



PERSONAL CARE

Neways Keratonics™ Styling Spray

High performance with flexible hold

DESCRIPTION

You want great hold without the drying effects of alcohol. Now you have it with Neways' Keratonics™ Styling Spray. This non-aerosol formula provides high performance and versatile hold without stickiness or residue.

Styling Spray does more than just set your perfect look. It provides multiple polymers, proteins, and antioxidants to protect and nourish hair. In addition, our proprietary UrbanScreen™ Complex bolsters hair against the environment and pollution. Neways adds clinically researched levels of botanicals to our formulas to ensure the health and beauty of your hair.

So with Styling Spray, your hair doesn't just look healthy, it actually *is* healthy. And your style? It flexes and moves, yet holds its shape.

BENEFITS

- Provides flexible hold
- Protects hair from environmental stresses
- Nourishes damaged hair

RECOMMENDED USE

Spray desired amount of Styling Spray after styling to set your look.

KEY INGREDIENTS

- **VP/VA copolymer**—Non-ionic resin used to make hair sprays.
- **Sorbitol**—A natural sugar alcohol found in many plants, used in hair care as a humectant and plasticizing agent.
- **Octylacrylamide/acrylates/butylaminoethyl methacrylate copolymer**—This polymer is used to form hard films on the hair shaft to hold the hair in place. Because of its unique structure, simple shampooing removes this ingredient from the hair.
- **Hydrolyzed corn, wheat, and soy proteins**—A water-soluble, vegetable-origin protein mixture with similar properties as human hair protein.
- **Polysorbate 20**—Nonionic emulsifier and solubilizer based on sorbitol and fatty acids, very mild and non-irritating.
- **Phenoxyethanol and methylisothiazolinone**—Preservatives added to products to prevent the growth of yeast, mold, and bacteria.



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PERSONAL CARE



- **Aminomethyl propanol**—A simple surfactant that doubles as a pH adjustor.
- **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.
- **Foeniculum vulgare (fennel) seed extract**—A natural peroxide scavenger. Neways utilizes a fennel extract that has been standardized for superoxide dismutase.
- **Gossypium herbaceum (cotton) extract**—An extract of cotton that consists of many saccharides (sugar-like chemicals), used to strengthen the 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 with 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.
- **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.
- **Disodium EDTA**—A chelating agent commonly found in foods and personal care products.
- **Sodium hydroxide**—A natural pH adjustor.

Keratonics™ Styling Spray

All hair types

This non-alcohol hairspray provides high performance hold with a natural look. Color treated hair friendly formula with UrbanScreen™ Complex.

Directions: Spray desired amount after styling to set your look.

Keratonics™ Laque de Coiffage

Pour tous les types de cheveux

Cette laque sans alcool procure une tenue haute performance d'apparence naturelle. Formule sécuritaire pour les cheveux teints comprenant le Complexe UrbanScreen™.

Mode d'emploi: Vaporiser la quantité désirée après avoir fait votre mise en pli pour fixer votre coiffure.

Keratonics™ Styling Spray

Für alle Haartypen

Keratonics™ Styling Spray ist alkoholfrei und gibt der Frisur optimalen Halt bei natürlichem Look. Mit UrbanScreen™ Complex für maximalen Schutz bei coloriertem Haar.

Anwendung: Gewünschte Menge nach dem Stylen auf das Haar sprühen um die Frisur zu fixieren.

INGREDIENTS/INGRÉDIENTS: Water (aqua), VP/VA copolymer, octylacrylamide/acrylates/butylaminoethyl methacrylate copolymer, sorbitol, polysorbate 20, gossypium herbaceum (cotton) extract, polysilicone-18 cetyl phosphate, hydrolyzed corn protein, hydrolyzed soy protein, pyrus malus (apple) fruit extract, hydrolyzed wheat protein, disodium EDTA, butylene glycol, saccharum officinarum (sugar cane) extract, betaine, hexylene glycol, citrus medica limonum (lemon) extract, camellia sinensis leaf extract, aminomethyl propanol, foeniculum vulgare (fennel) seed extract, hexapeptide-11, phenoxyethanol, methylisothiazolinone, fragrance.



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