

| Finnish hair professionals |

Curl & Straight

| INCI | EXPLANATION |
|------------------------|---|
| Aqua | Purified water, solvent. |
| Ammonium Thioglycolate | Reducing agent, loses hydrogen atoms. |
| Ammonium Bicarbonate | pH adjustor. |
| Carbomer | Gelling agent |
| 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. |
| 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. |

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