Forme Hydrating Sh

INCI	EXPLANATION
Aqua	Purified water, solvent.
Sodium Lauroyl Sarcocinate	
Cocamidopropyl Hydroxysultaine	Mild detergent
Disodium Cocoamphodiacetate	Mild detergent
Glycerin	Glycerin, moisturizing solvent.
Sodium Chloride	Adjusts the thickness of the product.
Cocamide MEA	Foam booster that acts also as a thickener.
PEG-150 Pentaerythrityl Tetrastearate	Thickening, emulsifying.
Betaine	Betaine. Moisturizes, conditions and softens the skin and hair. Reduces skin irritation possibly caused by other substances.
Sorbitol	Moisturizing, conditioning

Finnish hair professionals

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.
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.
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.
Polyquaternium-7	Cationic. Reduces static electricity, improves combability and provides light support.
PEG-6 Caprylic/Capric Glycerides	Thickening agent
Parfum	Perfume

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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
Sodium Benzoate	Preservative
Citric Acid	Adjusts the product's pH value suitable for hair and skin.