



## pure beauty® Hair Serum Expert

pure beauty® Hair Serum Expert enriched with Argan Oil and Camellia coats your hair with a thin layer of protection bringing moisture for your hair that it lost from sun exposure and hair dryers. It heals damaged hair and leaves it easier to comb and repairs the split ends. This serum enriched with amazing Argan Oil is highly nutritive for damaged hair, it softens and provides unprecedented shine to your hair after one application.

### Active Ingredients

## 1 CYCLOPENTASILOXANE

Cyclopentasiloxane is one of many types of silicones. In general, silicones are known for their ability to lubricate, waterproof and provide shine. There are many types of silicones – some have a very heavy, sticky consistency and others are very lightweight. Cyclopentasiloxane is a water-thin so it's very good at dispersing thicker, greasier silicones. For this reason it's often used in combination with dimethicone. It is also volatile, which means it will evaporate. So, not only does it help spread heavier silicones but it doesn't leave your hair feeling weighed down after it's done.

And since it is the kind of leave on styling products it can give the wet but not crunchy look to the hair. Cyclopentasiloxane is a great ingredient for healthy hair – it provides a very elegant feel on the hair, it works well with other ingredients, and it can be used in leave on and rinse off products.

## 2 DIMETHICONOL

Dimethiconol is a silicone based polymer that resembles Dimethicone, except that molecules of Dimethiconol end with hydroxyl (-OH) groups. In cosmetics and personal care products, Dimethiconol and its derivatives are used in the formulation of a wide range of cosmetic and personal care products including cosmetic creams and lotions, suntan products, bath soaps, lipstick, shampoo and hair care products. The most widely used ingredient in this group is Dimethiconol.

Silicon, the backbone of Dimethiconol, is a common element in the earth. Silicon, like carbon can form polymers, consisting of chains of silicon atoms. Polymers of silicon with oxygen, hydrogen and carbon are called silicones. Dimethiconol is a mixture of siloxane polymers referred to as polydimethylsiloxane terminated with hydroxyl (-OH) groups. Dimethiconol can be combined with other molecules, such as the amino acids (arginine, cysteine and methionine) or fatty acids (behenic acid, stearic fatty acids from meadowfoam seed oil) or other compounds to form derivatives of Dimethiconol that are useful as cosmetic ingredients.

## 3 ARGANIA SPINOSA OIL (ARGAN OIL)

Argan oil is a plant oil produced from the kernels of the Argan tree (*Argania spinosa* L.) that is endemic to Morocco. It is used for nutritive and cosmetic properties.



Unroasted Argan oil is traditionally used as a treatment for skin diseases and as a cosmetic oil for skin and hair.

In cosmetics, Argan oil is advocated as moisturizing oil, against juvenile acne and flaking of the skin as well as for nourishing the hair. This oil has also medicinal uses against rheumatism and the healing of burns.

Argan Oil has gained an international reputation as nature's anti-aging skin care product. It is rich in naturally occurring antioxidants, essential fatty acids, carotenoids, ferulic acid, sterols, polyphenols, and contains remarkably high levels of vitamin E. Argan Oil contains Squalene, a unique and rare component which is suggested to protect against skin cancer. Argan Oil amazing inventory of active ingredients provides your skin hair and body with the nutrients it needs to maintain its healthy radiance.

## 4 CAMELLIA OLEIFERA SEED OIL

Camellia is originated in China, it is notable as an important source of edible oil (known as tea oil or camellia oil) obtained from its seeds.[1] It is commonly known as the Oil-seed Camellia or Tea Oil Camellia, though to a lesser extent other species of Camellia are used in oil production too.

It is widely distributed in China and is cultivated extensively there. It is found in forests, thickets, banks of streams and foothills at elevations of 500 to 1,300 meters.

Camellia Seed Oil is highly penetrating and is a nutritive addition to face creams, anti-wrinkle serums, anti-aging formulations, lip care products, hair products, make-up, sun care preparations, baby products, shaving products and other cosmeceutical formulations.

Camellia Oil is virtually odorless and possesses only a slight herbal aroma. It is virtually clear with a slight yellow hue. Camellia Oil is light in texture and absorbs quickly. It has a shelf life of at least 18 months when stored in a cool dry place, away from direct sunlight.

The fruit of the camellia consists of several small chambers, each playing host to a number of seeds within it. Camellia seeds contain between 40-50% of nutritive oil that is low in saturated fat.

Approximately 85% of the fatty acid composition contained in Camellia Oil is in the form of monounsaturated oleic acid. Camellia Oil is also a rich source of other omega 3, 6 and 9 fatty acids plus Vitamin E and polyphenols.

Although the seeds and leaves contain caffeine, caffeine is a water soluble compound that is not present in Camellia Oil.

## Camellia Oil Properties:

- Penetrates Quickly
- Highly Moisturizing
- Light Herbal Aroma
- Virtually Colorless (Slight Yellow Hue)
- Rich in Fatty and Essential Fatty Acids including up to 85% Oleic Acid
- Rich in Tocopherols (Vitamin E)
- Rich in Polyphenols
- Natural Antioxidant
- Restores Moisture Balance to Dry Skin
- Improves Complexion
- Enhances Radiance
- Softens Wrinkles and Tiny Age Lines
- Non-Comedogenic
- (Does Not Contribute to Acne and is Suitable for Oily/Acne Prone Skin)
- Conditions the Skin after Shaving
- Protects Skin from Elements
- Blocks Harmful UV Rays
- Reduces and Heals Scars
- Cools the Skin
- Maintains a Healthy pH
- Suitable for All Skin Types Including Allergy Prone Skin
- Promotes Hair Growth
- Conditions Scalp

## 5 TOCOPHERYL ACETATE (VITAMIN E)

Vitamin E is an antioxidant that protects body tissue from damage caused by unstable substances called free radicals. Free radicals can harm cells, tissues, and organs. They are believed to play a role in certain conditions associated with aging.

Because of its ability to quench free radicals the term “protector” has been used to describe the actions of vitamin E. Studies have shown that vitamin E reduces UV-induced erythema, edema, sunburn cell formation, and lipid peroxidation.

Clinical improvement in the visible signs of skin aging has been documented with significant decrease in skin wrinkling. This may be also due to the excellent moisturizing effect of vitamin E.

While tocopherol is the primary active form of vitamin E, its esters such as vitamin E acetate and sorbate have also been shown to be very active. Esters, however, need first to be converted into the more active form in the skin. It has been reported that vitamin E in combination with vitamin A produces increased storage of vitamin A when applied topically. This sparing action is another valuable benefit of vitamin E. These data validates the popularity of vitamin E as antioxidant, moisturizing and rejuvenating ingredient.

### Vitamin E skin and hair care benefits:

- Helps to protect the skin from UV damage.
- Improves the skin texture and the moisture content in the skin.
- Reduces the severity of sunburns.
- Increases the effect of sunscreen ingredients.
- Inhibition of lipoperoxide associated skin disorders.
- Prevents of melanin deposits.
- Potent anti-inflammatory ingredient.
- Promotes hair growth.
- Improves the stability of cosmetics.

**Ingredients:** Cyclopentasiloxane, Dimethiconol, Argania Spinosa Oil, Camellia Oleifera Seed Oil, Isopropyl Myristate, Dimethicone, Ethylhexyl methoxycinnamate, Phenyl Trimethicone, Fragrance, Tocopheryl Acetate.



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