Forme Hydrating Condition er

INCI	EXPLANATION
Aqua	Purified water, solvent.
Cetearyl Alcohol	Forms the viscosity of the product.
Glycerin	Glycerin, moisturizing solvent.
Dipalmitoylethyl Hydroxyethylmonium Methosulfate	Cationic emulsifying and static electricity removing hair conditioning ingredient.
PPG-3 Myristyl Ether	Hair detangling and moisturizing light oily ingredient.
Isopropyl Myristate	Well spreading oily ingredient. Enhances hair shine and manageability.
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.

Finnish hair professionals

Betaine	Betaine. Moisturizes, conditions and softens the skin and hair. Reduces skin irritation possibly caused by other substances.
Butyrospermum Parkii Butter	A waxy substance that gives versatile and long-term moisturizing, nourishing and nurturing effect on hair and scalp. Eases the handling of hair and adds shine.
Bis-Diglyceryl Polyacyladipate-2	Hair detangling and moisturizing waxy subtance.
Stearamidopropyl Dimethylamine	Cationic polymer which reduces frizz and effectively improves both wet and dry combing. An effective hair conditioning and softening effect, particularly for hair in poor condition.
Dimethylpabamidopropyl Laurdimonium Tosylate	Cationic hair protective agent. Protects hair from the sun's damaging effects and prevents hair discoloration. Eases handling of hair.
Panthenol	Pro-vitamin B5. Hydrates and protects hair and scalp. Antiseptic.
Aloe Barbadensis Leaf Juice	Aloe Vera extract is a mixture of several skin conditioning and moisturizing ingredients. It e.g. helps to maintain moisture balance.
Hydroxyethylcellulose	Thickener, gelling agent
Ethylhexyl Methoxycinnamate	Cationic hair protective UV filter.
Ceteareth-20	Forms the viscosity of the product.
Cetrimonium Chloride	Anti-static, frizz removing effect.
Parfum	Perfume
Hexyl Cinnamal	Perfume component
Linalool	Perfume component
Phenoxyethanol, Ethylhexylglycerin	Maintains the safety and the structure of the product.
Sodium Benzoate	Preservative
Citric Acid	Adjusts the product's pH value suitable for hair and skin.

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