Finnish hair professionals

Curl & Straight

INCI	EXPLANATION
Aqua	Purified water, solvent.
Thioglycolic Acid	Reducing agent, loses hydrogen atoms.
Ammonium Bicarbonate	pH adjustor.
Ammonia	Alkali, pH adjuster. Softens, swells and thus opens the hair cuticles for the hair coloring process. While making permanent waves, it ensures the effectiveness of the reducing agent and swells the scaly layers of hair.
Carbomer	Gelling agent
Cetrimonium Chloride	Anti-static, frizz removing effect.
Ceteareth-20	Forms the viscosity of the product.
Tetrasodium EDTA	Neutralizes contaminants found in water, for example heavy metals and salts, renders them water-soluble and thus to be easily rinsed out. Contributes to the product's shelf life. Prevents changes in hair color and creates a more successful foundation for color, bleaching and perm treatments. Effective synergy with etidronate.