



PERSONAL CARE

## Neways Keratonics™ Deep Cleansing Shampoo

*Leaving hair fresh and light*

### DESCRIPTION

Oily hair need perking up? Want to do it without stripping it? There's a gentle way.

Introducing Neways' all-new Keratonics™ Deep Cleansing Shampoo. This effective formula is designed to provide maximum cleaning, featuring latherers that remove excess sebum and buildup without totally stripping the hair of natural oils. It's perfect for oily scalps or can be used as a once-a-week buildup remover for other hair types.

This shampoo employs the latest in hair-care science: silk amino acid technology from Japan. We've also included Neways' proprietary UrbanScreen™ Complex, which bolsters your hair against environmental stresses and pollution.

Especially for oily hair, Deep Cleansing Shampoo gives your hair unparalleled cleansing, conditioning, and protection. You'll enjoy new bounce, shine, and weightlessness.

### BENEFITS

- Cleanses excess sebum and buildup from hair
- Protects hair against the environment
- Helps hair color stay brighter longer

### RECOMMENDED USE

Lather Deep Cleansing Shampoo well, and apply to wet hair. Massage in, and rinse well. Repeat as desired.

### KEY INGREDIENTS

- **Sodium lauroyl sarcosinate and cocamidopropyl hydroxysultaine**—Mild surfactants derived from fatty acids in coconut oil.
- **Sodium lauroyl silk amino acids**—A mild cleansing surfactant based on silk proteins.
- **Lauryl betaine**—A mild, gentle cleanser from coconut-derived fatty acids.
- **Acrylates copolymer**—A polymeric thickener commonly used in personal care products.
- **Sodium cocoyl isethionate**—A mild, creamy cleanser based on coconut oil.
- **Phenoxyethanol and chlorphenesin**—A preservative blend that prevents the growth of yeast, mold, and bacteria.



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PERSONAL CARE

- **Caprylyl glycol and butylene glycol**—Ingredients used commonly in personal-care products as solvents for botanical extracts.
- **Sodium chloride**—A thickening agent used in surfactant gels.
- **Betaine**—An extremely mild moisturizing agent.
- **Pyrus malus (apple) fruit extract and Citrus medica limonum (lemon) extract**—An extract of apple and lemons used to condition the skin. Studies of apple extract have shown that it promotes healthy-looking hair.
- **Lactobacillus/Wasabia japonica root ferment extract**—At low levels, this natural extract shows antioxidant properties.
- **Hydrolyzed algin**—A water-soluble, low-molecular-weight polymer derived from algae. It defends skin against undesirable urban assaults and poor lifestyle habits.
- **Fragrance**—A blend of natural and synthetic chemicals that improve natural odor. Complying with the new EU 7th Amendment directive on fragrances, Neways' Keratonics line uses only fragrances that have been specially formulated not to contain legally-required-to-report levels of the identified 26 allergens commonly found in fragrances and essential oils. Furthermore, the finished products have been safety tested to verify that the products are not contact sensitizers.
- **Disodium EDTA**—A chelating agent commonly found in foods and personal care products.
- **Serenoa serrulata fruit extract**—Also known as saw palmetto, this extract contains botanical inhibitors, which help promote healthy-looking hair.
- **Centipeda cunninghamii extract**—An extract from a plant native to Australia. Traditionally used by aborigines for skin treatments.
- **Sodium hydroxide**—A natural pH adjustor.



#### Keratonics™ Deep Cleansing Shampoo

Normal to oily hair

This lather-rich formula deeply cleanses your hair and scalp while leaving your locks light and silky. Color treated hair friendly formula with UrbanScreen™ Complex.

**Directions:** Lather well and apply to wet hair. Massage in and rinse well. Repeat as desired.

#### Keratonics™ Shampooing Nettoyant en Profondeur

Pour des cheveux normaux ou gras

Cette riche formule moussante nettoie en profondeur vos cheveux et votre cuir chevelu laissant vos boucles légères et soyeuses. Formule sécuritaire pour les cheveux teints comprenant le Complexe UrbanScreen™.

**Mode d'emploi:** Faites mousser puis appliquer sur des cheveux mouillés. Faites pénétrer et bien rincer. Répéter l'opération si désirée.

#### Keratonics™ Intensiv Reinigendes Shampoo

Für normale und fettige Kopfhaut

Keratonics™ Deep Cleansing Shampoo reinigt Haar und Kopfhaut sanft und gründlich. Ihr Haar bekommt eine neue Leichtigkeit, natürliche Vitalität und seidigen Glanz. Mit UrbanScreen™ Complex für maximalen Schutz bei coloriertem Haar.

**Anwendung:** Keratonics™ Shampoo mit den Handinnenflächen aufschäumen und in das feuchte Haar einmassieren. Gut ausspülen und bei Bedarf wiederholen.

**Ingredients/Ingrédients:** Water (aqua), sodium lauroyl sarcosinate, cocamidopropyl hydroxysultaine, sodium cocoyl isethionate, sodium lauroyl silk amino acids, lauryl betaine, acrylates copolymer, sodium chloride, betaine, caprylyl glycol, butylene glycol, disodium EDTA, lactobacillus/wasabia japonica root ferment extract, citrus medica limonum (lemon) extract, pyrus malus (apple) fruit extract, serenoa serrulata fruit extract, hydrolyzed algin, centipeda cunninghamii extract, phenoxyethanol, chlorphenesin, fragrance.



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