



PERSONAL CARE

Neways Keratonics™ Volumizing Shampoo

Gently lifting

DESCRIPTION

Do you ever get your hair just how you want it, only to have it fall flat by 9 A.M.? At last, fine hair does not have to equal limp hair.

With Keratonics™ Volumizing Shampoo, your hair receives a pick-me-up. Made especially for fine, thin hair, this light shampoo is designed to provide a volumizing effect like nothing you've experienced before. It leaves no residues on the hair shaft that would normally weigh down your hair.

Volumizing Shampoo combines an exclusive blend of new, color-safe amino acid surfactants and our proprietary UrbanScreen™ Complex to create instant lift, condition your hair, preserve color, and protect your hair from environmental damage.

This proprietary formula employs the latest in hair care science: silk amino acid technology from Japan. Our botanicals are included at the levels research shows are most effective for the health and beauty of your hair.

Go for more volume with Keratonics™ Volumizing Shampoo, exclusively from Neways.

BENEFITS

- Adds volume to fine, limp hair
- Makes hair appear silky and shiny
- Helps hair color stay brighter longer

RECOMMENDED USE

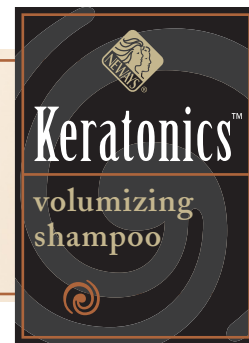
Lather well, and apply Volumizing Shampoo to wet hair. Massage in, and rinse well. Repeat as desired.

KEY INGREDIENTS

- **Sodium lauroyl silk amino acids**—A mild cleansing surfactant naturally derived from silk proteins. Silk contains many essential amino acids for hair, including glycine, alanine, and serine. Studies of this ingredient on Japanese and Caucasian hair have shown that it prevents hair damage and smoothes the hair surface. Silk protein has been shown to be an effective moisturizer.



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- **Cocamidopropyl hydroxysultaine**—A mild surfactant derived from fatty acids in coconut oil.
- **Lauryl betaine**—A mild cleanser from coconut-derived fatty acids.
- **Sodium cocoyl isethionate**—A mild, creamy cleanser based on coconut oil.
- **Betaine**—An extremely mild moisturizing agent.
- **Phenoxyethanol, chlorphenesin, and sodium dehydroacetate**—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 corn, wheat, and soy proteins**—A water-soluble, vegetable-origin protein mixture with similar properties as human hair protein.
- **Foeniculum vulgare (fennel) seed extract**—A natural extract that scavenges peroxide. Neways uses a fennel extract that has been standardized for superoxide dismutase.
- **Hydrolyzed algin**—A water-soluble, low-molecular-weight polymer derived from algae. It defends skin against undesirable urban assaults and poor lifestyle habits.
- **Polyquaternium-10**—A quaternized polymer made from cellulose. Conditions the hair, even in the presence of anionic surfactants. This was the first ingredient that made satisfactory 2-in-1 shampoo conditioners.
- **Fragrance**—A blend of natural and synthetic chemicals to 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.
- **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.
- **Yucca glauca root extract**—This extract from the southwest yucca plant gives a satiny feel and helps moisturize the hair.
- **Lactobacillus/Wasabia japonica root ferment extract**—At low levels, this natural extract shows antioxidant properties.
- **Disodium EDTA**—A chelating agent commonly found in foods and personal-care products.
- **Hydrolyzed silk PG-propyl methylsilanediol crosspolymer**—A polymer based on silk and silicones that adds shine to hair.
- **Sodium chloride**—A thickening agent used in surfactant gels.



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Keratonics™ Volumizing Shampoo

Normal to fine hair

This gently lathering formula cleanses your hair and scalp while adding volume, bounce, and lift. 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 Volumisateur

Pour des cheveux normaux ou fins

Cette douce formule moussante nettoie vos cheveux et votre cuir chevelu tout en ajoutant du volume, de la souplesse et de la vitalité. 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™ Volumen Shampoo

Für normales und feines Haar

Keratonics™ Volumizing Shampoo reinigt Haar und Kopfhaut sanft und gründlich. Ihr Haar bekommt sichtbar mehr Volumen, 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 cocoyl isethionate, cocamidopropyl hydroxysultaine, sodium lauroyl silk amino acids, lauryl betaine, betaine, hydrolyzed algin, caprylyl glycol, hydrolyzed wheat protein, polyquaternium-10, butylene glycol, hydrolyzed corn protein, disodium EDTA, pyrus malus (apple) fruit extract, hydrolyzed silk PG-propyl methylsilanediol crosspolymer, lactobacillus/wasabia japonica root ferment extract, citrus medica limonum (lemon) extract, foeniculum vulgare (fennel) seed extract, hydrolyzed soy protein, yucca glauca root extract, sodium dehydroacetate, phenoxyethanol, chlorphenesin, fragrance.



230 ml / 7.8 fl. oz.



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