

▶ Surface Color Vita Complex

Ceramide III and Vitamin A, C, E Antioxidant Complex

Help Prevent Color Fading and Seal Color into Hair

Challenges of long lasting color begin with the health of the hair and it's ability to hold color. Once the color is deposited, preventing oxidization (break down and fading) is the next concern. Hair color is continuously challenged by the environment and UV rays. Cleansing the hair thoroughly yet gently is another must for color preservation.

Surface and the Color Vita Complex

Shampoo, conditioner, reconstructor and styling product all play a role in maximizing the health of hair and ultimately long lasting, vibrant color. That is why it is important to formulate ALL hair care products with color locking properties as a top priority. Surface products all contain the Color Vita Complex:

Retinyl Palmitate	(Vitamin A)	- Antioxidant. Protects from free radicals. Anti-aging.
Ascorbic Acid	(Vitamin C)	- Antioxidant. Primary prevention of the oxidation of color.
Tocopheryl Acetate	(Vitamin E)	- Antioxidant. Protects cells from free radicals and oxidative damage. Anti-aging properties. Provides UV protection.
Ceramide III	Lipids	- Restores damaged hair, protects hair against chemical and UV damage

Color Vita Complex helps lock color into and onto the hair by playing an essential role helping to eliminate the free radicals following color services and preventing the oxidation (break down) of the color molecule. Anti-aging properties encourage cellular renewal. Ceramide III reinforces the natural lipid barrier strengthening, and protecting the hair against chemical and UV damage. Surface shampoos are sulfate free. Surface shampoos cleanse thorough yet gently with natural Palm and Coconut Oil Surfactants.

Surface Color Vita Complex

Ceramide III and Vitamin A, C, E Antioxidant Complex Helps Prevent Color Fading and Seals Color in Hair

CERAMIDES PROTECT AGAINST CHEMICAL AND UV DAMAGE

Ceramides are the essential lipids found in the surface layer of hair that help maintain the integrity of the hair's barrier layer (cuticle). They are the mortar that holds the hair together. When the cuticle is intact, hair looks smooth and shines.

But with wear, chemical damage, mechanical damage and environmental exposure, your hair's natural ceramides can be compromised leading to loss of moisture, roughness and damage.

Ceramide III is produced using biofermentation processes. In contrast to various pseudo ceramides that are on the market, the ceramides produced according to this process have the same stereo-chemical configuration as the ceramides present in human skin, making them perfect for use in hair care as well. This unique configuration is regarded to be crucial for optimal performance.

Ceramide III was first discovered to support the skin's natural protective layer and form an effective barrier against moisture loss. These human-skin-identical molecules are therefore particularly suitable for long term protection and repair of sensitive dry skin. This science was taken to Surface hair care products and is extremely effective in restoring damaged hair and protecting against chemical and UV damage.

VITAMIN A, C, E ANTIOXIDANTS

Retinyl Palminate (Vitamin A) is an antioxidant and also a fat soluble nutrient. Its antioxidant qualities mean that it protects the hair from environmental pollution, and also from damage due to free radicals and hair color from oxidization. Retinyl Palminate (Vitamin A) is used in a number of anti-aging skin products and is said to facilitate cellular renewal. This renewal is also a tremendous benefit to the scalp.

Ascorbic Acid (Vitamin C) is a sugar acid with antioxidant properties. It's primary purpose as an antioxidant is in prevention of the oxidation of hair color.

Tocopheryl Acetate (Vitamin E) is particularly important in protecting the body's cells from free radical and oxidative damage. It is believed that the acetate is slowly hydrolyzed once it is absorbed into the skin and hair, regenerating tocopherol and providing protection against the sun's ultraviolet rays. This provides long term protection. Vitamin E is a major antioxidant and the primary defense against lipid peroxidation following color services.

Ceramide III technology and the latest in **Vitamin A,C,E** antioxidant advances comprise the '**Color Vita Complex**'. This complex maximizes performance with heat. Heat styling maximizes color lock. All Surface products break new ground, delivering luxurious, natural products that lock in color.

SURFACE

Technical mineral and superoxide dismutase information sourced by Surface from Evonik *Industries, Germany*

