



The Hair Collection



Hair Care

“THE HAIR COLLECTION”, THE SELECTION OF PROVITAL FOR HAIR CARE

Three Essential styles for your hair care lines:

- Exotic: *Nori Complex*
- Classic: *Soy Complex*
- Fashion: *Rhodiola Complex*

Each one is injected in an exclusive Matrix, which is a natural network that:

- delivers the actives sequentially
- increases the complex sustantivity to hair
- forms a film to protect the fiber
- increases the performance of the active

For a hair that is:

- Strong
- Manageable
- Elastic
- Not-frizzy
- Easy to comb

Three basics that are the “must haves” in your haircare formulations.
Choose your complex, or combine all three to create a healthy looking hair!



NORI COMPLEX

Nori Complex is an active made of Nori extract injected in the Matrix.

Nori is a red seaweed with a very high concentration in proteins and aminoacids, therefore, it is perfect for hair care.

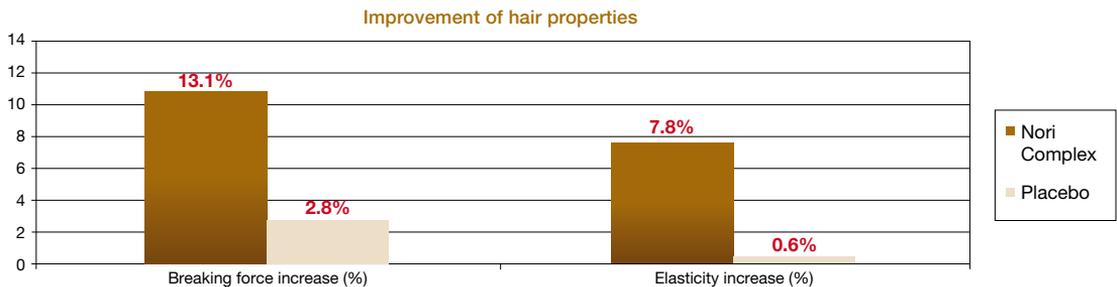


The properties of Nori Complex are:

- Strengthening
- Anti-frizz

Strengthening efficacy

Measurements were performed on samples of hair to demonstrate that Nori Complex **increases the breaking force and elasticity of hair.**



Anti-frizz efficacy

The images obtained before and after using a shampoo and a serum with Nori Complex **show a clear anti-frizz effect:**



Before treatment with NORI COMPLEX



After treatment with NORI COMPLEX

SOY COMPLEX

Soy Complex is an active made of Soy extract injected in the Matrix.

Soy contains a very high concentration in sulphurated aminoacids, suitable to be used for hair care treatments.

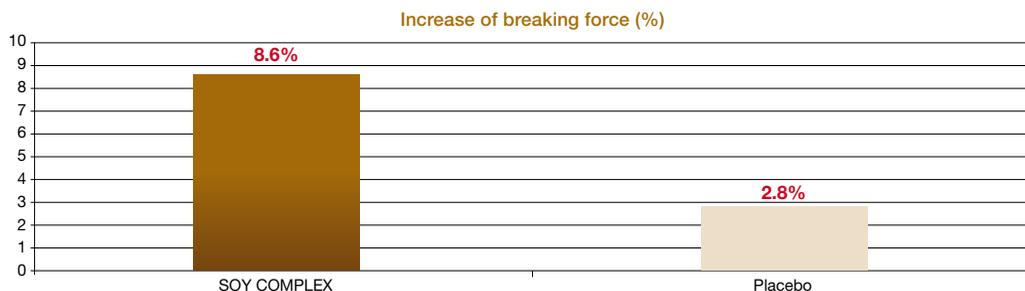


The properties of Soy Complex are:

- Strengthening
- Softening
- Brightening

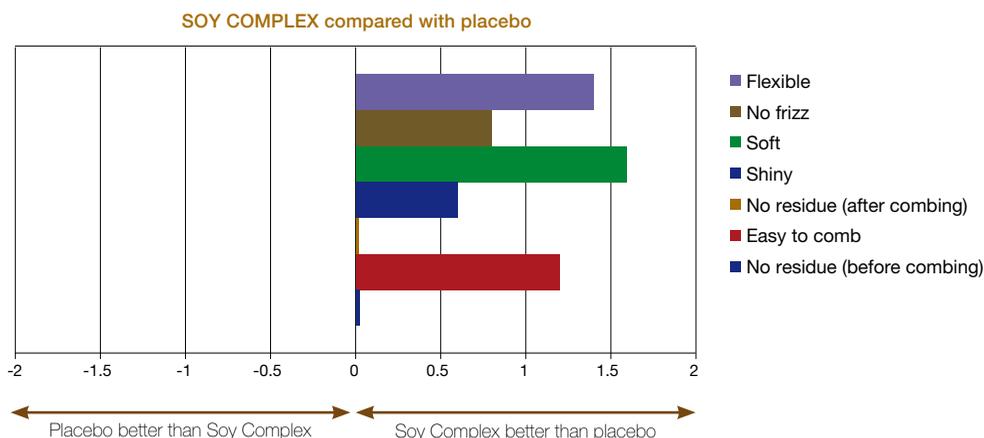
Restructuring efficacy

Soy Complex **strengthens the hair fiber increasing the breaking force**, according to the measurements performed:



Sensorial evaluation

A panel of experts evaluated different **sensorial properties** of hair treated with Soy Complex, **with excellent results**:



RHODIOLA COMPLEX

Rhodiola Complex is an active made of golden root extract injected in the Matrix.



The golden root is a plant designed to survive in extreme environments, to conteract the external aggresions it de-velops specific mechanisms and substances. Thanks to its composition Rhodiola complex, increases the strenght and elasticity of the hair.

The properties of Rhodiola Complex are:

- Strengthening
- Anti-frizz

Anti-frizz efficacy

Rhodiola Complex visibly reduces frizzing:



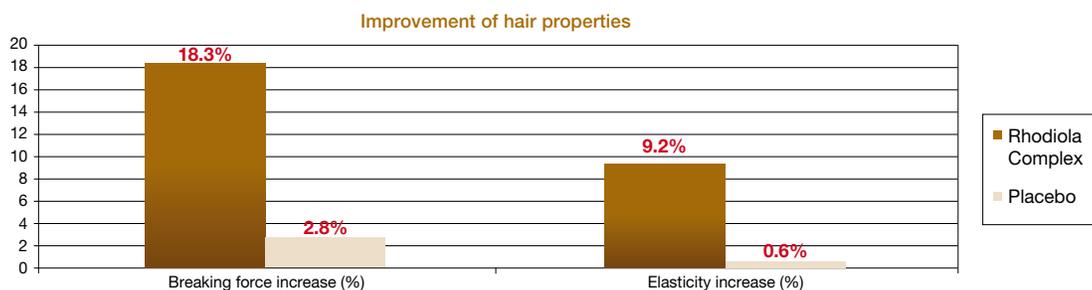
Before treatment with RHODIOLA COMPLEX



After treatment with RHODIOLA COMPLEX

Strengthening efficacy

Hair **strength and elasticity** increase with Rhodiola Complex:



Formulation proposals:

• *Nori Hair Mask*

	INCI / PCPC	% (w/w)
A	Aqua (Water) NORI COMPLEX Sea Minerals Extract HG Potassium Sorbate Sodium Benzoate	78.50 3.00 1.00 0.25 0.25
B	Isostearyl Isostearate Hydroxyethylacrylate/Sodium Acryloyldimethyl Taurate Copolymer, Polyisobutene, PEG-7 Trimethylpropane Jojoba Oil Polyacrylate 13, Polyisobutene, Polysorbate 20	8.00 1.25 3.00 3.75
C	Citric Acid, Aqua (Water)	0.75
D	Parfum (Fragrance)	0.25
		100.00

• *Rhodiola Gel Style*

	INCI / PCPC	% (w/w)
A	Aqua (Water) Tetrasodium Glutamate Diacetate, Sodium Hydroxide, Aqua (Water) Panthenol Caprylhydroxamic Acid, Carpylyl Glycol, Glycerin RHODIOLA COMPLEX Bamboo Extract	68.65 0.20 0.75 0.50 3.00 1.00
B	Polyquaternium 86	2.00
C	Alcohol Denat PVP PEG-40 Hydrogenated Castor Oil Parfum (Fragrance)	20.00 3.00 0.50 0.20
D	Aqua (Water), Lactic Acid	0.15
E	Mica, Titanium Dioxide, Tin Oxide	0.05
		100.00

• *Soy conditioning cream*

	INCI / PCPC	% (w/w)
A	Aqua (Water) Potassium Sorbate Sodium Benzoate PVP	84.00 0.25 0.25 2.00
B	Cetearyl Alcohol, Ceteareth-25 Distearoylethyl Dimonium Chloride, Cetearyl Alcohol	5.00 3.00
C	Parfum (Fragrance)	0.10
D	SOY COMPLEX Pronalen Fibro-Actif	3.00 2.00
E	Aqua (Water), Citric Acid	0.40
		100.00