



PFI4711CS  
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### Absolute Hair Tonic

**Description:**

"Absolute Hair Tonic" is a water-based lotion that strengthens the hair and increases its volume due to Nordic Beauty Birch Leaf Extract. Nordic Beauty Birch Sap, combined with Hydrasoft® Moist Sap, hydrates, smooths and gives shine to the hair. It is visibly stronger and healthier.

**Key ingredients:**

- 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 increases skin firmness, hydration and boosts microcirculation.
- Nordic Beauty Bilberry Extract is a natural cosmetic ingredient that concentrates all the benefits of bilberry (Vaccinium myrtillus). It is a rich source of phenolic components, organic acids and vitamins. Thanks to its high percentage of antioxidants, it protects the skin from premature aging and increases its microcirculation.
- Hydrasoft® Moist Sap is a transparent gel that modifies rheology of formulations. It provides moisture, softness and freshness to the skin without tackiness. It also helps increasing microcirculation.

Ingredient	Phase	INCI Name	Qty%	Function
Nordic Beauty Birch Leaf Extract	A	Betula Alba Juice (and) Betula Alba Leaf Extract (and) Preservative system according to customer's choice	30,00%	Volumizer, Shiny effect
Nordic Beauty Bilberry Extract		Betula Alba Juice (and) Vaccinium Myrtillus Fruit Extract (and) Preservative system according to customer's choice	30,00%	Shiny effect
Nordic Beauty Birch Sap		Betula Alba Juice (and) Preservative system according to customer's choice	23,50%	Solvent, Vitality
Alcohol		Alcohol	10,00%	
Hydrasoft® Moist SAP		Glyceryl Acrylate/Acrylic Acid Copolymer (and) Betula Alba Juice (and) Butylene Glycol (and) Preservative system according to customer's choice	3,50%	Humectant, Viscosity modifier
Active	B	Glycerin (and) Aqua (and) Sodium Metabisulfite (and) Larix Europaea Wood Extract (and) Glycerin (and) Zinc Chlorine (and) Camellia Sinensis Leaf Extract	3,00%	Nourishing

**Procedure:**

Weigh raw materials of phase A.  
Put under stirring until homogenization.  
When phase A is homogeneous, add phase B under stirring.  
Adjust pH around 4,5-5 if necessary.

**Efficacy testing:**

2 subjects - On the scalp:  
Microcirculation increase of 19%, 5 minutes after application.

**ISO 16128 Indexes:**

Natural Origin Content: 86,22%  
Natural Content: 84,12%

Organic Origin Content: 82,79%  
Organic Content: 82,79%