Finnish hair professionals

Forme Texturizing Clay

INCI	EXPLANATION
Aqua	Purified water, solvent.
Kaolin	Kaolin Clay.
Paraffin	Wax which maintains moisture and provides support for hair.
Propylene Glycol	Moisturizing solvent
VP/VA Copolymer	Polymer which gives a strong, shiny hold to hair. Washes out easily.
Glyceryl Stearate	Forms the viscosity of the product.
Stearic Acid	Thickens the product.
Palmitic Acid	Thickens the product.
Petrolatum	Hair detangling and moisturizing waxy subtance. Create the composition of the product.
PVP	Fixative
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.
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
Tetramethyl Acetyloctahydronaphthalenes	Perfume component

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Phenoxyethanol, Ethylhexylglycerin	Maintains the safety and the structure of the product.
Piroctone Olamine	Powerful against dandruff-causing Pitysporum ovale yeast.
Triethanolamine	Base.
Polyacrylamide	Thickening and stabilizing agent
C13-14 Isoparaffin	Emollient
Laureth-7	Surfaktantti

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