



PFI4470CS
17/09/19

Hair pre Treatment

Description:

"Hair pre Treatment" is a unique hair care product that was developed to provide hydration, smoothness and shine to dry hair. It is silky and strengthened due to Nordic Beauty Birch Leaf Extract.

Key ingredients:

- Vegeflow® 40 ISO 16128 is a naturally-derived dimethicone substitute that provides softness, emolliency and lubricity to formulations. It forms a non-occlusive film and works as a moisture barrier without blocking the skin.
- Nordic Beauty Birch Sap is a pure, bioactive fluid from the Nordic nature. It is full of vitamins, minerals, sugars and trace elements. It rejuvenates, hydrates and protects the skin from environmental pollution.
- Nordic Beauty Birch Leaf Extract is a natural cosmetic ingredient that concentrates all the benefits of Betula Alba leaves. It is rich in vitamins, amino acids and antioxidants. It gives strength and volume to damaged hair.

Ingredient	Phase	INCI Name	Qty%	Function
Nordic Beauty Birch Sap	A	C12 - 15 Alkyl Benzoate (and) Ethylene/Propylene Copolyme	45,50%	Solvent, Hair Vitality
Nordic Beauty Birch Leaf Extract		Betula Alba Juice (and) Betula Alba Leaf Extract (and) Preservative system according to customer's choice	40,00%	Volumizer
Creage!® EZ VF 15	B	Sodium Acrylate/Sodium Acryloyldimethyl Taurate Copolymer (and) Hydrogenated Vegetable Oil	4,00%	Emulsifier
Alpha-pinene (and) Beta-pinene (and) Limonene (and) Linalool		Alpha-pinene (and) Beta-pinene (and) Limonene (and) Linalool	0,50%	
Vegeflow® 40 ISO 16128		Hydrogenated Vegetable Oi	10,00%	Natural Emolient, Softness

Procedure:

Weigh phase A and put under stirring.
In the meantime, weigh phase B and put under stirring.
When both phases are homogeneous, pour B into A under strong stirring.

Efficacy Testing

2 subjects - On the scalp:
Microcirculation increase by 9% after 5 minutes of application.

ISO 16128 Indexes:

Natural Origin Content: 94,89%
Natural Content: 83,8%

Organic Origin Content: 83,8%
Organic Content: 83,8%