Finnish hair professionals

Forme Hair Primer

INCI	EXPLANATION
Aqua	Purified water, solvent.
Propylene Glycol	Moisturizing solvent
Cetyl Alcohol	Forms the viscosity of the product.
Ceteareth-20	Forms the viscosity of the product.
VP/VA Copolymer	Polymer which gives a strong, shiny hold to hair. Washes out easily.
Alcohol Denat.	Acts as a solvent for raw materials and destroys bacteria while preventing their formation.
Avena Sativa Kernel Oil	Finnish, comes from Fazer. Natural oil, that is produced by extraction . Oat oil has high lipid content compared to other grain types. Oat oil is gluten free and vegan.BENEFITS:Oat oil does not irritate skin so it is suitable also for sensitive skins . It helps improve skin barrier and maintain natural moisture balance. Oat oil also moisturizes and nourishes hair. Adds softness and manageability to hair . Absorbs easily and doesn't weigh hair down. OAT OIL CONTAINS:Omega-6 fatty acids Oat oil contains three times more linoleic acid (Omega-6) compared to olive oil. Linoleic acid is present in the outer layer of the skin (epidermis). It is an important component of cell membranes, the lack of which can result in e.g. flaking the skin. Linoleic acid moisturizes, gives UV protection and has anti-inflammatory effect. Vitamin E and antioxidants Vitamin E is a widely used ingredient in cosmetics, which is also known as tocopherol. It is a very effective antioxidant, that helps prevent the negative effects of free radicals on skin cells, e.g. reduces or slows down the signs of skin aging. It has also been shown to help maintain and restore skin's natural barrier. This helps prevent scalp dryness and maintain its good condition, promoting overall hair well-being. Vitamin E also helps prevent and reduce signs of skin inflammation. Ceramides and Avenanthramides High in ceramide lipids oat oil strengthens hair keratin, repairs and smoothes the surface of the hair and helps retain moisture. On skin ceramides help protect skin surface and prevent dryness. Oats also contain a unique group of phenolic alkaloids - Avenanthramides. Mainly found in oats, these antioxidants have anti-inflammatory, anti-itching and anti-irritant effects.

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Glyceryl Stearate	Forms the viscosity of the product.
Ethylhexyl Palmitate	Softening, spreadability enhancing, moisturizing and hair detangling ester oil
Cetrimonium Chloride	Anti-static, frizz removing effect.
Panthenol	Pro-vitamin B5. Hydrates and protects hair and scalp. Antiseptic.
Hydrolyzed Vegetable Protein PG-propyl Silanetriol	Plant-derived protein which conditions and strengthens the hair. Provides thermal protection.
Tocopheryl Acetate	Vitamin E derivative, which is converted to vitamin E on the skin. An effective skin protecting and moisturizing vitamin. Antioxidant.
Polyquaternium-7	Cationic. Reduces static electricity, improves combability and provides light support.
Ethylhexyl Methoxycinnamate	Cationic hair protective UV filter.
Polyquaternium-37	Cationic polymer.
Propylene Glycol Dicaprylate/Dicaprate	High quality fast-spreading ester oil. Improves product spreadability and eases combing. Makes hair silky.
PPG-1 Trideceth-6	Acts also as a surfactant which contributes to the solubility of the raw materials.
Dimethicone	Silicone, which improves spreadability and feel of the product on the skin and hair. Aids hair managebility and gives shine.
Phenoxyethanol	Preservative
Potassium Sorbate	Preservative
Ethylhexylglycerin	Preservative efficacy booster.
Parfum	Perfume
Anethole	Perfume component
Citronellol	Perfume component
Geraniol	Perfume component
Hexyl Cinnamal	Perfume component
Limonene	Perfume component
Linalool	Perfume component
Tetramethyl Acetyloctahydronaphthalenes	Perfume component
Disodium EDTA	Improves product shlef-life.

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C10-11 Isoparaffin	Moisturizing oil
Sorbitan Oleate	Emulsifier
Acrylates/Stearyl Methacrylate Copolymer	Stabilizing and thickening
Citric Acid	Adjusts the product's pH value suitable for hair and skin.

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