

NEW Earth Kind® Elasticity Bar

Introducing our **NEW EarthKind® Elasticity Bar**, the first ever pre-wash hair treatment mask bar to restructure, restrengthen and recondition hair where it needs it most. Improving the elasticity, strength and condition of all hair types but especially those in need of deeper, more intensive TLC.

“ If I told you that when you are kind to your hair, it could be **flexible** enough to be twirled and curled without damage, elastic enough to stretch up to 30% of its own length without breakage and strong enough to hold the weight of six, large BMW cars, would you believe me?

Tony Maleedy, Founder and leading British Trichologist. ”

Well, you don't just have to take Tony's word for it, at **EarthKind®** we've taken the science, revolutionised a new treatment in bar format and made it simple (and kind).

Key Ingredients

At EarthKind®, all of our products are created with proven natural ingredients and innovative technology. They're simple, straightforward and efficacious so we always deliver real, visible results.

The innovative Elasticity Bar is powered by two types of protein, **Elastin**, which gives resilience and elasticity to the hair, and a multifaceted **Wheat Amino Acid Based Complex** which adds moisture to the hair and helps increase its strength.

These proteins are combined with amino acids and excellent conditioning ingredients including organic olive oil, organic coconut oil, castor oil and macadamia butter to create a supercharged conditioning treatment which penetrates deep into the hair to increase elasticity and strength.



NEW
First ever pre-wash
hair treatment now
available in a bar

How to use the Elasticity Bar

- #1** Dampen the hair and hold the Elasticity Bar under warm water for a few seconds and rub between the hands as if using soap.
- #2** A rich cream is produced which should be gently rubbed into the hair from the mid-lengths to ends.
- #3** Cover the hair with a shower cap or towel and leave the treatment to work for between one and several hours or overnight.
- #4** Rinse the cream off the hair and follow with EarthKind® shampoo bar and conditioning bar.



Tony's Tip

“ After applying the Elasticity Bar treatment, keep your head and hair warm by wrapping a towel around your head. This will trap your moist body heat, and this natural warmth will allow the product to penetrate deeper into the hair. ”

**Tony Maleedy,
Founder and leading
British Trichologist.**

What do we mean when we talk about elasticity?

Essentially, it's the amount of natural stretch and flexibility in the hair which enables it to bounce back to its original shape without damage. A high degree of elasticity is crucial for preventing hair breakage. In good condition, hair can be stretched up to 30% of its length and revert back without any damage occurring.

When it comes to elasticity, moisture matters. If hair becomes dry and its moisture level decrease, the level of hydrogen bonds available to sustain its elasticity also decrease so, the hair becomes less elastic, and will break more easily. The Elasticity Bar works to reinforce, lubricate and protect the surface of the hair.

“ **Founder and leading British Trichologist Tony Maleedy explains,** When talking about elasticity, think about your hair being made up of billions and billions of tiny elastic springs in every strand. It's these springs which give the hair stretch and flexibility but, if those springs break, so does your hair. That's why we've created the Elasticity Bar to act as a conditioning oil that keeps those springs well maintained and working to prevent damage. ”

Pre-wash not post-wash

To work most effectively, hair treatments need time which is why we've created the Elasticity Bar as a pre-wash treatment. Leaving the treatment on the hair for a longer period of time allows it to penetrate through the cuticle of the hair and deep into the cortex, where it can really work on increasing hair's elasticity and strength. When the hair is washed, only the surface residue is removed, and the absorbed treatment remains in the hair fibres.

The Elasticity Bar should be applied to slightly damp hair, this is enough water to help increase the moisture content of the hair without diluting the effectiveness of the product. The treatment only needs to be used once a week to once a fortnight depending on the condition of the hair. If your hair needs more TLC, apply the treatment more regularly to get it in excellent condition.