



## Neways Keratonics™ Deep Moisturizing Conditioner

*Moisture balance restored*

### DESCRIPTION

Having a tough time keeping thirsty hair hydrated and undamaged? Look no further. Neways' Keratonics™ Deep Moisturizing Conditioner is designed to restore moisture balance to damaged hair and help it become healthy and shiny.

This exclusive formula restores moisture balance to severely dry, damaged hair with murumuru butter and sunflower extracts. Meanwhile, our proprietary UrbanScreen™ Complex bolsters your hair against heat styling and the environmental ravages of sunlight and pollution.

Nourish your hair with Deep Moisturizing Conditioner. Made especially for dry-to-normal, coarse, and damaged hair, this formula combines the best of science and nature with lab-tested levels of natural botanicals for maximum effectiveness and a natural gentleness you can feel.

### BENEFITS

- Restores moisture balance to damaged hair
- Improves wet-and-dry combability
- Protects hair from environmental stresses
- Helps preserve hair color

### RECOMMENDED USE

After shampooing, apply desired amount of Deep Moisturizing Conditioner and work through hair. Leave on two to three minutes, and rinse.

### KEY INGREDIENTS

- **Cetearyl alcohol**—A fatty alcohol used as a co-emulsifier.
- **Cetrimonium chloride**—A cationic surfactant used to detangle the hair.
- **Sorbitol**—A natural sugar alcohol found in many plants, used in hair care as a humectant and plasticizing agent.
- **Cyclopentasiloxane**—A volatile emollient that evaporates from the hair unnoticed.
- **Behentrimonium chloride**—A cationic surfactant included in hair conditioners to detangle and soften the hair after shampooing.
- **Biosaccharide gum-1**—A polymeric saccharide with strong moisture-holding properties.

PERSONAL CARE



NEWAYS  
INTERNATIONAL



PERSONAL CARE

- **Crambe abyssinica seed oil**—This natural vegetable oil is rich in C-fatty acids that give a soft effect to hair and skin.
- **Isohexadecane**—A series of synthetic hydrocarbons used as lubricants and emollients.
- **Hydrolyzed corn, wheat, and soy proteins**—A water-soluble, vegetable-origin protein mixture with similar properties as human hair protein.
- **Potato starch modified**—Natural potato starch modified to control the thickness and flow properties of emulsions.
- **Amodimethicone**—A group of chemicals combining silicone with functional silicone derivatives, used in skin and hair products to provide a unique feel.
- **Phenoxyethanol and chlorphenesin**—A preservative blend added to products to prevent the growth of yeast, mold, and bacteria.
- **Caprylyl glycol and butylene glycol**—Ingredients used commonly in personal care products as solvents for botanical extracts and as humectants.
- **Hydrolyzed algin**—Derived from algae, this water-soluble, low-molecular-weight polymer protects skin from environmental offenders.
- **Octyldodecanol, hydrogenated coco-glycerides, Irvingia gabonensis kernel butter, and Helianthus annuus (sunflower) seed extract**—A special oil blend of natural lipids and long-chain branched alcohol, especially useful in protecting hair from the cold.
- **Hydroxyethylcellulose**—A water-soluble thickener derived from cellulose.
- **Polysilicone-18 cetyl phosphate**—A linear silicone-polyether-amino terpolymer that makes hair color last longer even after washing, aligns hair fibers, gives hair more shine, provides a unique wet-and-dry after-feel from shampoo, and gives premium conditioning to hair.
- **Polyamide-2**—A polymer that protects against environmental stresses.
- **Panthenol**—This viscous precursor of vitamin B5 functions as a superb moisturizer of skin and hair.
- **Foeniculum vulgare (fennel) seed extract**—A natural peroxide scavenger. Neways utilizes a fennel extract that has been standardized for superoxide dismutase.
- **Hexylene glycol, Saccharum officinarum (sugar cane) extract, Citrus medica limonum (lemon) extract, betaine, Pyrus malus (apple) fruit extract, Camellia sinensis leaf extract, and hexapeptide-11**—This hair-conditioning mixture is made from natural fruit extracts and peptides. Sugar cane extract has been shown to have high antioxidant activity. Green tea extract is renowned for its antioxidant activity. Studies of apple extract have shown that it promotes healthy-looking hair.
- **Hydrolyzed silk PG-propyl methylsilanediol crosspolymer**—A polymer based on the combination of silk and silicone moieties. This unique molecule has the conditioning



NEWAYS  
INTERNATIONAL



PERSONAL CARE



properties of both chemistries. Note: While the PG in the name stands for propylene glycol, there is no propylene glycol used in the manufacture of this ingredient, nor is there any residual propylene glycol present in the finished product. It is an unfortunate naming convention of the CTFA.

- **Fragrance**—A blend of natural and synthetic chemicals that improves 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.
- **Citric acid**—A natural pH adjustor.
- **Lactobacillus/Phoenix dactylifera (date) fruit ferment extract**—This extract from the fermentation of dates yields an ingredient consisting of simple carbohydrates. When applied to the hair, it smoothes the cuticle and increases the thickness of hair. Studies show that it has antifungal activity on yeast.
- **Ilex paraguariensis leaf extract**—An extract of maté tea used to condition the skin. This ingredient has been shown in studies to inhibit nitrosative stress and cell glycation and to have strong antioxidant activity.
- **Astrocaryum murumuru butter**—Obtained from a common palm species in Brazil, this butter is used as an emollient and moisturizer in hair care products to relieve the symptoms of dryness.
- **Machilus odoratissima bark extract**—A natural extract from Nepal that conditions the hair.
- **Disodium EDTA**—A chelating agent commonly found in foods and personal care products.

**Keratonics™ Deep Moisturizing Conditioner**

Normal to dry / damaged and coarse hair

This nutrient-rich, intensive conditioner restores moisture balance. Color treated hair friendly formula with UrbanScreen™ Complex.

**Directions:** After shampooing, apply desired amount of conditioner and work through hair. Leave on 2 to 3 minutes and rinse.

**Keratonics™ Revitalisant Hydratant en Profondeur**

Pour des cheveux normaux ou secs / endommagés ou rebelles

Ce revitalisant intensif riche en nutriment rétablit l'équilibre d'humidité. Formule sécuritaire pour les cheveux teints comprenant le Complexe UrbanScreen™.

**Mode d'emploi:** Après le shampooing, appliquer la quantité désirée de revitalisant et faites pénétrer dans les cheveux. Laissez reposer de 2 à 3 minutes puis rincer.

**Keratonics™ Intensive Conditioner**

Normales bis trockenere, strapaziertes oder kräftiges Haar

Keratonics™ Deep Moisturizing Conditioner versorgt Ihr Haar optimal mit Feuchtigkeit. Ihr Haar bekommt neue Geschmeidigkeit und seidigen Glanz. Mit UrbanScreen™ Complex für maximalen Schutz bei coloriertem Haar.

**Anwendung:** Je nach Haarlänge die entsprechende Menge in das feuchte Haar einarbeiten und ggf. durchkämmen. Nach einer Einwirkzeit von 2 bis 3 Minuten gründlich ausspülen.

**INGREDIENTS/INGRÉDIENTS:** Water (aqua), cetearyl alcohol, behentrimonium chloride, cyclopentasiloxane, sorbitol, biosaccharide gum-1, crambe abyssinica seed oil, isohexadecane, potato starch modified, amodimethicone, cetrimonium chloride, hydroxyethylcellulose, polysilicone-18 cetyl phosphate, caprylyl glycol, octyldodecanol, polyamide-2, panthenol, hydrolyzed silk PG-propyl methylsilanediol crosspolymer, citric acid, hydrogenated coco-glycerides, Irvingia gabonensis kernel butter, hydrolyzed corn protein, hydrolyzed soy protein, hydrolyzed wheat protein, butylene glycol, Helianthus annuus (sunflower) seed extract, Astrocaryum murumuru butter, disodium EDTA, hydrolyzed algin, Saccharum officinarum (sugar cane) extract, betaine, hexylene glycol, Citrus medica limonum (lemon) extract, Lactobacillus/Phoenix/dactylifera (date) fruit ferment extract, Ilex paraguariensis leaf extract, Pyrus malus (apple) fruit extract, Camellia sinensis leaf extract, Foeniculum vulgare (fennel) seed extract, hexapeptide-11, Machilus odoratissima bark extract, phenoxyethanol, chlorphenesin, fragrance.



NEWAYS  
INTERNATIONAL