

Hair anti-aging



We're in an era of limitless options in skin care routine and the hair care industry is following suit. Manufacturers are trying to convince consumers that they should adopt a hair care regimen to match their skin care one inspired by face care rituals, and using same concepts.

As it happens in skin care, Anti-aging is becoming nowadays also the main claim at hair care

Every day hair is exposed to a range of external aggressions: grooming, brushing, friction, colouring, perms, pollution, UV radiation... Hair can be easily damaged because its structure is very sensitive and fragile.

As we age our hair also ages, losing its nice appearance and some properties. But we can keep it healthy and nice counteracting time effect and avoiding the premature aging.

Chiaprotect

Cold pressured Extra Virgin oil extracted from *Salvia Hispanica* seeds. It protects hair fibers from the oxidative damage generated by sun radiation, creating a protective film that avoids protein loss caused by UV damage, holding water retention and preventing photo-oxidation. There is an efficacy test showing its use reduces color fading

Bio-Capigen Veg

Based in Soy Protein and enriched with Red Onion and Ginseng Extracts, Bio-Capigen Veg re-structures the hair fibers and compensates the keratin loss due to hair aging and damage. It also creates volume and density and nourishes and stimulates regrowth. It increases the synthesis of new Keratin, as showed in an efficacy test

Trichomega

Oil extracted from the seeds of Sacha Inchi (*Plukenetia volubilis*), a Peruvian Amazonia plant, with a high content in Omega 3, 6 and 9. It has also a high content in Tocopherols. As reflected in an available efficacy test, using just 1% in a conditioner, it reduces split ends (-46%) and hair breakage (-35%) at damaged hair

Hairdensyl Complex

It is a complete marine & botanical multi-functional complex for the care of thin, devitalized and weak hair. It is a combination of Soluble Collagen (external protection), Hydrolyzed Elastin (Amino-acids to improve vitality), Glycogen (energy source) and Honey Extract (Polysaccharides and moisturizing factors)

Ask your distributor for more information

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