

# | Finnish hair professionals |

## Forme Styling wax

| INCI                  | EXPLANATION   |
|-----------------------|---|
| Aqua                  | Purified water, solvent.  |
| Cetareth-20           | Forms the viscosity of the product.   |
| Glyceryl Stearate     | Forms the viscosity of the product.   |
| Cetyl Alcohol         | Forms the viscosity of the product.   |
| Propanediol           | Improves product shelf life.  |
| Cera Microcristallina | Creates and stabilizes a product-specific base.   |
| Polyquaternium-69     | Gives good, humidity-resistant durable hold. Enhances shine.                                |
| Ethylhexyl Palmitate  | Softening, spreadability enhancing, moisturizing and hair detangling ester oil              |
| Alcohol Denat.        | Acts as a solvent for raw materials and destroys bacteria while preventing their formation. |

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|                             |  |
|-----------------------------|--|
| 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. |
| VP/VA Copolymer             | Polymer which gives a strong, shiny hold to hair. Washes out easily.   |
| Ethylhexyl Methoxycinnamate | Cationic hair protective UV filter.  |
| Parfum                      | Perfume  |
| Anethole                    | Perfume component  |
| Citronellol                 | Perfume component  |
| Geraniol                    | Perfume component  |
| Hexyl Cinnamal              | Perfume component  |
| Limonene                    | Perfume component  |
| Linalool                    | Perfume component  |



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|---|---|
| Tetramethyl Acetyloctahydronaphthalenes                   | Perfume component   |
| Phenoxyethanol, Ethylhexylglycerin                        | Maintains the safety and the structure of the product.    |
| Piroctone Olamine   | Powerful against dandruff-causing Pitysporum ovale yeast. |
| Sodium Polyacrylate, Hydrogenated Polydecene, Trideceth-6 | Polymer which thickens and stabilizes the product.        |

