



THE COLLECTION

KEY INGREDIENTS CHECKLIST

Key Ingredient.

Result.

Coconut Fatty Acids
(*Sodium Cocoyl Isethionate*)

Aids in lowering the surface tension of water, which makes our shampoo easier to distribute through your hair when washed. It also helps water and oil bond. Simply put, this ingredient helps water cling to the dirt and oil on your skin, allowing it to be washed away.

Wheat Protein
(*Hydrolyzed Wheat Protein*)

As I'm sure you are aware our hair is composed of approximately 91% protein, which is made up of long chain amino acids. Just like the living body, it is very important for hair to have protein, as well as moisture. Hydrolyzed Wheat Protein greatly increases the hair's ability to retain moisture, adding volume to hair, reducing the hair's porosity, and improving smoothness. In addition, this protein is a great film former which aids in colour retention. Our naturally derived, hydrolyzed wheat protein contains wheat 'carbohydrates' that offer a combination of moisture-balancing and film-forming properties that give hair better body control, as well as helping the structure of the colour molecule.

Chinese Plant Extract
(*Sophora Flavescens Root Extract*)

A natural extract for hair growth and one that is commonly used in modern Chinese medicine. We found that extract of the dried root of the Sophora Flavescens has outstanding characteristics in promoting the growth of hair.

Keratin
(*Hydrolyzed Keratin*)

Hair consists of about 80% Keratin and will strengthen all 3 layers of the hair - i.e. Cuticle, Cortex and Medulla.

Hydrolyze means to break up into in a nonspecific manner, basically to fragment the protein. Because the Keratin proteins have been broken down it enables them to be deposited into the hair shaft in the regions where it is most needed. The Hydrolyzed Keratin Proteins are small enough to go beyond the cuticle and penetrate the hair shaft due to its low molecular weight; therefore, reducing damage and increasing manageability.

Argan Oil
(*Unroasted Argan Oil*)

Argan Oil is a super-ingredient for hair care due to its high levels of antioxidants, essential fatty acids and natural vitamin-E. Because this natural oil contains three times more vitamin-E than any other natural oil, it is often used in skin care products for its restorative and anti-aging benefits.

Coconut Oil
(*Sodium Lauryl Sulfoacetate*)

This ingredient demonstrates outstanding performance in cleansing, foaming, wetting, viscosity building and emulsification. It is an excellent surfactant for any water hardness and is biodegradable making it a versatile ingredient in our cosmetic formulation. It was specifically developed to be mild to all skin types including infants. This sulfate free surfactant is derived naturally from coconut oil, which is then condensed with a mild form of naturally occurring vinegar.

Sustainability to the Environment
(*Recycling & Safety*)

PLD are a modern and evolving organisation that are aware of our obligations to the environment not only as a business operation but as a human. For this reason, we have tirelessly ensured that all steps have been made to create the most sustainable products that we can offer.

Our bottles and disc caps are 100% recyclable and our labels are produced with chemically safe inks and adhesives. Our chemical recipes for all products adhere to strict Australian regulations, set by the National Industrial Chemicals Notification and Assessment Scheme (NICNAS) governing body of which we are a registered member. To find out more about NICNAS, visit www.nicnas.gov.au.

For more information visit privatelabeldynamics.com/pages/faqs.