Finnish hair professionals

## Forme Setting Lotion

| INCI | EXPLANATION |
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| Aqua | Purified water, solvent. |
| Alcohol Denat. | Acts as a solvent for raw materials and destroys bacteria while preventing their formation. |
| VP/VA Copolymer | Polymer which gives a strong, shiny hold to hair. Washes out easily. |
| 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. |
| Polyquaternium-7 | Cationic. Reduces static electricity, improves combability and provides light support. |

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| Sodium Cocoyl Amino Acids | Part of the thermo-activated ingredient combination Sodium Cocoyl Amino Acids, Potassium Dimethicone PEG-7 Panthenyl Phosphate, composed among other things of fatty and amino acids and panthenol. Protects the hair from UV radiation, chemical processings and air pollution, acts as a thermal and color protection. Smoothes the hair, improves shine and softness. |
| Potassium Dimethicone PEG-7 Panthenyl Phosphate | Part of the thermo-activated ingredient combination Sodium Cocoyl Amino Acids, Potassium Dimethicone PEG-7 Panthenyl Phosphate, composed among other things of fatty and amino acids and panthenol. Protects the hair from UV radiation, chemical processings and air pollution, acts as a thermal and color protection. Smoothes the hair, improves shine and softness. |
| 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. |
| Amodimethicone | Silicone, which conditions, protects hair color, enhances manageability of hair and gives gloss. |
| Glycerin | Glycerin, moisturizing solvent. |
| C11-15 Pareth-7 | Contributes to the solubility of the raw materials. |
| Laureth-9 | Contributes to the solubility of the raw materials. |
| Trideceth-12 | Contributes to the solubility of the raw materials. |
| 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 |
| Phenoxyethanol, Ethylhexylglycerin | Maintains the safety and the structure of the product. |
| Propylene Glycol | Moisturizing solvent |
| Citric Acid | Adjusts the product's pH value suitable for hair and skin. |

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|---|---|
| Benzyl Alcohol | Preservative |
| Salicylic Acid | Works against infections. Functions as a skin peeling agent. |
| Sorbic Acid | Preservative |