

## Phyto.CARE AOX

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

Indicated use: 1 to 4%

Applications: Shampoos, Conditioners, Masks, Intensive Ampoules, Leave-in Treatments and Finishers



## Fiber.CARE X

INCI NAME: Helianthus Annuus Seed Oil (and) Hydrolyzed Rice Protein (and) Ethyl Olivatate (and) Ethyl Laurate (and) Jojoba Esters (and) Oryza Sativa Bran Wax (and) Xylitol (and) Glycolic Acid (and) Alcohol (and) Aqua

Indicated use: 0.5 to 2%

Applications: Shampoos, Conditioners, Masks, Intensive Ampoules, Leave-in Treatments, Finishers and End Repairers.



## Deep Color

INCI NAME: Helianthus Annuus (Sunflower) Seed Oil (and) Ethyl Olivatate (and) Ethyl Laurate (and) Ethyl Linoleate (and) Oryza Sativa (Rice) Bran Wax (and) Jojoba Esters (and) Water (and) Alcohol

Indicated use: 0.5 to 4%

Applications: Permanent, Semi-permanent and Temporary Dyes, Coloring Ampoules, Post-coloring, Shampoos, Conditioners, Masks, Finishers, End Repairers and Leave-in Treatments.



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**SMART**  
HAIR CARE  
SCIENCE & TECHNOLOGY

- Targeted **Treatment**
- Immediate **Results**
- Specific **Needs**
- Internal **Hydration**
- Color **Intensity**
- Antioxidant **Protection**

# B E C A

## "Bio.Esteroil Carrier" Exclusive Active Ingredient Carrier System for Deep Hair Fiber Care

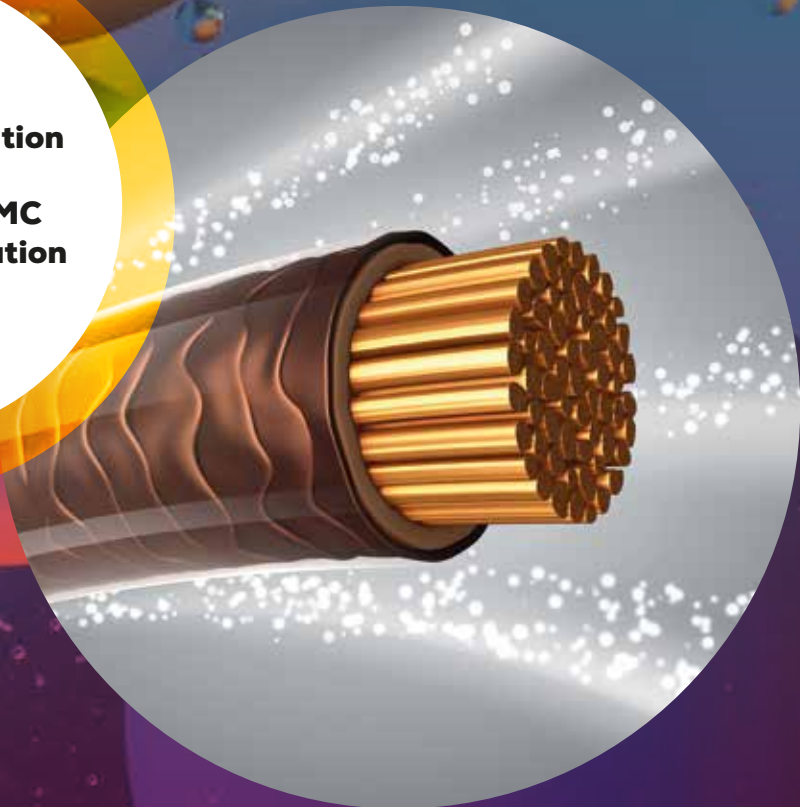


Plant bioesters derived from sunflower, rice, palm and jojoba

Eco-designed to contain **optimal linear configuration**



**Aids fiber permeation**  
- Similarity to CMC  
- Linear configuration



### Antioxidant System **Phyto.CARE AOX**

- STRUCTURAL DAMAGE PREVENTION**  
Protection against environmental aging
- HAIR LIPID PROTECTION**  
Preserve squalene and sulfur bonds
- INHIBIT OXIDATIVE STRESS**  
Suppression of free radicals and singlet oxygen



### Internal Hydration **Fiber.CARE X**

- MOISTURE BALANCE**  
Basal water retention even under high heat stress
- HYDROPHOBICITY RECOVERY**  
Restores and maintains the integrity of the hair barrier function
- MULTI ACTION**  
Deep hair fiber care for all hair configuration and damage level



### Vibrant, Long-Lasting Color **Deep Color**

- HELPS DYEING PROCESS**  
Improved permeation and homogeneity of pigments inside the fiber
- COLOR INTENSITY**  
Color protection and retention, even after washing
- VIBRANT, HEALTHY HAIR**  
Treatment for dyed hair: Shiny, healthy and easy-to-comb strands