

## COLOUR FIXATION LINE INGREDIENTS

### RESTORATIVE SHAMPOO

**Deionized Water:** transmitter vehicle

**Dissodium Cocoyl Glutamate:** primary surfactant (sudsing agent) of natural origin, a much gentler option than SLS or SLES.

**Decyl Glucoside:** secondary surfactant of vegetal origin known for being very mild. This ingredient is responsible for the rich and dense lather produced by the shampoo.

**Cocoamidopropyl Betaine:** secondary surfactant of vegetal origin known for being very mild. This ingredient is responsible for the rich and dense lather produced by the shampoo.

**Xantham Gum, Dehydroxantham Gum:** thickener of vegetal origin

**Mauritia Flexuosa (Buriti) Fruit Oil:** Buriti oil is extracted from the pulp of *Mauritia Flexuosa*. It has oleic acid in its composition that can restore the natural oils to dyed hair. Besides this fatty acid, Buriti is a fruit that contains a large amount of Vitamin A. As a natural protector, Buriti oil protects the hair from damage caused by UV rays.

**Theobroma Grandiflorum (Cupuaçu) Seed Butter:** Cupuaçu butter is extracted from the seeds of *Theobroma grandiflorum*. This butter is composed of varied fatty acids that provide it with its excellent hydrating power.

Cupuaçu butter restores the hair's natural oils giving back shine, moisture and softness to the hair. It also protects the hair against UVB and UVC rays.

**Tocopheryl Acetate:** Antioxidant.

**Citric Acid:** pH balancing agent.

**Essential Oils (Rose Flowers Oil, Cananga Odorata Flower Oil, Jasminum Officinale (Jasmine) Oil and Santalum Album (Sandalwood) Oil):** Essential oil blend used as natural fragrance.

**Hydrolyzed Rice Protein:** Vegetal protein that restores the hair.

**Phenoxyethanol, DMDM Hydantoin:** Mild preservative agent.

**Lawsonia Inermis (Henna) Extract, Arnica Montana Flower Extract, Phyllanthus Emblica (Amla) Fruit Extract, Paullinia Cupana Seed Extract, Honey (Mel) Extract, Chamomilla Recutita (Matricaria) Extract, Achillea Millefolium Extract, Malva Sylvestris (Mallow) Extract, Corylus Avellana (Hazel) Seed Extract, Daucus Carota Sativa (Carrot) Seed Extract, Euterpe Oleracea (Açaí) Extract, Zizyphus Joazeiro Bark Extract, Aloe Barbadensis Leaf Juice, Malpighia Punicifolia Fruit Extract, Bertholletia Excelsa (Brazil Nut) Seed Extract**

### RESTORATIVE CONDITIONER, RESTORATIVE MASK, SINGLE APPLICATION AND LEAVE-IN CREAM CONDITIONER

**Deionized Water:** Transmitter vehicle

**Cetearyl Alcohol:** Thickening agent of vegetal origin.

**Behentrimonium Methosulfate:** Conditioning agent of vegetal origin. It is one of the mildest options in conditioning agents.

**Cetrimonium Chloride:** Conditioning agent of vegetal origin. It helps detangle the hair.

**Orbignya Oleifera (Babaçu) Seed Oil:** Emollient. An excellent substitute for mineral oil, it assists in conditioning the hair.

**Mauritia Flexuosa (Buriti) Fruit Oil:** Buriti oil is extracted from the pulp of *Mauritia flexuosa*. It has oleic acid in its composition that can restore the natural oils to dyed hair. Besides this fatty acid, Buriti is a fruit that contains a large amount of Vitamin A. As a natural protector, Buriti oil protects the hair from damage caused by UV rays.

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**Hydroxyethylcellulose:** Thickening agent of vegetal origin.

**Citric Acid:** pH balancing agent

**Essential Oils (Rose Flowers Oil, Cananga Odorata Flower Oil, Jasminum Officinale (Jasmine) Oil And Santalum Album (Sandalwood) Oil):** Essential oils blend used as natural fragrance.

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The difference between conditioners and masks is the amount of each ingredient used in the formula.

### **Colour Fixation Botanicals**

Babacu (*Orbignya Oleifera*) - Used for its emollient properties; restores the natural oils of the hair

Buriti Fruit oil (*Mauritia Flexuosa*) - Rich in Vitamins A and C. Capable of filtering and absorbing UV rays

Cupuaçu (*Theobroma Grandiflorum*) - Protects the hair from UV rays

Henna (*Lawsonia inermis*) - Used for its moisturizing properties, exfoliates scalp and helps prevent dandruff

Arnica (*Arnica Montana*) - Functions as a capillary stimulant

Amla (*Phyllanthus Emblica*) - Very rich in vitamin C

Guarana (*Paullinia Cupana*) - Functions as a capillary stimulant, improves circulation of scalp

Yarrow (*Achillea Millefolium*) - Acts as a bactericide

Mallow (*Malva Sylvestris*) - Functions as an emollient, soothing agent

Hazelnut (*Corylus Rostrata*) – Source of fatty acids, moisturizes and enriches formula.

Carrot (*Daucus Carota Sativa*) - Softens and protects against UV rays

Acai (*Euterpe Oleracea*) - A Brazilian fruit that moisturizes and acts as an emollient and remineralizer

Zizyphus Joaseiro bark - Traditionally used by the local population as a cleansing agent due to its saponin content. Also works as astringent and febrifuge.

Aloe (*Aloe Barbadensis*) - Moisturizes, softens and acts as an emollient

Acerola (*Malpighia Punicifolia*) - Used for its antioxidant properties. A good source of anthocyanins and flavonoids

Brazil Nut (*Bertholletia Excelsa*) - Moisturizes, revitalizes, conditions and acts as an emollient.

Chamomile (*Chamomilla Recutita*) - Provides dermal protection, soothing