



pure beauty® Hair Serum Advantage

pure beauty® Hair Serum Advantage 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.

It is particularly suitable for innovative and free style or to mould the curls.

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 DIMETHICONE

Dimethicone (also known as polydimethylsiloxane or PDMS) is technically called a silicone-based polymer. More simply, it's a silicone oil with certain properties that make it extremely popular in today's personal care properties.

Dimethicone provides a smooth application. For skin care products,



it fills in uneven texture and fine lines, which helps create a smooth and flawless look in products like primers, foundations, and lotions. It also provides a protective cover on skin, which is supposed to help keep moisture in, leaving skin hydrated for longer. In hair care products, dimethicone is used to provide smoothness, particularly in conditioners and detangles, where the ingredient helps smooth hair and provide better comb-through. Because dimethicone leaves a sort of covering on the hair strands, it can also make hair appear shinier.

4 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.

5 TRIMETHYLSILOXYSILICATE

Trimethylsiloxysilicate is a silicone derivative, it is a skin conditioning agent, and it is considered a soft skin adhesive (which may account for its use in numerous foundations). It's also can be used as an anti-foaming agent in cosmetics and personal care products.

Ingredients: Cyclopentasiloxane, Dimethiconol, Dimethicone, Phenyl Trimethicone, Trimethylsiloxysilicate, Fragrance, Tocopheryl Acetate.



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