



SHL10

FOR HAIR





The front line
lotion for hair

what

how

The hair cuticle, which is the structure of the hair shaft surface, is tightly held by interactions in the polypeptide chain of keratin. The unbalance of hair moisture and the protein depletion of keratin caused by aggressive hair treatments as well as environmental stress factors (pollution, overheated blow dry, etc.), impairs the mechanical properties of the fibres.

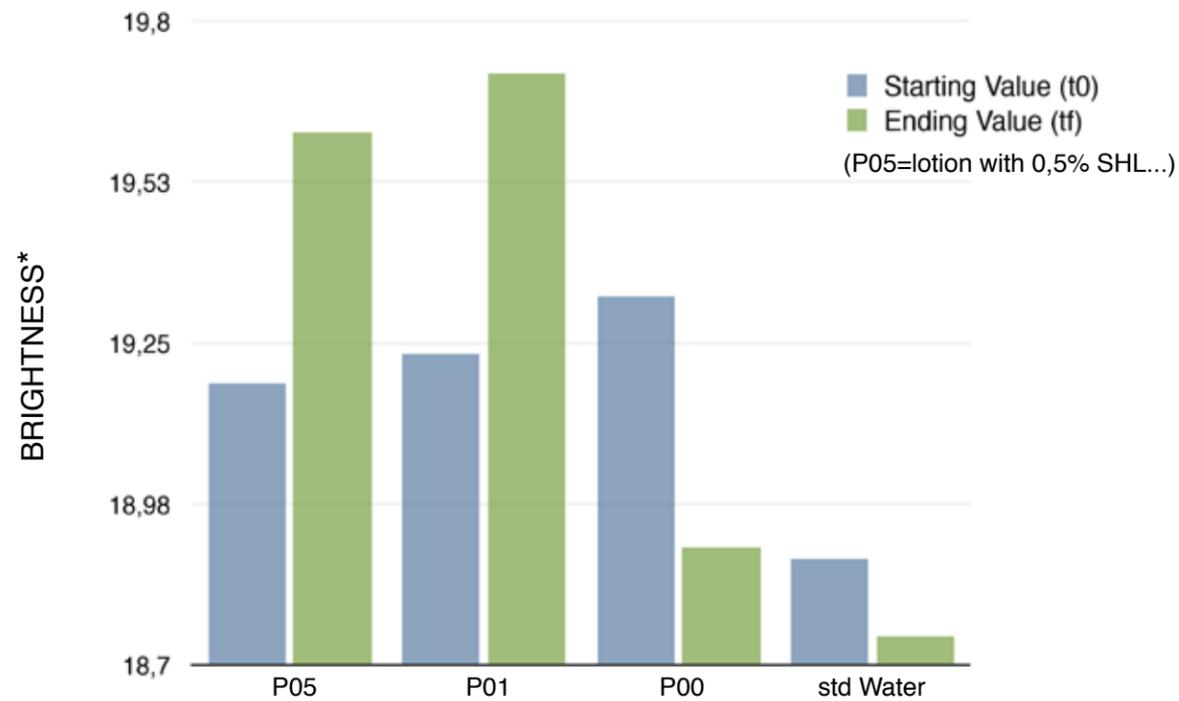
This results in dry, difficult to disentangle, weaker hair, more porous and more likely to absorb non-self or water molecules. Therefore, the hair becomes more sensitive to changes in air humidity and takes longer to dry.

SHL10 is the answer with an innovative combination easily dispersible in water, ideal to protect and moisturize hair binding on molecules at the level of keratin. It maintains the protein tri-dimensional structure, the integrity of the hair fibre and keeps a constant amount of water regularly on the hair surface. Forms a well moisturizing film, with high viscosity, which is also lubricating, non-sticky, viscoelastic and permeable to air and light.

THE SAME PATH BUT DIFFERENT RESULTS.

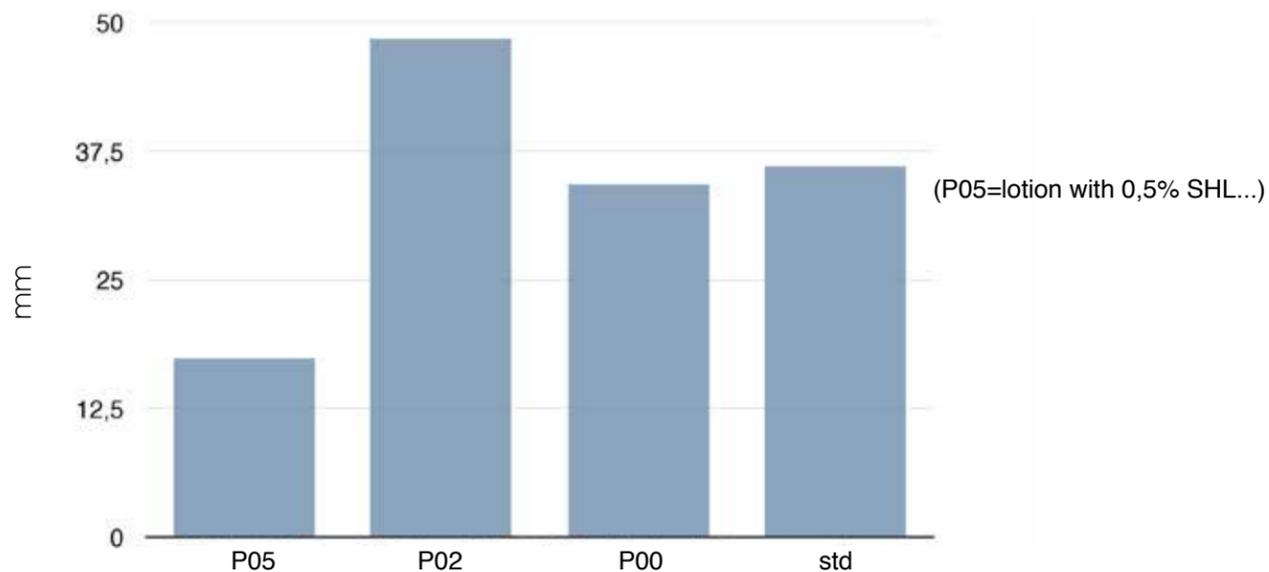
SAME EFFICENCY

HAIR BRIGHTNESS



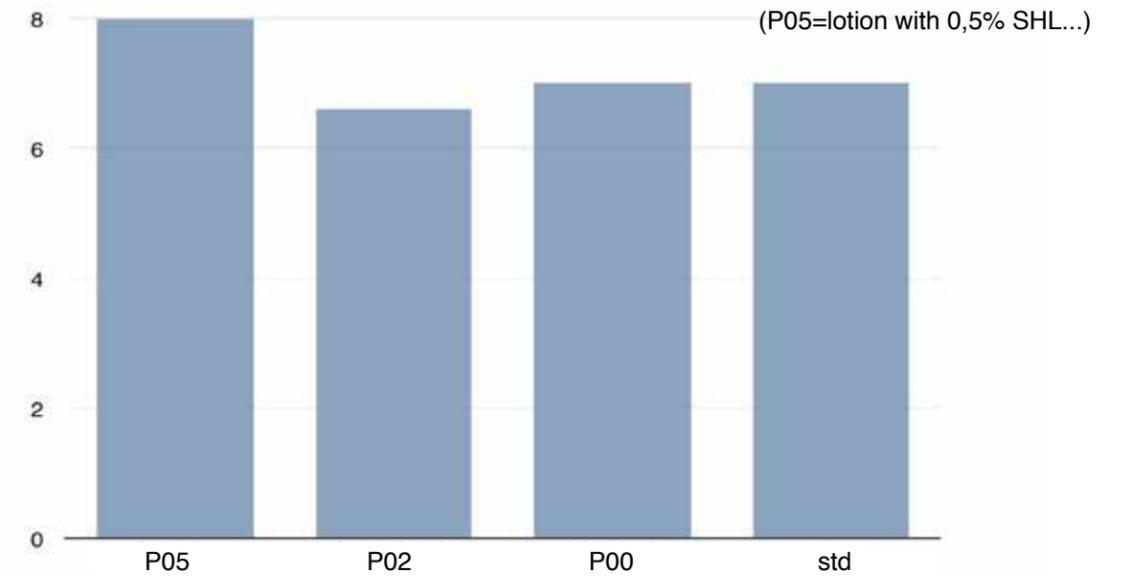
Important improvement are evident using both, 0.2 or 0.5%, lotions, just after only one application. There is a + [2.2-2.4]% of brightness increase after 24h, and + [4.5-4.7]% versus the result of the lotion without SHL10 (P00)

CURL RETENTION



P05 lotion increases hair elasticity and so an easier and long lasting hair styling. Low SHL10 concentrations induce a significant curl retention decrease, recommended to formulate straighten lotions.

AVERAGE VALUE OF RESIDUAL WATER IN % (R%)



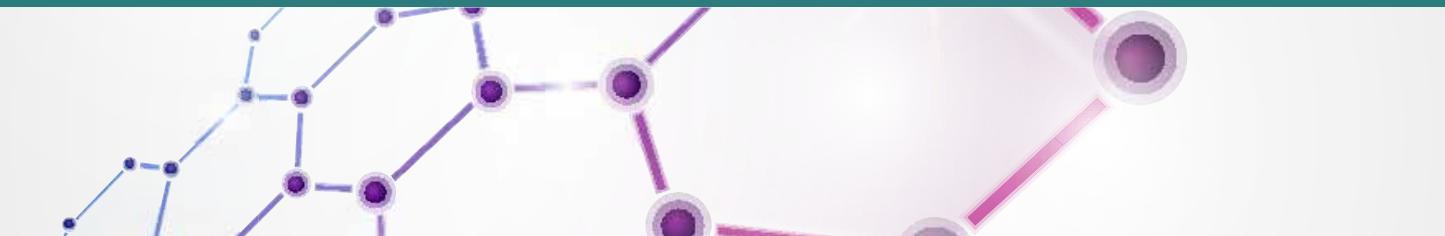
High SHL10 concentrations allow a greater water retention.

CLINICAL TRIAL

A clinical study was conducted on male and female with problems of hair loss. After 30 days treatment test showed an important improvement in hair strength (-50% hair loss by washing; + 70% increasing in strength against pulling).

CONCLUSIONS

SHL10 represents a solution for the conditioning of hair with a multiple activity: moisturize, protect and improve the strengthening of hair.



SIGEA SRL

Area Science Park
Località Padriciano 99
34149 Trieste ITALY
Phone: + 39 040 3755460
Fax: + 39 040 3755461
E-mail: sigea@sigea.biz

SIGEA.BIZ