



PERSONAL CARE



## Neways Keratonics™ Morphing Wax

*Definition for any style*

### DESCRIPTION

Ground flyaways, and give your hair trendsetting separation. Neways' Keratonics™ Morphing Wax gives your hair multi-dimensional hold without sacrificing movement or shine.

Formulated with a special polymer blend and our proprietary UrbanScreen™ Complex, Morphing Wax infuses your hair with nutrient-rich ingredients for added shine, revolutionary climate control, ultimate conditioning, and protection from environmental damage.

Morphing Wax contains our worldwide botanical blend, so you can rest assured that the botanicals in this formula are included at levels that research shows to be beneficial for the health and beauty of your hair.

Use rich, creamy Morphing Wax to add texture to your regular style, to tame a stubborn spot at the last minute, or for general frizz control. Morphing Wax gives moderate hold to all hair types.

### BENEFITS

- Adds texture and separation to any style
- Provides frizz and humidity control
- Protects and nourishes hair

### RECOMMENDED USE

Work desired amount of Morphing Wax between fingertips. Apply to dry hair to create your style.

### KEY INGREDIENTS

- **Ethylhexyl palmitate**—The most common emollient in use today, with medium feel and excellent spreadability.
- **VP/methacrylamide/vinyl imidazole copolymer**—A polymer used to create clear gels, mousses, and other styling aids to hold hair in place.
- **PVP**—A polymer used to hold hair.
- **Hexadecyl alcohol**—This branched-chain fatty alcohol has unique emollient and skin-lubricating properties.
- **Isohexadecane**—A series of synthetic hydrocarbons used as lubricants and emollients.



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- **Stearic acid**—A natural emulsifying and opacifying agent. Neways uses stearates derived from non-bovine vegetable sources.
- **Pentylene glycol**—A unique skin moisturizer.
- **Sucrose stearate**—Nonionic emulsifiers of natural fatty acids with sucrose.
- **Copernicia cerifera (carnauba) wax**—This high-melting wax from Brazil is the major component in lipsticks, providing structure.
- **Crambe abyssinica seed oil**—This natural vegetable oil is rich in C fatty acids that give a soft effect to hair and skin.
- **Cetyl alcohol**—A common emulsifier derived from coconut oil.
- **Rhus succedanea fruit wax**—Also known as Japan wax, this is a solid fat with wax-like properties and an excellent feel.
- **Glycol stearate**—A natural moisturizing and opacifying agent. Neways uses stearates derived from non-bovine vegetable sources.
- **Phenoxyethanol and chlorphenesin**—A preservative blend added to products to prevent the growth of yeast, mold, and bacteria.
- **Caprylyl glycol and butylene glycol**—Ingredients commonly used in personal care products as solvents for botanical extracts and as humectants.
- **Hydroxypropyl starch phosphate**—Starch-based agent controls viscosity and thickness.
- **Sodium hydroxide**—A natural pH adjustor.
- **Polysilicone-15**—A filter used to prevent daylight damage to hair.
- **Hydrolyzed corn, wheat, and soy proteins**—A water-soluble, vegetable-origin protein mixture with similar properties as human hair protein.
- **Octyldodecanol, hydrogenated coco-glycerides, Irvingia gabonensis kernel butter, and Helianthus annuus (sunflower) seed extract**—A special oil blend of natural lipids and a long-chain-branched alcohol, especially useful in protecting hair from the cold.
- **Foeniculum vulgare (fennel) seed extract**—A natural peroxide scavenger. Neways utilizes a fennel extract that has been standardized for superoxide dismutase.
- **Hydrolyzed algin**—Derived from algae, this water-soluble, low-molecular-weight polymer defends skin against undesirable urban assaults and poor lifestyle habits.
- **Tetrasodium EDTA**—A chelating agent commonly found in foods and personal care products.
- **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.



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- **Astrocaryum murumuru butter**—Obtained from a common palm species in Brazil, this butter is used as an emollient and moisturizer to protect against the symptoms of dryness.
- **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**—Made from natural fruit extracts and peptides, this mixture conditions hair. Sugar cane extract has been shown to have antioxidant activity. Green tea extract is renowned for its antioxidant activity. Studies of apple extract have shown that it promotes healthy-looking hair.

#### **Keratonics™ Morphing Wax**

All hair types

This light and creamy wax provides natural multi-dimensional texture with separation and movement. Color treated hair friendly formula with UrbanScreen™ Complex.

**Directions:** Work desired amount between fingertips. Apply to dry hair to create your style.

#### **Keratonics™ Styling Wax**

Für alle Haartypen

Keratonics™ Morphing Wax ermöglicht klare Definition, leichten Halt und natürlichen Glanz für Ihr Haar. Mit UrbanScreen™ Complex für maximalen Schutz bei coloriertem Haar.

**Anwendung:** Gewünschte Menge mit den Fingerspitzen im trockenen Haar verteilen.

**INGREDIENTS:** Water (aqua), ethylhexyl palmitate, PVP, hexyldecanol, isohehexadecane, stearic acid, pentylene glycol, sucrose stearate, copernicia cerifera (carnauba) wax, crambe abyssinica seed oil, cetyl alcohol, glycol stearate, rhus succedanea fruit wax, VP/methacrylamide/vinyl imidazole copolymer, camellia sinensis leaf extract, astrocaryum murumuru butter, helianthus annuus (sunflower) seed extract, hydrolyzed corn protein, hydroxypropyl starch phosphate, saccharum officinarum (sugar cane) extract, polysilicone-15, caprylyl glycol, sucrose distearate, tetrasodium EDTA, octyldodecanol, hydrogenated coco-glycerides, irvingia gabonensis kernel butter, hydrolyzed wheat protein, hydrolyzed soy protein, hydrolyzed algin, foeniculum vulgare (fennel) seed extract, betaine, citrus medica limonum (lemon) extract, hexylene glycol, pyrus malus (apple) fruit extract, hexapeptide-11, sodium hydroxide, chlorphenesin, phenoxyethanol, fragrance .

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