

ULTRA NOURISHING SHAMPOO CHAMPÚ 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 NOURISHING SHAMPOO is a wonderful and nourishing shampoo that combines the Argan Oil properties, the smoothness of pearl extract and the regenerative properties of keratin.

Strengthens hair and increases its thickness. It acts on the hair follicle benefiting growth and preventing its fall.

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

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ULTRA NOURISHING SHAMPOO 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 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:

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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.

- **Bio-Keratin PF:** Keratin is an extremely strong protein which is a major component in skin, hair, nails, hooves, horns, and teeth.

Keratin is produced by the keratinocytes. At the hair, these cells are situated at the bottom of the dermal papilla. They multiply and differentiate: while some spread to the periphery of the hair follicle to form the internal and external epithelial sheaths, others become elongated to form the hair shaft. During this journey they fill with keratin fibers. As soon as they have filled with keratin, the keratinocytes die.

Hair also contains fats, pigment (melanin), small amounts of vitamins, and traces of zinc and other metals.

Hair contains water which, although it makes up only 10-13% of the hair, is extremely important for its physical and chemical properties

BIO-KERATIN PF is an active ingredient obtained from a controlled bio-hydrolysis of native proteins. Thanks to its functional characteristics and thanks to the bio-affinity and high homology, not only with the skin, but also to the hair and nails. Keratin included in feathers is resistant to the action of polar solvents thanks to the high content of disulphide bonds and the great amount of hydrophobic amino-acids.

- ✓ Benefits for hair:
- ✓ Conditioner and micro-filmogenic
- ✓ Important substantivity
- ✓ Reinforces the cohesion of the cuticular scales
- ✓ Improvement of the protection and restoration of the UV irradiation damages.

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- **Pearl Extract:** This is a pearl extract from marine origin, rich in minerals trace elements (bioelements present in small amounts in the body and essential for its proper operation). This marine mineral supplement the Natural Moisturizing Factor (NMF) function, providing to the hair excellent nutrition and hydration.

We achieve a hair with a suitable water intake due to the calcium water-holding capacity and also stimulates keratinocyte differentiation, stimulating the rejuvenation of the hair fibers.

Magnesium protects and improves hair membrane function, and sodium helps maintain hydration.

ULTRA NOURISHING SHAMPOO :

- ✓ Protects and revitalizes hair
- ✓ Strengthens and moisturizes hair
- ✓ Re-mineralize the hair fibers
- ✓ Provides a hair lasting shiner