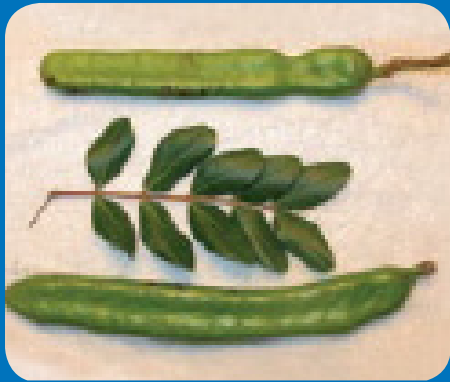




KERATRIX™

RESTORATIVE NATURAL ACTIVE FOR DAMAGED AND WEAKENED HAIR



Keratrix™ consists of:

- Oligopeptides from carob tree, rich in amino acids, especially glutamic, arginine and aspartic.
- Obtained through selective hydrolysis from its seeds.
- They are incorporated in a Matrix Plus (three-dimensional network of amylopectin), which delivers them sequentially.
- Matrix Plus gets fixed on hair fiber and allows a long-lasting effect.

Hair is the most powerful, exclusive and versatile accessory. Hair fiber is subjected to multiple weakening aggressions caused by the different form and color changing treatments.



Hair becomes fragile & unprotected

Keratrix™ is a multifunctional active ingredient that:

- Protects hair fiber.
- Strengthens and prevents from breakage.
- Regains integrity.
- Improves elasticity and resistance.

Recommended for any hair type, especially for damaged and weakened hair, due to its action in:

- REPAIRING
- BREAKAGE PREVENTING
- STRENGTHENING
- PROTECTING
- ANTI-FRIZZ EFFECT
- ANTI-HUMIDITY ACTION



RECOVER THE HAIR IN 10 DAYS!

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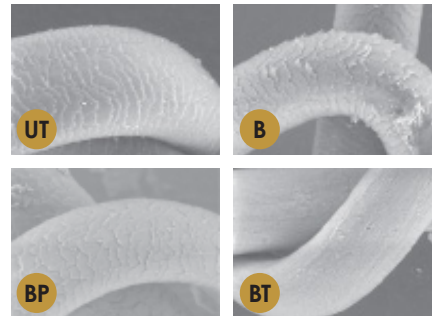
Strands of natural hair that after suffering an oxidative process were treated with a neutral shampoo and an active serum (keratrix™ at 5%) or placebo.



• SEM microscopy

PROTECTING EFFECT

Hair cuticle softens and hair is protected.



USED HAIR SAMPLES: untreated hair (UT), bleached (B), bleached / treated with placebo (BP), bleached / treated with keratrix™ (BT).



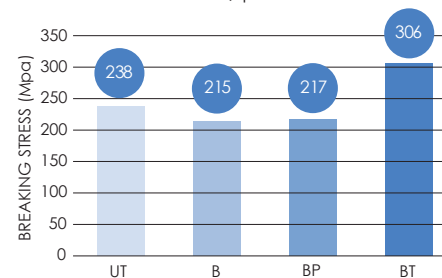
• Breaking force

STRENGTHENING EFFECT

The sample containing bleached hair treated with keratrix™ is even more resistant to breakage than the untreated hair.

Breaking force increases:

- 28.5% vs. untreated hair
- 40.9% vs. bleached / placebo



• Hair permeability

REPAIRING EFFECT

Through the study of the water adsorption-desorption kinetics, it was proved that keratrix™ regains hair structure and barrier function, diminishing the typical porosity of damaged hair.

