

## EYRACURE WON THE “BEST HAIR TREATMENT OF THE YEAR 2022”

We are delighted to share that EYRACURE have won “Best Hair treatment of the year 2022” (Årets bästa hår behandling 2022) & “Best Conditioner” (Bästa Balsam) in Stockholm Beauty Week 2022 held at Grand Hotel, Stockholm, Sweden. [stockholmbeautyweek.se](https://stockholmbeautyweek.se)

Here's the Jury's motivation for awarding EYRACURE in the categories. (Swedish & English)

### **Vinnare Bästa Hårbehandling: Eyracure**

Juryns Motivering: När man plötsligt erbjuds en kur för hemmabruk, som är mer avancerad än de behandlingar man hittar hos sin frisör, blir man både förvånad och exalterad. Denna svenska innovation har tagit många med storm. Inte minst juryn i Stockholm Beauty Week Award 2022!

**Årets vinnare i kategorin “Årets Hårbehandling” är EYRACURE”**

### **Winner Best Hair Treatment: Eyracure**

The Jury's Reasoning: When you are suddenly offered a cure for home use, which is more advanced than the treatments you find at your hairdresser, you are both surprised and excited. This Swedish innovation has taken many by storm. Not least the jury in the Stockholm Beauty Week Award 2022!

**This year's winner in the category "Hair Treatment of the Year" is EYRACURE**

### **“Vinnare Bästa Balsam: Eyracure**

Juryns Motivering: Ett stilfullt balsam för medvetna badrum och salonger som kan användas som en del i Eyracures behandlingsrutin eller endast med schampot. Reder ut och reparerar.”

### **Winner Best Conditioner: Eyracure**

Jury's Justification: A stylish conditioner for conscious bathrooms and salons that can be used as part of the Eyracure treatment routine or only with the shampoo. Sorts out and repairs.

*“We are proud to see EYRACURE winning at Stockholm Beauty Week. We have put in a lot of hard work to develop & commercialize the product that makes a difference to our customers who are suffering from hair damages. We are going to continue our development to offer highest satisfaction to our customers when they use EYRACURE. Thank you, Stockholm beauty week, for rewarding us.” – RANJITHKUMAR RAVICHANDRAN, CEO.*



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### **About Eyracure**

After spending years in the laboratory, Ranjithkumar Ravichandran and Petter Sivlér, with a background in medical nanotechnology and biomaterials, together with their team at Linköping University found the magic formula, BioLAP-20. A unique molecular sequence that restores damaged hair to its healthy, original state.

Eyracure was launched in Sweden at the end of 2020 with the product “Intense Bond Restoration”. Using a spray containing BioLAP-20 & Activator along with UV light brush, the damages in the hair are repaired in depth with a long-lasting result. Our products are vegan & never tested on animals.