

1. Product name

COLLAGEN SHAMPOO 200 ML

2. Product description

A gentle Shampoo for all hair types. It is particularly recommended for weak and brittle hair, hair damaged by UV rays, or hairdressing treatments that require special care. Due to high Natural Collagen Inventia® content, it strengthens the hair structure, regenerates damaged ends and prevents their splitting. Its active components Honey and Silk extract, D-panthenol provide perfect nourishment, and restore elasticity and shine to hair, visibly increasing the volume of a hairstyle whilst extending its duration. The shampoo gives hair a healthy and glossy look without burdening it. It can be used on a daily basis, and is salt-free.

3. Effects

- Regenerates and visibly strengthens hair structure
- Reduces hair loss*
- Makes hair look healthy and glossy

* resulting from brittleness

4. Composition (INCI)

Aqua, Coco-Glucoside, Cocamidopropyl Betaine, Polyquaternium-39, Dimethiconol, Sodium Cocoamphoacetate, Glycol Distearate, PEG-150 Pentaerythrityl Tetrastearate, Propylene Glycol, D-Panthenol, Silk Amino Acids, Hydroxypropyl Guar Hydroxypropyltrimonium Chloride, Mel Extract, Collagen, Laureth-4, PEG-6 Caprylic/Capric Glycerides, Gluconolactone, Sodium Benzoate, Elastin, Caprylyl Glycol, Citric Acid, Lactic Acid, Parfum, TEA-Dodecylbenzenesulfonate, Disodium EDTA.

5. Ingredients

Native Collagen – a protein that constitutes approx. 30% of the total weight of human proteins. It stimulates the regeneration process and deeply revitalises and nourishes the scalp, successfully strengthening hair roots. Furthermore, collagen replenishes damaged hair structure via rejuvenation. It has an excellent water-binding capacity, thus contributing to the correct moisture level of the scalp. Native Collagen also forms a delicate film on the hair's surface to improve moisture retention. The film additionally facilitates brushing, and makes hair silky-soft and wonderfully glossy.

D-panthenol – a natural component present in hair, essential for proper hair formation. D-Panthenol penetrates the hair cortex, where it transforms into an active particle playing an important role in cell division of the follicle; its presence is therefore crucial for correct hair growth. Furthermore, this vitamin is one of the natural hair-building components responsible for the mechanical properties of hair, i.e. strength and elasticity. It is also an important element of the intercellular cement responsible, amongst other functions, for keeping hair properly moisturised. Due to vitamin B5 deficiency hair greys faster, becoming porous and dull. This vitamin moisturises, smoothes and thickens hair fibre, making it glossy and shiny. Additionally, due to its hair-strengthening properties it facilitates brushing, and prevents breaking and splitting of hair ends.

Silk extract – has a chemical composition very similar to that of the proteins present in hair, which is why it is perfectly compatible with hair fibre. Its electrostatic charge is opposite to the charge of hair; therefore, it adheres strongly to the surface of hair, giving it a silky and extremely glossy look. Silk proteins become incorporated into the hair's surface, providing deep regeneration, smoothing the surface, and making hair look wonderfully shiny. Very high amino acid content means that silk extract has an excellent moisturising effect, and hair immediately regains its perfect look. Additionally, the extract has film-forming properties, making hair less static and easier to style, as well as protecting it against harmful environmental impact; UV rays, the effects of hairdressing chemicals, environmental pollution and high temperatures. Silk extract immediately improves the condition of hair, smoothes it and nourishes, eliminating split ends. It gives damaged, dry and dull hair a healthy look, increased elasticity and sensual softness. It significantly reduces

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brittle hair and hair loss. Silk makes dyed hair more lively and vital, and extends the duration and quality of the colour.

Honey extract – rich in monosaccharides (fructose and glucose) which supply energy to hair. Additionally, honey contains considerable quantities of mineral salts, vitamins (B, C, A, D and E) and organic acids, which nourish hair fibre brilliantly, making it shiny and elastic. Thanks to this ingredient, hair becomes silky, shiny, well moisturised and simply stronger. Honey benefits from antioxidant properties, which help prevent damage to hair fibre caused by free radicals. It also has intensive anti-inflammatory and antibacterial effects, which are particularly important for dandruff-prone hair.

6. Application method

Apply a small quantity of shampoo to a moist palm, and massage it into wet hair until it lathers. Rinse, and repeat the activity.

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Data***I approve for use***.....
IMS Officer