

# DAMAGED HAIR SHAMPOO

SECT. 1 – TECHNICAL INFORMATION

**NAME:** Treat shampoo

**CATEGORY:** Shampoo

**DESCRIPTION:** Repairing treatment shampoo. Its gentle action on scalp and hair delicately cleanses, sensitised and dry hair.

## PHYSICAL FEATURES

Appearance	Surfactant solution
Color	White
Fragrance	Milk & Honey

## ACTIVE INGREDIENTS

<b>Amino acids Blend</b>	It moisturises, strenghtens hair structure, protectes color and renew brilliance. The combined and balanced action of amino acids and Sodium PCA favours optimal assimilation of all elements.
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<b>Argania Spinosa Kernel Oil</b>	Emollient and conditioning. It is exceptionally rich in natural tocopherols (vitamin E) phenols and phenolic acid. Argan oil properties effectively repairs damaged hair – whether from chemicals or the natural elements. It moisturizes dry and frizzy hair, actively prevents split ends and restores the shine in otherwise dull-looking hair.
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<b>Hydrolyzed Rice Protein</b>	It adds natural shine and highlights to the hair and by increasing the ability of the hair to bind moisture, it leads to increased flexibility and tensile strength. Nourishes hair from root to tip; they contribute to the softness of hair and form a protective film that protects them from daily aggressions.
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<b>Poliquaternium -10</b>	Film former and conditioning cationic polymer. It facilitates combing, protects and strengthens the hair, by giving them body and shine.
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## APPLICATION TIPS

Apply the moisturizing shampoo to damp hair, massage gently, leave on 2/3 minutes and rinse off well.

## SECT. 2 – ORIGIN

**COUNTRY:** Italy

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