

▶ Surface Vegan Protein & Botanical Moisture

Repair, Strengthen, Protect and Moisturize All Hair Types

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Hair strength or resistance to breakage is dependent on many factors. These include, but are not limited to a hair fibre's cross-sectional diameter, moisture content, surface roughness and structural damage. Hair that does not have the essential strength elements tends to break, form split ends and wear during normal daily grooming. Factors leading to daily breakage are; curling and straightening - resulting in local fatigue fracture, tensile forces - leading to stretching and cuticle decementation, friction between individual hair fibres - leads to localized abrasion and cuticle loss. When hair is wet the ionic bonds are nonexistent, making the hair much more susceptible to stretching and damage. The environment and color and texture modifications also take their toll on hair condition. Grooming, environment and chemical services may result in damage leaving the hair being dull, lifeless, unmanageable and ultimately too weak for quality color and texture services. The hair's moisture is an extremely important part of overall strength and health. Until recently moisturizers coated the hair and added weight. Nature now gives us penetrating oils that can become a part of the hair, improve flexibility, shine and overall strength, while having the same atomic weight as hair!

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Rebuild and moisturize all hair types from the inside out. Repair even the most extremely damaged hair and maximize all color and texture services. Heat styling maximizes Surface vegan protein and moisture reconstruction.

- Amaranth - A beautiful, highly nutritious plant. The name Amaranth hails from the Greek word for "Never Fading Flower".
- Keravis - A copolymer of hydrolyzed vegetable protein and mineral silica
- Soy - Complimentary source of protein and antioxidants.
- Babassu - A penetrating oil from the seeds of the Brazilian Babassu Tree, also known as "The Tree Of Life".
- Aloe - Soothing healing properties.
- Flax - Considered to be nature's richest source of omega-3 fatty acids that are required for the health of almost all body systems.

Free of Animal and Wheat Protein (Gluten Free). Free of Mineral Oil.

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AMARANTH, KERAIVIS & SOY PROTEIN

Hair repair began with animal protein, of which society quickly questioned the ethics. Human hair protein entered the world of hair care and it too was questioned due to sourcing. For years wheat protein has been the 'go to' protein for hair care products. Wheat protein can be very effective in hair repair however as the environment takes its toll there is a growing number of people who are developing gluten (wheat) allergies. Finding a substitute has been challenging, until now! Cationic proteins of Amaranth, Keravis and Soy provide the new standard for strong, healthy hair.

Surface sources **Amaranth** from organic farms in Peru. Organic sources are important healthy choices as they are produced without the use of antibiotics, added growth hormones, or pesticides. According to the Journal of Agriculture and food chemistry, organic foods have 50% to 60% higher levels of antioxidants compared to non-organic foods. Amaranth is free of allergenic gluten and is a good source of vitamins and minerals, offering nine essential amino acids that cannot be synthesized by skin or hair.

NINE ESSENTIAL AMINO ACIDS. ANTI AGING

These essential amino acids are required for promoting wound healing, antioxidant properties, lipolysis, water balance, immune stimulation, skin and hair revitalization. They collectively act to prevent hair from becoming dry and dull as one ages. In fact, the National Academy of Sciences called Amaranth one of the best sources of protein available, having a better amino acid profile than cow's milk or soy. **Soy Protein** is complimentary to Amaranth in providing tremendous strength to hair while leaving a luxurious, elegant feel.

Keravis is a powerful hair-strengthening cationic copolymer of hydrolyzed vegetable protein and mineral silica. Keravis has a unique composition of low and high molecular weight components. This precise composition allows the low molecular weight moisture-rich portion to penetrate the cortex, repairing (plasticizing) and protecting from within. The high molecular weight components cross link to form a microscopic film on the hair shaft that lubricate, reinforce and protect the cuticle. These properties combine to repair and strengthen the hair, thus, helping to protect the hair from the damage sustained from chemical treatments, environmental stress or styling.

STRENGTH THROUGH HEAT

Heat binds the Keravis and Amaranth into and onto the hair. Strength through heat! Keravis and Amaranth maintain peak performance even in high humidity. This is especially important as hair is at its weakest state in high humidity. This new world of strength comes with the added benefit of softness, detangling, condition, shine and control.

BOTANICAL MOISTURE BABASSU, ALOE & FLAX SEED OIL

Babassu is pressed from the seeds of the Babassu Palm tree. The tree is native to Brazil and serves as an important resource for Brazil. When nuts ripen and fall to the ground they are gathered and cracked open by “Babassu Breakers” – women whose livelihood is to crack open the nuts. Brazilian women have been using Babassu oil on their skin for centuries. Babassu oil is known for its healing powers throughout the world; it is easy to see why the tree is known as the “Tree of Life”.

BABASSU “THE TREE OF LIFE”

Babassu oil is a non-drying penetrating oil that is high in lauric and myristic acids, they have a melting point that is close to the human body temperature so, when applied, Babassu oil draws heat from the skin to initiate melting (penetration). Babassu oil is considered a superior emollient that is beneficial for either dry or oily skin and hair. It gently moisturizes without leaving an oily sheen or weight. Penetrating oils are preferred to Petroleum and Mineral Oil as both of these create a barrier on the skin and hair, nothing goes in and nothing can get out. Repeated uses of such moisturizers can clog pores and build up, potentially resulting in skin irritation and damaging the hair.

Surface botanical penetrating moisture becomes complete with the soothing healing powers of **Aloe** and omega-3, nutrient, antioxidant rich **Flax Seed Oil**.

PENETRATING OIL AND COLOR VITA COMPLEX

As the botanical oils penetrate they take with them the ‘**Color Vita Complex**’ (Ceramide III and the Vitamin A, C, E antioxidant)s. Repair, Strength, Moisture and Color Lock!

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