

## REFORCE Fortifying Shampoo 1/S

**Product** Fortifying shampoo, adjuvant for preventing hair loss, with Botanical Extracts and pro-Vitamin B5.

**Performance** Rich texture and significant cosmetic action are the benefits of this specific formula that cleanses very delicately: it reinvigorates the hair structure – with replenishing action - improving and protecting the scalp.

With its purifying and toning action, it is perfect for optimizing the hygienic conditions of the scalp, preparing it to receive specific subsequent treatments and obtaining the greatest benefits from them.

**Use** Apply to damp hair and delicately massage scalp and hair. Rinse thoroughly with lukewarm water and repeat, leaving it to act for a few minutes, then rinse again.

**Plus** **BOTANICAL EXTRACTS.** The *Sage*, *Rosemary* and *Arnica* extracts present in this formula perform stimulating activity on microcirculation as well as dermopurifying action, for the normalization of the cutaneous physiological functions.

**PRO-VITAMIN B5 (D-Panthenol).** An indispensable factor for the health and growth of the hair; D-Panthenol penetrates within the hair structure to the cortex, hydrating it, reducing the formation of split ends and giving the hair brightness and elasticity.

In larger doses, it can increase the diameter of the hair fibre and improve body and volume without weighing it down.

The absorption of D-Panthenol by the hair increases with repeated application.

It acts as a hydrating agent for the skin, stimulates the reproduction of cells and promotes the natural process of keratinization. It also possesses soothing properties and acts as an anti-irritant agent.

Numerous experiments have demonstrated that, in case of problems (such as hair loss), considerable improvements to the scalp and hair can be obtained with D-Panthenol treatments; hair loss is slowed, re-growth occurs more rapidly and hair grows back healthier and stronger.

**WHEAT PROTEINS.** Offering bio-film forming protective action on the skin/hair, wheat proteins were specially selected for their high content of cystine and cysteine. These sulphur-containing amino acids play an important role: their strong affinity for the hair protein and ability to form stable bonds guarantee an effective protective and conditioning action seen through the brightness, elasticity and marked softness of the hair following the application of the product.

### COSMETIC CLEANSING: CONDITIONING AUXILIARIES

A cationic polysaccharide derived from guar gum, a natural and renewable resource, enriches the formula protecting hair fibre and improving shine and strength. In combination with a latest generation amino-functional silicone derivative, it promotes its laying down and adherence for unmatched performance avoiding build-up, while enhancing finish, body and volume of weakened hair fibre.

### GENTLE CLEANSING ACTION

Surfactants were thoroughly selected to realize a formula matching remarkable cleansing action with excellent cutaneous tolerability.

*Dermatologically Tested Formula*

**Size** 1000 mL - cod. 0109  
300 mL - cod. 109  
75 mL - cod. 1090

