

# Phyto.CARE AOX

BioProtector Antioxidant System

## Preventing Structural Damage Caused by Exposome



### COMPOSITION

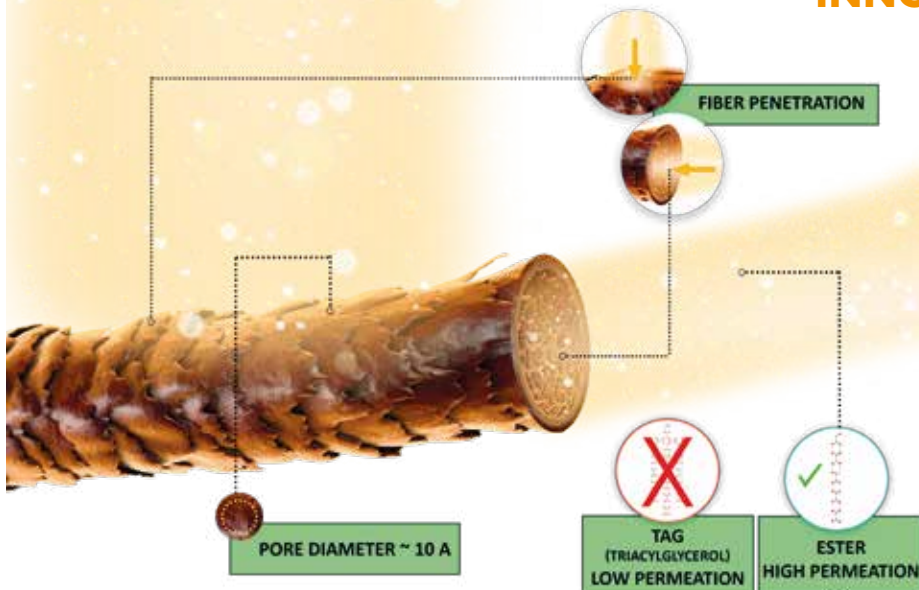
Combination of botanical extracts with recognized antioxidant action and phytochemical actives with free radical suppressing action to guarantee a complete antioxidant activity.



### PROVEN RESULTS

- Action against oxidative stress
- Structural damage prevention (protection of sulfur bonds and squalene)
- Maintaining the integrity of the lipid hair barrier
- Hair sun protection

### INNOVATIVE CONCEPT



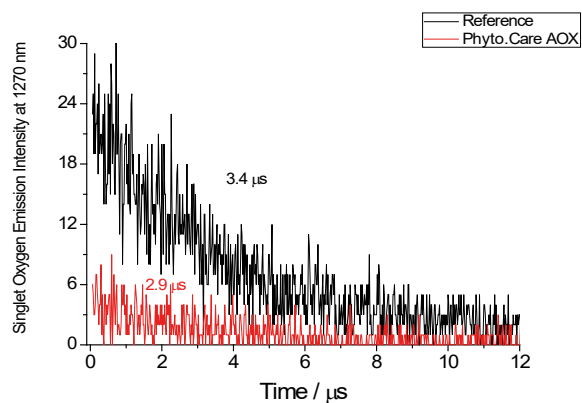
High permeation capacity thanks to a revolutionary carrier system that penetrates deeply into the hair fiber. This system is known as BECA and it's composed exclusively of plant bio-esters.

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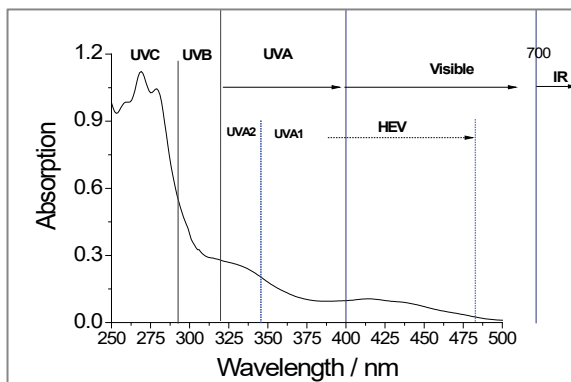
BioProtector Antioxidant System

Tests prove it!

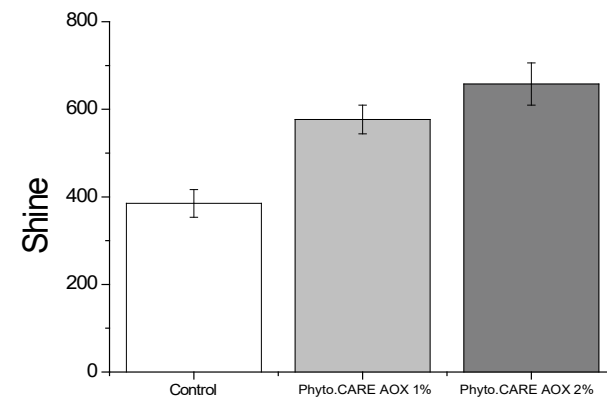
## Singlet oxygen supression (Hair fiber)



## Photoprotective action in UV and visible high energy area

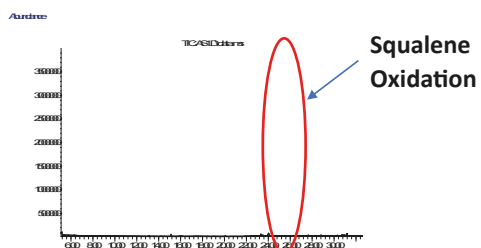


## Brightness improvement

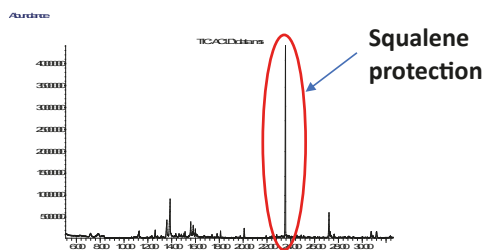


Shampoo and conditioner

## Protection of squalene and hair lipid barrier

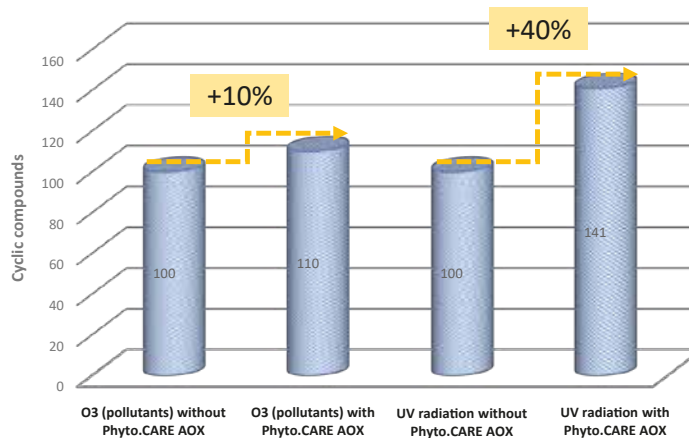


Natural CCBO strands without Phyto.CARE AOX



Natural CCBO strands with Phyto.CARE AOX (Shampoo 1%)

## Protection of sulfur bonds against UV and ozone radiation by determination of cystine



## And more!

- Permeation test
- Antioxidant tests (DPPH e Tempol)
- Hydrophobicity recovery

**INCI Name:** Curcuma Longa Root (and) Camellia Sinensis Leaf (and) Chamomilla Recutita Flower (and) Rosmarinus Officinalis Leaf (and) Ethyl Olivat (and) Ethyl Laurate (and) Ethyl Linoleate (and) Jojoba Esters (and) Oryza Sativa Bran wax (and) Quercetin (and) Xanthophyll (and) Alcohol

**Indication for use:** 1,0 a 4,0 %

**Applications:** Shampoos, Conditioners, Masks, Intensive Ampoules, Leave-in Treatments, Finishing Products and Split End Treatments.