



PERSONAL CARE



## Neways Keratonics™ Shaping Gel

*Hold for any look*

### DESCRIPTION

Meet the demands of your style with Neways' Keratonics™ Shaping Gel. A clear, non-sticky, non-flaking formula, Shaping Gel gives you a versatile hold with a look you'll love.

This amazing formula contains Neways' proprietary UrbanScreen™ Complex to nourish, hydrate, and protect hair from environmental damage. In addition, Shaping Gel contains antioxidants and proteins to further protect and nourish your hair.

Use a little for light hold or more for a firmer hold. Either way, Shaping Gel's primary fixative and state-of-the-art polymers give you a long-lasting, lustrous look.

### BENEFITS

- Holds style
- Protects hair from environmental stresses
- Nourishes hair

### RECOMMENDED USE

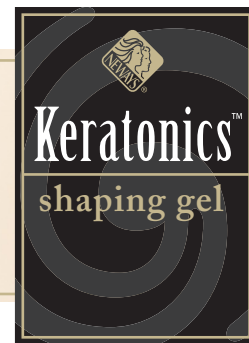
For wet and firm hold, apply Shaping Gel to wet hair. For soft hold, apply to dry hair.

### KEY INGREDIENTS

- **VP/VA copolymer**—Nonionic resin used to make hairsprays.
- **Sorbitol**—A natural sugar alcohol found in many plants. It is used in hair care as a humectant and plasticizing agent.
- **Polyquaternium-46**—Quaternized polymers used in shampoos, conditioners, and mousses to condition and hold the hair.
- **Polysorbate 20**—Nonionic emulsifier and solubilizer based on sorbitol and fatty acids, very mild and non-irritating.
- **Carbomer**—A polymeric thickener used to control the spreadability and feel of gels.
- **Phenoxyethanol and methylisothiazolinone**—Preservatives added to products to prevent the growth of yeast, mold, and bacteria.
- **Sodium hydroxide**—A natural pH adjustor.
- **Hydrolyzed corn, wheat, and soy proteins**—A water-soluble, vegetable-origin protein mixture with similar properties as human hair protein.



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- **Hydrolyzed algin**—A water-soluble, low-molecular-weight polymer derived from algae. It defends hair against undesirable urban assaults and poor lifestyle habits.
- **Foeniculum vulgare (fennel) seed extract**—A natural extract that scavenges peroxide. Newways uses a fennel extract that has been standardized for superoxide dismutase.
- **Polysilicone-18 cetyl phosphate**—A linear silicone-polyether-amino terpolymer that protects hair color 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.
- **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.
- **Disodium 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, Newways' 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.

#### Keratonics™ Shaping Gel

All hair types

This styling gel creates a variety of looks with versatile hold. Color treated hair friendly formula with UrbanScreen™ Complex.

**Directions:** For wet and firm hold, apply to wet hair. For soft hold, apply to dry hair.

#### Keratonics™ Gel de Coiffage

Pour tous les types de cheveux

Ce gel de coiffage crée une variété de coiffure. Formule sécuritaire pour les cheveux teints comprenant le Complexe UrbanScreen™.

**Mode d'emploi:** Pour une tenue humide et ferme, appliquer sur des cheveux humides. Pour une tenue souple, appliquer sur des cheveux secs.

#### Keratonics™ Styling Gel

Für alle Haartypen

Keratonics™ Shaping Gel ermöglicht vielseitiges Styling und gibt mittleren bis starken Halt. Mit UrbanScreen™ Complex für maximalen Schutz bei coloriertem Haar.

**Anwendung:** Für Wet-Look und starken Halt auf feuchtem Haar, für mittleren Halt auf trockenem Haar anwenden.

**INGREDIENTS/INGRÉDIENTS:** Water (aqua), VP/VA copolymer, sorbitol, polysorbate 20, hydrolyzed soy protein, carbomer, sodium hydroxide, polyquaternium-46, polysilicone-18 cetyl phosphate, disodium EDTA, hydrolyzed corn protein, saccharum officinarum (sugar cane) extract, hydrolyzed algin, betaine, hexylene glycol, citrus medica limonum (lemon) extract, hydrolyzed wheat protein, camellia sinensis leaf extract, foeniculum vulgare (fennel) seed extract, pyrus malus (apple) fruit extract, hexapeptide-11, phenoxyethanol, methylisothiazolinone, fragrance.



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