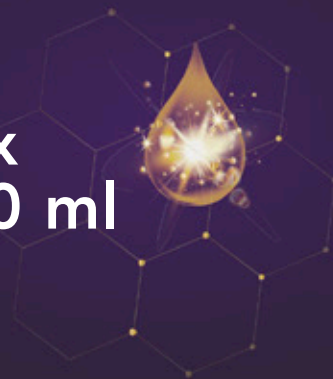




Pro Keratin Hair Complex Shampoo 200 ml



Did you know that...?

- 1** The naturalness index of the new shampoo is **1.5% higher** than in the previous version, and amounts to **92%**. The product contains more natural ingredients which are usually more gentle for scalp and hair than synthetic ingredients. It means that **the shampoo is more gentle for scalp and hair**.
- 2** The combination of as many as **six active substances**, i.e. **pea sprout extract, nettle leaf extract, hydrolysed keratin, Centella Asiatica extract, blueberry extract and urea**, has allowed us to create a new dimension in hair care. All these ingredients together form a complete formula which **hydrates, protects and nourishes hair and scalp**. The shampoo cares for hair, which becomes **more resistant to breakage, e.g. during brushing**. The rich composition provides **appropriate hydration and makes hair shiny, smooth and flexible**.
- 3** The composition was enriched with:
 - **blueberry extract which regenerates and hydrates scalp¹**;
 - **Centella Asiatica (Centella asiatica L.) extract regulates the hydrolipidic balance of scalp²⁻³**;
 - **urea helps protect scalp from excessive dryness**.
- 4** The ingredients of the shampoo and the conditioner from the same line were selected to work together, and their synergistic action helps improve the condition of hair and scalp.
- 5** The shampoo does not contain SLS or SLES, however, it contains **detergents of natural origin which are gentle for skin and mucosas** and effectively remove impurities from skin and hair surface.
- 6** The shampoo has a fresh scent where **juicy, fruity notes of apple, strawberry, plum, raspberry and grapefruit reveal a gentle, floral heart of lily and jasmine**.
- 7** **Easy and convenient application** of shampoo from the tube, without the spilling effect.

¹ Heberlé, Graziela, Marlise Araújo dos Santos, and Simone Magri. „Cosmetic formulations containing blueberry extracts (Vaccinium myrtillus L).” tojsat 2.1 (2012): 1-6.

² Council of Europe. Plants preparations used as ingredients of cosmetic products. Vol.I. Strasbourg Cedex: Council of Europe Publishing, 1994; p: 116-117 (61*8 PAT).

³ Jayashree, G., Kurup Muraleedhara, G., Sudarslal, S., Jacob, V.B. Anti-oxidant activity of Centella asiatica on lymphoma-bearing mice. Fitoterapia, 2003; 74 (5): 431-4 (ref.6351).