



**SYNEBI**  
S A L O N  
EXPERIENCE

**ANTI-BREAKAGE SERUM**  
NATURAL STRENGTH FOR HAIR CARE

*Helen Seward*  
hair products





# Introducing **SYNEBI** the new anti-breakage, fortifying serum

Ideal for fragile hair, the fortifying serum protects and hydrates the hair fibre. It makes hair much more resistant and stronger, ultra-soft and shiny.



**100% ORGANIC PLANT-BASED EXTRACTS**



## DUAL USE

SYNEBI anti-breakage fortifying serum  
has a dual function.

### PRE-STYLING

When applied on washed and towel-dried hair, it provides a deep-down fortifying action creating multiple new bonds inside the damaged hair fibre. It also has a smoothing and heat-protective action, allowing the brush to glide more easily and helping to maintain the style.

#### USE

Apply a small quantity on damp hair, taking care to distribute it evenly on the lengths and ends, then style.

### NIGHT SERUM

When applied before going to bed, hair is stronger and more vital the following morning for an intensive fortifying effect.

#### USE

Apply generously on dry hair before going to bed, taking care to distribute it evenly on the lengths and ends.

INSTANT ABSORPTION AND NO RINSE FORMULA

# THE PROFESSIONAL ACTION OF SYNEBI ANTI-BREAKAGE SERUM IS GUARANTEED BY AN INNOVATIVE FORMULA



## **FiberHance™**

Powerful plant-based active ingredient derived from sugars, with a proven effective fortifying, anti-breakage action. It penetrates deep down in the hair fibre and acts on a molecular level, generating multiple new bonds inside the hair's keratin cortex.

Instrumental tests have demonstrated its ability to repair and significantly improves the breakage-resistance of damaged hair, restoring the strength of healthy hair.

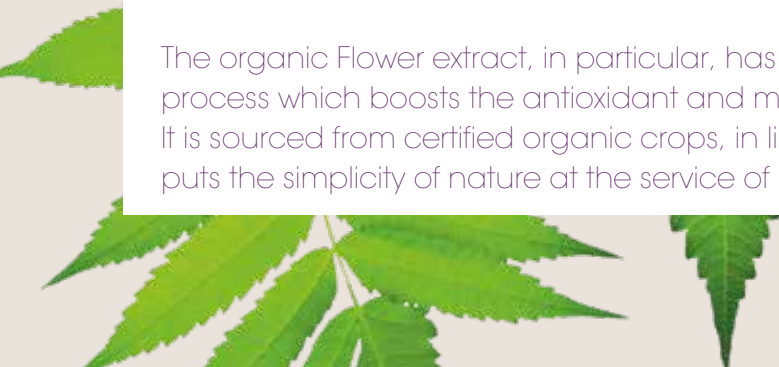
*FiberHance™ is an Ashland brand*



## **HyperFermented ORGANIC Flower Extracts**

The innovative technology of HyperFermentation allows all the molecules that make up the phytocomplex of the plant to be extracted and transformed into new active, bioavailable and effective ingredients.

The organic Flower extract, in particular, has undergone the HyperFermentation process which boosts the antioxidant and moisturising power. It is sourced from certified organic crops, in line with the SYNEBI philosophy, which puts the simplicity of nature at the service of hair.



**LEAVE-ON**

**DERMATOLOGICALLY  
TESTED  
FORMULA**

**93.5% INGREDIENTS  
OF NATURAL  
ORIGIN  
(ISO 16128)**

P/7689





ICSEA HELEN SEWARD - via A. De Gasperi 8/a, Lainate (MI) Italy  
Tel. +39 02 93570057 - Fax +39 02 93571418  
E-mail: [helen.seward@helenseward.it](mailto:helen.seward@helenseward.it)  
[www.helenseward.it](http://www.helenseward.it)

