

LAB REPORT

FROM THE DE LORENZO LABORATORY & EVALUATION

et ESSENTIAL TREATMENTS

Essential Treatments are a luxurious range of specialised treatment products that pamper, revitalise, repair, hydrate and strengthen, evoking the senses and delivering beautiful, healthy hair.

The Essential Treatments range is based on De Lorenzo's own philosophy of The Four Natural Balances™: protein, moisture, natural oils and the pH of the natural acid mantle. Healthy hair relies on a combination of The Four Natural Balances™ at optimum levels for ultimate shine, lustre and condition.



PRODUCT FEATURES

- Rich plant based oils combined with pure botanical extracts, key antioxidant Vitamin C and minerals
- Based on a dynamic Olive Liquid Crystal Technology™ to replenish moisture lost through wind, sun and chemical processes
- Enriched with the essential fatty acids; omega 3 and 6 for improved manageability, softness and shine, imparting control to fly-away hair
- Contain UV protectants to guard against daily sun exposure and environmental elements
- Colour stabilising extracts preserve natural and artificial colour molecules
- Based on a mild paraben-free preservation system



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PRODUCT RANGE



Equilibrium

A deep repair treatment masque containing Sea Kelp, Oat Peptides, Linseed and organic Rosehip Oil to moisturise, strengthen and revitalise even the most compromised hair types. The unique combination of ingredients work together to achieve brilliant shine, extreme softness and a delicate velvety feel. Suitable for all hair types especially dry, damaged hair. Use once a week or as often as required.

Available: 1kg, 200g, 30g
Fragrance: Cherry Blossom



Oil Balance

A pre-shampoo treatment that contains a blend of natural rich plant oils including Avocado, Linseed, Rosehip and Evening Primrose to nourish dry, unruly and hard to control hair. This amazing botanical formula imitates the scalp's natural oil (sebum), rebalancing dry ends and giving hair luminous shine and lustre. Oil Balance creates a natural barrier that protects and improves manageability. Oil Balance is 100% plant based, containing no silicones or mineral oils, a perfect complement to your hair.

Available: 150g, 40g
Fragrance: Moonflower



Absolute Deep Cleanser

Absolute Deep Cleanser is a purifying shampoo that removes all build up on the hair shaft and scalp. A chelating action removes contaminants such as excessive oil, chlorine and styling residues while organic Rosehip extract and Oat Peptides moisturise and protect. Absolute Deep Cleanser leaves the hair and scalp refreshingly clean and invigorated.

Available: 1L, 250mL
Fragrance: Cherry Blossom



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PRODUCT RANGE

Protein Complex



A unique plant protein spray designed to fill, seal and strengthen the hair shaft, prior to conditioning. Protein Complex protects the hair from further damage and split ends caused by chemical, environmental and everyday wear. Liquefied proteins, amino acids and peptides derived from Quinoa, Wheat, Soy and Oats infuse into the inner most layers of the hair cortex and attach to the outer cuticle to reinforce and provide ultimate protection. Used prior to a salon colour service, Protein Complex acts as a colour enhancer with improved uptake, greater intensity and better colour fastness. It enhances colour molecule deposit in the hair and penetrates the cortex, locking the colour inside the fibre.

Available: 250mL, 50mL
Fragrance: Cherry Blossom

Infinite Detangler



A leave-in detangler with organic Rosehip to soften and smooth the hair. Oat Peptides provide protection from the daily elements such as the sun, brushing and blow drying. They actively seek the porous areas, attracting and retaining moisture, leaving a protective coating on the cuticle. Infinite Detangler can be used daily or as often as required. Suitable for all hair types and great on children's hair.

Available: 250mL
Fragrance: Cherry Blossom

Absorb



A weightless powder spray that acts as a dry shampoo, absorbing excess oil on the scalp and hair. Absorb contains 100% natural, micronised bamboo, which is three times more effective than rice starch at refreshing hair in-between shampoos and adding volume to fine, lank hair. Organic Rosehip leaves the hair smelling clean and looking revitalised. The Absorb packaging is eco-focused with the aerosol metered to reduce the use of the propellant and liquefied carrier, allowing small portions of concentrated product to be dispensed.

Available: 100g
Fragrance: Moonflower



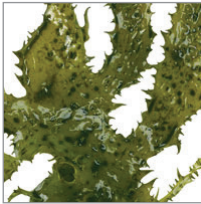
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KEY NATURAL INGREDIENTS



Sea Kelp

Sea Kelp is seen as nature's wealth from the sea. It contains many essential trace minerals and organic Vitamin C with powerful anti-ageing and antioxidant effects on the hair.



Certified Organic Rosehip Seed Oil

Organic Rosehip Oil is one of the few oils that contain naturally occurring Vitamin A, which delays the signs of ageing and prevents sun damage. It is also high in Vitamin C, a natural antioxidant. It absorbs quickly into the hair without leaving any residue. Known for its restorative, hydrating and balancing properties, Rosehip Oil instantly restores the hair's moisture balance, frequently lost by climatic and environmental conditions.



Pharmaceutical Linseed Oil

Linseed Oil, known for its emolliency and anti-inflammatory properties, imparts moisturising, soothing and revitalising properties and works to nourish dry and brittle hair. It provides the hair shaft with a smoothing barrier and has been proven to soothe irritated scalps. The oil is known as a rich source of protein and essential fatty acid, Omega 3, which contributes to healthy hair growth.



Oat Peptides

Rich in proteins, starch, lipids and vitamins especially of the B group which are vital for healthy hair growth. Oats possess the most balanced amino acid profile of all the cereal ingredients and provide soothing and renewing properties to the hair. Oat Peptides form a protective shield on the hair, keeping the underlying hair structure healthy and protecting from age related damage such as U.V exposure.



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KEY NATURAL INGREDIENTS



Quinoa Protein

Quinoa is not only high in protein, but the protein it supplies is complete protein, meaning that it includes all eight essential amino acids. Quinoa Protein is high in Lysine and Cystine, the major amino acid within the hair. It boosts the protein value of the other grains (soy and wheat) when used in combination in the Essential Treatments Range, restoring hydration to the cuticle and providing strengthening virtues.



Bamboo

Bamboo is excellent at cleansing scalp and hair. When used in shampoo, it gets to work clearing the scalp and hair of pollutants, dead skin cells and product build-up. This leads the way to a natural sheen for the hair. It plays a significant role in moisture retention. Moisturised strands are more elastic and less likely to break. Bamboo also has anti-irritant and anti-oxidant properties.



Sunflower Seedcake

Sunflower Seedcake inhibits the photo-oxidation caused by the sun's rays and therefore extends the life and look of the colour in the hair. It can be seen as a 'colour stabiliser' and is more effective than Vitamin E. It also prevents colour loss from repeated shampooing.



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INGREDIENTS

Equilibrium

Water (Aqua), Cetearyl Alcohol (And) Sorbitan Olivatate, Brassicamidopropyl Dimethylamine, Sorbitol, Cetrimonium Chloride, Dimethicone, Candelilla Cera Wax, Sodium Benzoate, Lauryldimonium Hydroxypropyl Hydrolyzed Soy Protein, Cocodimonium Hydrolyzed Whole Wheat Protein, Wheat Amino Acids, Vp/Va Copolymer, Silica, Citric Acid, Behentrimonium Chloride, Triticum Vulgare (Wheat) Germ Oil, Hydrogenated Olive Oil (And) Olea Europaea (Olive) Fruit Oil (and) Olive Europaea (Olive) Oil Unsaponifiables, Amodimethicone, Quaternium-80, Quaternium-91 (and) Cetrimonium Methosulphate, Helianthus Annuus (Sunflower) Seed Oil, Glycine Soja (Soybean) Oil, Linum usitatissimum (Linseed) Seed Oil, Hydrolyzed Vegetable Protein Pg-Propyl Silanetriol, Olea Europaea (Olive) Leaf Extract, Helianthus Annuus (Sunflower) Seedcake, Peg8/Smdi Copolymer, Palmitoyl Myristyl Serinate, Sodium Polyacrylate, Tocopherol (Vitamin E), Avena Sativa (Oat) Peptide, Cinnamidopropyltrimonium Chloride, Rosa Canina Fruit (Rose Hip) Oil, Citrus Glauca (Desert Lime) Extract, Santalum Acuminatum (Quandong) Fruit Extract, Terminalia Ferdinandiana (Kakadu Plum) Fruit Extract, Chamomilla Recutita Flower Extract, Hydrolyzed Quinoa Protein, Arnica Montana Flower Extract, Equisetum Arvense (Horsetail) Extract, Aloe Barbadosensis Leaf Juice, Sodium Citrate.

Oil Balance

Glycine Soja (Soybean) Oil, Helianthus Annus (Sunflower) Seed Oil, Butane/Propane (Propellant), Isopropyl Myristate, Ppg-15 Stearyl Ether, Triticum Vulgare (Wheat) Germ Oil, Sesamum Indicum (Sesame) Seed Oil, Fragrance, Oenothera Biennis (Evening Promrose) Oil, Rosa Canina Fruit (Rosehip) Oil, Persea gratissima (Avocado) Oil, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Linum Usitatissimum (Linseed) Seed Oil, Tocopherol (Vitamin E).

Absolute

Water (Aqua), Sodium Laureth Sulfate, Ethoxydiglycol, Cocamide Mea, Disodium Cocoam-Phodiacetate, Cocamidopropyl Betaine, Peg-150 Distearate, Caprylyl Glycol (and) Phenoxyethanol Glycerin, Peg-40 Hydrogenated Castor Oil, Sodium Chloride, Sodium Thiosulfate, Sodium Heptonate, Sodium Polymetaphosphate, Tetrasodium Pyrophosphate, Avena Sativa (Oat) Peptide, Hydrolyzed Quinoa Protein, Lauryldimonium Hydroxypropyl Hydrolyzed Soy Protein, and Cocodimonium Hydrolyzed Whole Wheat Protein And Wheat Amino Acids, Rosa Canina Fruit (Rose Hip) Extract.



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INGREDIENTS

Protein Complex

Water (Aqua), Glycerin, Polyquaternium-11, Lauryldimonium Hydroxypropyl Hydrolyzed Soy Protein, Cocodimonium Hydrolyzed Whole Wheat Protein, Wheat Amino Acids, Avena Sativa (Oat) Peptide, Peg-40 Hydrogenated Castor Oil, Sodium Benzoate, Oleth-5 Phosphate (and) Diolelyl Phosphate, Citric Acid, Hydrolyzed Quinoa Protein, Rosa Canina (Rose Hip) Fruit Extract, Linum Usitatissimum (Linseed) Seed Oil, Fucus Vesiculosus (Sea Kelp) Extract, Hydrolyzed Vegetable Protein Pg-Propyl Silanetriol, Sodium Citrate.

Infinite

Water (Aqua), Sorbitol, Amodimethicone (and) Trideceth 12 (And) Cetrimonium Chloride, Cetearyl Alcohol, Glyceryl Stearate (and) Peg-100 Stearate, Distearylidimonium Chloride, Cetrimonium Chloride, Vp/Va Copolymer, Lauryldimonium Hydrolyzed Soy Protein, Cocodimonium Hydrolyzed Whole Wheat Protein, Wheat Amino Acids, Avena Sativa (Oat) Peptide, Aloe Barbadensis (Aloe Vera) Leaf Juice, Octyl Methoxycinnamate, Rosa Canina Fruit (Rose Hip) Extract, Hydrolyzed Quinoa Protein, Sodium Benzoate, Citric Acid, Sodium Citrate

Absorb

Alcohol, Butane, Propane, Isobutane, Bambusa (Bamboo) Arundinacea Stem Extract, Aluminium Octenyl Succinate, Oryza Sativa (Rice) Powder, Oryza Sativa (Rice) Starch, Cyclopentasiloxane, Isopropyl Myristate, Glycerin, Fragrance, Rosa Canina (Rosehip) Flower Extract.



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