

EXCLUSIVE SEVEN MOISTURIZING HAIR SERUM



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.

EXCLUSIVE SEVEN MOISTURIZING HAIR SERUM is a wonderful hair oil composed of a combination of seven powerful oils that heals and mold hair adapting it to the daily needs.

It Contains Argan and Sacha Inchi Oil with high content of omega 3,6 and 9 polyunsaturated fatty acids, also called essential fatty acids.

Those are essential fatty acids that our body is unable to synthesize, so we must provide it from the outside. Its structure reconstitutes the hair lipid film so that it remains integral preventing water loss through the hair's membrane cell.

In addition, the essential fatty acids nourish hair, as being naturally part of the phospholipids and glycolipids, giving hair the lipid structural properties that gradually loos.

As being hydrated, hair maintains its natural properties, without becoming brittle and dry. EXCLUSIVE SEVEN MOISTURIZING HAIR SERUM also contains Monohi oil from Tahiti, tangerine essential oil, and essential oil of cedar, bergamot and myrrh.

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EXCLUSIVE SEVEN MOISTURIZING HAIR SERUM FUNCTIONAL INGREDIENTS

DESCRIPTION:

- **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.

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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.

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.

- **Inca Omega Oil:** or Sacha Inchi oil, is an active ingredient composed entirely by the seed oil of *Plukenetia Volubilis*, known as Sacha Inchi, an Amazon plant. It is extracted using only cold pressure to maintain all components without degradation. Inca Omega oil contains one of the highest concentrations of polyunsaturated fatty acids among all oilseeds used for human consumption. It reaches an average concentration of 48% content of alpha -linolenic acid (omega 3) and an average of 37% of linoleic acid (omega 6). Additionally, it contains about 8% of oleic acid (omega 9). It is also remarkable its high concentration of tocopherols, with gamma and delta tocopherol content rarely seen in other seeds.

Many scientific studies have shown that polyunsaturated acid Omega 3 is vital in our body in many processes.

It is an active ingredient that promotes hair growth and helps it to stay vital and healthy. This is achieved thanks to its high concentration of Omega 3, which nourishes

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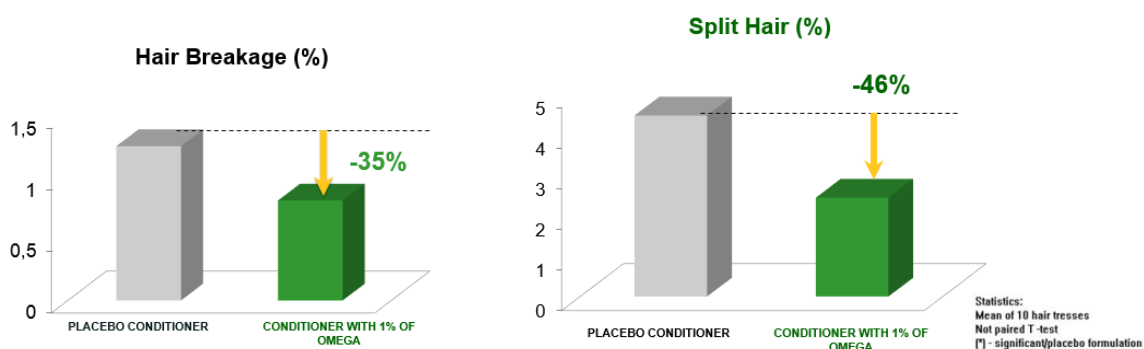
the hair follicles and enhances shine. Many scientific studies have shown that polyunsaturated acid Omega 3 is vital in our body on many processes.

Inca Omega Oil helps restore the lipid layer that keeps the protective hair cells together. This lipid layer is the only continuous structure that can be found in the hair from root to tip. If this lipid layer does not exist somewhere in the hair, or is weakened cuticle cells are lost and the hair is broken or opened. It is then essential to restore this "barrier function" to achieve a more resistant to breakage hair and healthier.

It has an important role in maintaining the hair's integrity, including its hydrophobicity and flexibility.

- ✓ Enhances hair brightness and reflectance.
- ✓ Improves cuticular scales cohesion and structures it regularity.
- ✓ Prevents the penetration of external agents harmful for the hair cortex.
- ✓ Recovers the hair from weak and dry states.
- ✓ Increases hair protection and flexibility, reducing breakage.

The effectiveness of Inca Omega Oil was evaluated by Ex-vivo laboratory tests. Capillary break was evaluated using a conditioner with 1% of Inca Omega Oil, versus placebo. Fragility and breakage decreases by 35% to 45% respectively after several washings:

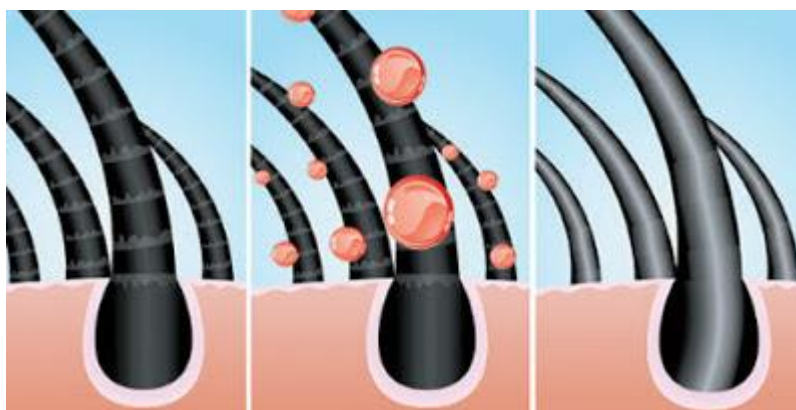


Monohi oil from Tahiti: Considered a sacred oil in Polynesia, the Tahiti Monohi oil reproduces the natural hydro-lipid mantle of the skin due to its high concentration in moisturizing, nourishing and soothing active ingredients, perfect for treating dry and scaly skin. Monohi oil is obtained from the maceration of coconut oil and Tiare flower (*Gardenia Tahitensis*), emblem of Tahiti, which gives it a delicate, exotic fragrance, while transmitting its soothing, softening and toning properties.

Tahitian women have used it for millennia to protect, nourish and soften their skin and hair.

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- ✓ Maintains hydration and skin elasticity
 - ✓ Protects the skin from environmental aggression
 - ✓ Softens and moisturizes
 - ✓ Contains vitamin A, which regenerates tissues, achieving younger looking skin.
 - ✓ Rich in vitamin E, which is a powerful antioxidant that keeps skin smooth.
 - ✓ it has a progressive moisturizing effect.
- **Myrrh Oil:** Its high balsamic and smoothing power makes it unique, this is achieved by forming an imperceptible layer around the hair that neutralizes the static electricity that is generated when washing, drying, brushing ... This static energy causes the hair to become rebellious and frizzy. By providing hair with a high moisturization, we protect it from electrostatic charges, achieving a smoother hair, easy to handle for longer time.
 - **Tangerine essential Oil:** Originating in China, the mandarin owes its name to the Chinese mandarins who received this fruit as a gift as part of their tradition. It is soothing, revitalizing and invigorating. Rich in vitamins and minerals. Its vitamin C protects from external aggressions thanks to its high antioxidant power.
 - **Bergamot Oil:** Thanks to its natural antiseptic properties, protects hair from environmental pollution by keeping it clean and healthy.
 - **Cedar oil:** with high astringent properties, acts reducing the output hair pores of the follicle, decreasing the amount of sebum secreted naturally, reducing the tendency to oily hair.
- ✓ **Silicones:** Silicones act wrapping the hair fiber, giving softness and shine, protecting it from external environmental agents (such as humidity, avoiding frizz, or heat, protecting from the use of plates or dryer), and chemical agents or dirt.



EXCLUSIVE SEVEN
MOISTURIZING HAIR SERUM



EXCLUSIVE SEVEN MOISTURIZING HAIR SERUM Moisturizes, nourishes and revitalizes hair, repairing and providing water to the cell membrane and the cuticle.

- ✓ Protects hair from root to tip, keeping it in perfect condition.
- ✓ Strengthens hair acting from the inside
- ✓ Keep hair clean and soft for longer
- ✓ Gives silkiness
- ✓ Smoother and durably moldable hair