Finnish hair professionals

Forme Volume Shampoo

INCI	EXPLANATION
Aqua	Purified water, solvent.
Sodium Laureth Sulfate	Surface active detergent, gives good foam.
Cocamidopropyl Betaine	Mild surfactant, washes without irritating skin.
Decyl Glucoside	Mild surfactant, washes without irritating skin.
Sodium Cocoamphoacetate	Surfactant
Glycerin	Glycerin, moisturizing solvent.
Sodium Chloride	Adjusts the thickness of the product.
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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Polyquaternium-67	Special polymer which provides volume and conditioning.
Guar Hydroxypropyltrimonium Chloride	Plant-derived cationic polymer. Enhances combability, handling and improves shine. The hair feels soft. Improves foam quality in shampoos.
Methoxy PEG/PPG-7/3 Aminopropyl Dimethicone	Water-soluble silicone. Excellent conditioning properties. Enhances the efficacy of active substances. Gives volume to hair, excellent wet combability.
Cocamidopropylamine Oxide	Detargent
PEG-4 Rapeseedamide	Also restores oil which is removed during washing, thus preventing drying of the skin and hair.
Polysorbate 20	Contributes to the solubility of the raw materials
PEG-40 Hydrogenated Castor Oil	Contributes to the solubility of the raw materials
Ethylhexyl Methoxycinnamate	Cationic hair protective UV filter.
Parfum	Perfume
Citronellol	Perfume component
Geraniol	Perfume component
Hexyl Cinnamal	Perfume component
Limonene	Perfume component
Linalool	Perfume component
Tetramethyl Acetyloctahydronaphthalenes	Perfume component
Phenoxyethanol	Preservative
Iodopropynyl Butylcarbamate	Preservative
Citric Acid	Adjusts the product's pH value suitable for hair and skin.

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