

PRODUCT DATA SHEET

HAIR REBUILDING SERUM

RESTORES AND FEEDS

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| Description | An intensive hair rebuilding serum formulated to treat and feed the hair. Restores hair exposed to natural elements, heat and harsh chemical treatments. Damaged hair will be nourished and regain a radiant sheen. The hair will feel silky and lustrous from the roots to the ends. Will prevent split ends and tangles. |
| Benefits | <ul style="list-style-type: none"> • Treats, feeds and restores damaged hair • Promotes hair growth and strengthens the hair • Hair regains radiant sheen • Adds body, elasticity and texture • Controls dandruff • Prevents split ends and tangles |
| Fragrance | Slight fragrance of Vitamins and Rooibos |
| Main Ingredients | Aloe Ferox, D-Panthenol / Pro-Vitamin B5, Vitamin D3, Castor Oil, Vitamin E, Rooibos, Green Tea, Wheat Protein, Humectants. |
| Appearance | Slightly off-white serum. Good spreadability. |
| Directions for use | After shampooing, towel dry the hair and massage the Rebuilding Serum into the hair and scalp. Leave on for 10 minutes, for maximum benefit use a heat cap. Rinse off well with warm water. |
| Packaging | 100ml Bottle with pump. |
| Safety, Storage & First Aid | In the unlikely event of rashes or skin reactions occurring, stop using. Do not store in direct sunlight and keep out of reach of small children. |

NOTES :

ABOUT HAIR

Our hair is primarily composed of Amino Acids, building blocks of Protein. Hair Rebuilding Serum is rich in Aloe, which contains 7 of the 8 essential Amino Acids and Vitamins A, C, B12 and E. Research shows that a lack of Vitamins speeds up hair loss and the ageing process of the hair.

Only hair in the epidermis of the scalp is actually living! Therefore, it is important to massage the scalp with Hair Rebuilding Serum to feed and promote good hair health.

Our hair is the second fastest growing cell in our body and a single hair has a lifespan of up to 5 years, so our hair needs plenty of nourishment, treatment and TLC!

DAMAGED HAIR

Hair becomes damaged by over-processing, bleaching, colouring, blow drying or ironing. Hydrogen Peroxide is used to bleach the hair, it softens the hair cuticle and goes into the hair shaft. Oxidation then breaks down and removes the melanin causing a rapid loss of fatty acids and moisture. The hair becomes weak, dry and will start splitting and snapping! Therefore, good hair care products are essential for our hair!