

ULTRA MOISTURE CONDITIONER ACONDICIONADOR DELUXE SEVEN



Hair such as skin, consists of different layers. The outermost layer is called cuticle and consists of dead cells layered one on top of the other.

This layer protects the cortex, a layer that is in the middle layer of the hair. The cortex consists of long colloidal proteins and is the main part of hair.

Brittle hair comes when it loses the protection provided by the cuticle.

When this happens at the hair's end, it is called split ends, since hair is opened and divided.

Brittle hair or split ends occur less frequently if the hair is not dry, but healthy and hydrated.

ULTRA MOISTURE CONDITIONER SEVEN is an ultra moisturizing conditioner recommended for damaged and brittle hair. Restores the hair making it manageable thanks to the high concentration of Argan oil, Arginine and proteins.

Excellent hair conditioner:

- ✓ Provides softness and vitality to hair
- ✓ Protected and revitalized, strong and hydrated Hair
- ✓ Re-mineralization of hair fibers
- ✓ Provides a hair lasting shine

ULTRA MOISTURE CONDITIONER SEVEN contains the following active ingredients:

- **100 % Pure Argan Oil:** Ecocert Certificate, extracted from the Argan tree kernel fruit (*Argania Spinosa*) using only mechanical cold pressure, being therefore a pure active ingredient, ecological cosmetic, chemical-free and deodorized.

Argan oil is made up to 80% of essential fatty acids:

- **50% linoleic acid, 15% alpha-linolenic acid, 12% oleic acid:** Biological precursors of intracellular hormones such as prostaglandins (key regulators of different cellular systems, including all membranous

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exchanges). They stimulate intracellular oxygenation, improving the restoration of the hydro-lipidic film increasing the nutrient content of skin cells and ensuring the necessary skin moisture.

- **1% Arachidonic acid**
- **3% Linolenic acid**
- **5% Tocopherols (Vitamin E).** The main representatives of this class of compounds found in Argan oil are alpha-tocopherol or vitamin E (5%), gamma-tocopherol (83%) and delta-tocopherol (12%) which are natural antioxidants and vitamin precursors.
- **Ferulic acid:** It is the compound found in greater proportion. It promotes blood circulation, thereby increasing the arrival of nutrients. Stimulates intracellular oxygenation, neutralizes free radicals and protects the connective tissues.
- **Phytosterols:** Delta-7-sterols are inhibitors of the 5-alpha-reductase enzyme, which converts testosterone into dihydrotestosterone (DHT), largely responsible for acne and hair loss.
- **Squalene:** Present in 25% of human lipids, by binding to the cell membrane, helps to eliminate toxins and neutralize free radicals.
- **Lupeol:** has anticancer properties and enhances proliferation of keratinocytes which produce keratin in hair, nails and skin.

All these elements give it high antioxidants, anti-inflammatory, re-structuring, regenerating and anti-aging properties. Restores skin and protects it from oxidation caused by free radicals.

Mechanism of action:

Polyunsaturated fatty acids decrease with age causing the skin to become dry and to lose elasticity. These two causes are the major trigger of wrinkles.

Argan oil is composed by 80% of fatty acids, of which 8 are essential fatty acids, which cannot be synthesized by our body itself, including omega-6 fatty acid.

Omega 6 is a polyunsaturated fatty acid (linoleic acid) found in high proportions in argan oil. Skin and hair use it as a nutrient, reconstituting the lipidic layer, and the hair cuticle, increasing hydration, and diminishing flaking and split ends.

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These beneficial effects are enhanced by its high content in vitamin E, which thanks to its antioxidant properties, protects hair from root to tip, preventing free radicals from damaging the hair cell membrane. Argan Oil is an anti-free radicals, preventing the aging of the hair fiber.

ULTRA MOISTURE CONDITIONER SEVEN Restores the cuticle and protects it from free radicals oxidation.

- ✓ **Bio-Capigen PT:** is a complete biological, botanical and biotechnological complex designated to reduce the hair loss and stimulate the hair growth.

Its composition is made of:

- ✓ **Sulfopeptides:** To stimulate protein biosynthesis. They also modulate the sebaceous secretion thus helping to maintain the scalp and hairs cleaner.
- ✓ **Aminosaccharides:** Important precursors for the biosynthesis of the fibroblasts.
- ✓ **Peptides, Amino-Acids And Oligoelements:** from the hydrolysis of soy proteins. In a short time, provides nutritive elements to the hair cells. In a long time, improves the cellular metabolism to the germinative cells.
- ✓ **Glucose:** Indispensable energy source for the trichogenesis and cellular activity.
- ✓ **Vitamins from Group B:** reinforces the hair vitality and modulates the lipogenesis.

Its excellent and well-balanced composition makes BIO-CAPIGEN PT the first choice for hair treatment preparations, with the following properties:

- a) Decrease of the hair loss rate and stimulation of its growth:
 - Encourage cellular metabolisms - Improves oxygen consumption of hair cells.
 - Stimulates the microcirculation at the scalp.
- b) Improves the esthetic look of the hair:
 - Decreases the sensation of grease hair. - Revitalizes the hair fibers.
 - Improves the aspect of dry and non flexible hair
- c) Ameliorates the seborrheic scalps and decreases dandruff:
 - Provokes a dandruff dispersion
 - Decreases itching sensation
 - Modulates the sebaceous secretion

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- ✓ **Arginine:** Is an amino acid that occurs naturally in the keratin. Arginine is found in the 9% of the amino acids present in keratin, and is one of the main hair amino acids. Due to its low molecular weight and its power to attract moisture, Arginine integrates into the weak hair to strengthen it.

- ✓ **Biotin:** Better known as vitamin H or B8, is involved in our nails, skin and hair health, so that when a deficiency of it occurs, our hair's health can be damaged.
 - Increases hair's elasticity and thickening, helping to prevent breakage.
 - Provides a good level of hydration to the scalp.
 - Strengthens hair and prevents its loss.