

seward
mediter[®]
hair treatment

SUN CARE
BIO
PERFORMANCE



Helen Seward
hair products 

SEWARD MEDITER BIO-PROTECTION

NATURE COMES TO THE RESCUE OF SUN-EXPOSED HAIR

SUMMER IS BACK!

It's summer: time for sea, sun and relaxation. Enjoy the sunshine to the full and protect your hair's beauty with the **Seward Mediter BIO-PROTECTION** programme, the force of nature just to get pleasure of sun. Stronger, shinier hair in three steps: **prevention**, **protection** and **repair**, thanks to precious formulas to apply before, during and after exposure to the sun.



100% BIO-EXTRACTS SCIENTIFICALLY TESTED FOR EFFICACY

PRIMARY FUNCTIONAL ORGANIC-EXTRACTS



GREAT MULLEIN EXTRACT

Hydrolyzed Verbascum Thapsus Flower

NATURAL SUN PROTECTION

Scientific efficacy:

- Analyses using a spectrofluorometer
- In vitro test using *ROS UV-Induced Test*

ILLUMINATING ACTION

Scientific efficacy:

- Ex vivo test with *Color Measurement* in Standard CIELAB

The aggressive factors caused by UV rays stress hair, making it fragile and dull. Extract of organic Mullein is a natural sun filter with a revolutionary illuminating action which absorbs the sun's light energy and restores it in the form of light for naturally brighter hair. So, it guarantees protection against photo-oxidative stress caused by UV radiation.



SUNFLOWER EXTRACT

Helianthus Annuus (Sunflower) Seed Extract

ANTI-OXIDANT PROTECTION

Scientific efficacy:

- Laboratory test DPPH

During exposure to the sun, the free radicals produced by the action of UV rays are among the causes of damage to hair. The Extract of organic Sunflower, a natural antioxidant, neutralises the free radicals, protecting the hair fibres with an anti-ageing action.

TRAVEL KIT

SHOWER SHAMPOO

100 mL

FOR HAIR AND BODY, WITH ORGANIC SUNFLOWER EXTRACT
Hair and body shower shampoo, emollient, shine-enhancing with Sunflower Extract for an antioxidant protective action. Delicately cleanses, restoring softness and shine while eliminating all traces of sand, salt and chlorine.

DEEP MASK

100 mL

FOR STRESSED HAIR, WITH ORGANIC SUNFLOWER EXTRACT
Nourishing, shine-enhancing mask with Sunflower Extract for an antioxidant protective action. Deep-down moisturizes and nourishes, restoring softness and shine to hair stressed by the sun, salt and chlorine, making it easy to comb. **USE:** after shampooing, distribute the product with a comb, leave on for a few minutes, then emulsify and rinse thoroughly with lukewarm water.

SHIELD OIL

75 mL

FOR SUN-EXPOSED HAIR, WITH ORGANIC GREAT MULLEIN AND SUNFLOWER EXTRACTS
Bi-phase oil, protective, shine-enhancing with Great mullein Extract, natural sun filter, and Sunflower Extract for an antioxidant protective action. During sun exposure, it offers active protection with instant shine enhancement. After sun exposure, it ensures intensive moisturization, preventing split ends and leaving hair shiny, soft and silky, without weighing it down. **USE: SHAKE WELL BEFORE USE.** Spray abundantly and evenly on damp or dry hair. *Do not rinse.*



COMPLEMENTARY ORGANIC-EXTRACTS

	SWEET-SCENTED VERBENA EXTRACT	<i>Lippia Citriodora</i> Leaf Extract	ANTIOXIDANT PROPERTIES Scientific efficacy Laboratory test DPPH
	ELDER EXTRACT	<i>Sambucus Nigra</i> Flower Extract	
	WILLOW EXTRACT	<i>Salix Alba (Willow)</i> Bark Extract	
	RED GRAPEVINE EXTRACT	<i>Vitis Vinifera</i> (Grape) Leaf Extract	ANTIOXIDANT ACTION ON SCALP Scientific efficacy In vitro test with Neutral Red Assay
	CLEMENTINE LEAVES EXTRACT	<i>Citrus Reticulata</i> (Tangerine) Leaf Extract	
	ORANGE LEAVES EXTRACT	<i>Citrus Aurantium Dulcis</i> (Orange) Leaf Extract	
			ANTI-INFLAMMATORY AND ANTI-AGEING PROTECTION FOR SCALP Scientific efficacy In vitro test with ELISA Assay

HIGH-PERFORMING NATURAL HI-TECH

A high percentage of plant-based conditioning active ingredients and delicate, natural surfactants complete the action with an emollient, hydrating and nourishing effect on the scalp and hair stressed by the sun, sea salt and chlorine.

COMMUNICATION IN SALON

The force of nature enclosed in the precious BIO-PROTECTION formulas to showcase in the handy travel kit on the new counter top display stand.



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