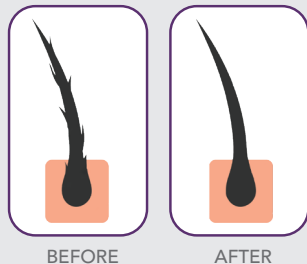


DermGENIX<sup>★</sup>

## DAILY HAIR SERUM CAPSULES

### ◆ Silk Hydrolisate

- Derived from silk protein. Provides moisturization and film forming properties



### ◆ Phytantriol

- Provides moisturization
- Helps reducing the breakage of the hair
- Protect against hot blow drying
- Enhances deposition of actives (example: keratin and silk amino acids)

All these ingredients together help hair to look shiny, silky and healthy by:

- reducing breakage
- enhancing shine
- making hair easy to brush
- reducing frizz
- reducing dullness
- making hair stronger.

### Directions

Twist or snip capsule neck to open. Dispense the serum onto fingertips and then apply through the hair starting mid-length, working towards the ends. Use after shampooing on towel-dried hair or on dry hair to help improve manageability.



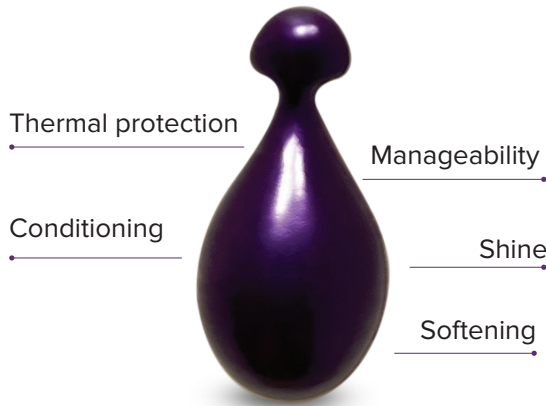
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Advanced  
Hair Care



## NEW HAIR TREATMENT

This product provides:



## Market need - Heat damage

Consumers are increasing their use of heating devices such as hair dryers, curling irons and straightening irons to create desired hair styles



These heating devices are extremely damaging to hair fibers

## Examples of heat damaged hair



Ref:  
The World of Hair, P&G Beauty Science,  
[www.pg.com/science/haircare/hair\\_twh\\_toc.htm](http://www.pg.com/science/haircare/hair_twh_toc.htm)

## Hair treatment

The product that we have developed combines the action of “special” silicone with active ingredients and Ceramides:

- Ceramide III UTMF
- Phenylpropyldimethylsiloxysilicate
- Keratin Amino Acids
- Silk Hydrolysate
- Phytantriol

## Ceramide III UTMF

- protects hair against damage and weakening due to UV exposure, hot blow drying and combing
- Repairs and protects hair UTMF (Ultra Thin Molecular Film) improves the benefits of pure Ceramide on the hair

## Phenylpropyldimethylsiloxysilicate

- Provides higher gloss to hair compared to other Silicones.
- Is “durable” which means it stays on the surface without evaporating or migrating.
- Is non-tacky and non-oily
- It has an higher Refractive Index (RI) as compared to other Silicone fluids.
- With an increasing of RI of a material, a surface treated with this material will appear to have higher gloss and shine.

## Keratin Amino acids

It offers:

- Thermal protection
- Superior conditioning in wet stage
- Hair fiber alignment
- Shine
- Unique after-feel, both wet and dry

• Keratin Amino Acids are basic building blocks of hair fibers.

• Help reduce the appearance of frizz and targets damaged hair repair.