malic Acid, Cetyl Palmitate, Isopropyl Alcohol, Sodium Benzoate, Sodium Chloride, Butylene Glycol, Potassium Sorbate, Parfum (Fragrance), Citric Acid, Hexyl Cinnamal, Limonene, Linalool.

ACTIVE INGREDIENTS

Fruit acids	Provide a purifying, hydrating and conditioning action.
Behentrimonium chloride	Antistatic, softener and conditioner.
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.
Guar hydroxypropyltrimonium chloride	Cationic polymer of guar gum with conditioning and restructuring action. It leaves a well treated film on the hair.

ACTIVE INGREDIENTS

Linum usitatissimum seed oil	<p>It has a nourishing action. Reinforces hair fibers, gives protection and softness to the entire length of the hair. Is a real cure for dull and brittle hair, it makes it very soft, thanks to its restructuring and moisturizing properties. Moreover, its sebum-regulating action helps to normalize the scalp and also makes it an excellent ally against dandruff.</p>
Pantenolo	<p>Condiziona e ristruttura il capello. PANTHENOL acts penetrating deep into the trunk and the hair root. Its capacity to hold humidity, prevents the hair from becoming dry and fragile after prolonged exposure to sun rays.</p>
Polyquaternium-37	<p>Antistatic and film forming agent.</p>
Prickly pear oil	<p>A great hair conditioner due to its high concentration of Vitamin E, which is one-and-a-half times as much as the very popular argan oil. The fatty acids and proteins allow to get shiny hair. Thanks to its composition, it has regenerating, restructuring and firming properties.</p>

ADD-PLEXTM

HOW TO USE

After cleansing, apply HAIR REBORN MASK all over the hair, comb and leave between 2 and 5 minutes, then rinse.

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	4.00-5.00
Product duration	5 years

SECT. 3 – ORIGIN

COUNTRY: Italy

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