

# Conditioning Hair Detangler & Primer with SenePlex+®

*Comb through your day more easily!*

A lightweight, leave-in detangler and primer that nourishes, softens, and smooths your hair, making it easy to comb through. It helps protect against UV and heat damage, reduces frizz, and primes your hair for styling, restoring natural movement and shine.

## Science Behind the Product

Healthy hair can be compromised by daily exposure to environmental stressors, heat styling, and UV rays, leading to damage, dryness, and frizz. The Conditioning Hair Detangler & Primer is formulated with advanced ingredients like Baobab Tein NPNF® and Chromaveil™ to target these issues at the root. These ingredients work together to reinforce hair strands, protect against UV damage, and hydrate the hair, making it stronger, smoother, and more manageable. By using this product, you're not just detangling your hair—you're also preparing it for styling while ensuring it stays healthy and protected throughout the day.

Hair can undergo photoaging, or sun damage, which can cause hair to lighten or look dull. This is due to an oxidative attack on the hair's melanosomes, which can bleach the hair through melanin oxidation. The extent of the color change depends on the hair's pigment, with black hair being more photostable than blond hair.

The buildup of minerals from hard water, high pH levels, and chlorine exposure can cause significant damage to your hair, leading to dryness, frizz, dullness, and even increased hair breakage. These elements strip your hair of its natural oils, leaving it tangled, brittle, and more prone to damage.

Conditioning Hair Detangler and Primer with SenePlex+® is essential in combating these effects. It not only helps to smooth and detangle your hair but also provides a protective barrier against these environmental factors, locking in moisture, reducing frizz, and restoring your hair's softness and shine.

### ***Why you need it...***

A conditioning detangler and primer is essential for anyone looking to simplify their hair care routine while maintaining healthy, beautiful hair.

It helps to:

**Detangle:** Smooth out knots and tangles effortlessly, reducing breakage.

**Condition:** Keep your hair hydrated and nourished, preventing dryness.

**Protect:** Coats your hair from environmental stressors, potentially harmful UV rays and

heat damage.

**Prime for Styling:** Get your hair ready for any style, ensuring it looks its best.

**Control Frizz:** Tame unruly frizz and fly aways, leaving hair sleek and polished.

## Key Benefits

- Helps detangle by easily combing through knots, reducing breakage
- Acts as a Leave-in Conditioner and nourishes hair for a soft, smooth finish
- Helps protect hair from UV damage and heat styling tools
- Helps protect processed hair from color fade
- Safe for chemically and color treated hair
- Helps tame frizz and adds shine for a polished look
- Primes and preps hair for styling
- Helps hair retain moisture
- Helps restore and strengthen hair
- Formulated with NO Sulfates
- Formulated with NO Formaldehydes
- Formulated with NO Carcinogens
- Formulated with NO Phthalates
- Formulated with NO PFAs - Per- and Polyfluoroalkyl substances
- Formulated with NO Drying Waxes
- Formulated with NO Parabens
- Formulated with NO Animal By-products
- NO Animal Testing
- Cruelty Free
- Vegan
- Gluten Free
- Use of Nature-based Ingredients

## Key Ingredients

**SenePlex+®:** This unique proprietary complex helps to detangle and smooth hair while promoting a healthy scalp and enhancing overall shine and manageability.

**Baobab Tein NPNF®:** derived from Hydrolyzed Adansonia Digitata Seed Extract, is a potent bioactive ingredient formulated using Tri-K's oligopeptide technology. This 5-in-1 anti-aging solution is designed for hair care, offering repair for damaged strands, enhanced strength, deep moisture, and nourishment from root to tip. It provides robust UV and heat protection, significantly reduces frizz, and leaves hair softer, stronger, smoother, and more manageable.

The extract, sourced from the Baobab tree native to Africa, is rich in essential fatty acids, vitamins, and proteins, which are hydrolyzed for better absorption, making it highly effective in moisturizing, strengthening, and protecting hair.

**Chromaveil™:** is an ultraviolet absorber that shields hair by protecting tryptophan, an essential amino acid within the hair, from degradation. This protection helps preserve the integrity of hair fibers, offering excellent adherence to the hair surface. Chromaveil™ is especially beneficial for dyed hair, as it effectively prevents visible color fade caused by prolonged sunlight exposure, ensuring vibrant, long-lasting color.

**Sodium Hyaluronate:** a powerful humectant that helps retain moisture in your hair, promoting hydration and smoothing to reduce the appearance of frizz and dryness. Capable of rejuvenating dehydrated hair, leaving it smoother, shinier, and softer.

**Aloe Vera Leaf Juice (Aloe Barbadensis):** one of the richest succulent plants packed with fatty acids, nutrients, minerals, vitamins A, B12, C, and E, folic acid; and amino acids that are naturally present in the pulp; this powerhouse yet gentle ingredient helps to preserve the integrity of the hair by delivering exceptional hydration to the hair fiber and promotes shiny, healthier looking hair.

**Vitamin E (Tocopheryl Acetate):** When applied to hair, it converts to Tocopherol, a potent antioxidant that protects against damage from environmental stressors. Regular use may help protect against damage from environmental stressors. Regular use may help strengthen the hair, possibly helping to reduce breakage, and frizz

**DS-HydroCeramide50 (Ceramide NP 3):** A naturally occurring fatty acid lipid in the hair cuticle that acts as a protective barrier for hair fibers. Ceramides help keep the cuticle closed, preventing moisture loss and reducing breakage. They may help with protection, and sheathing for damaged hair, with possible support in restoration and guarding against chemical and UV damage

**Panthenol (Vitamin B5):** A provitamin that deeply hydrates and penetrates the hair shaft, helping to retain moisture, improve elasticity, and reduce breakage. It also helps to enhance hair's natural shine, smooth cuticle, and promote healthier appearance by helping to strengthen and thicken individual hair strands.

## Directions for Use

Shake bottle before use. Spray Conditioning Hair Detangler & Primer with SenePlex+® generously onto clean, damp hair, especially focusing on mid-length to ends of hair. Let the product sit in the hair for up to 1 minute before combing. Comb through and style as usual, no need to rinse.

*Optional:* After styling, mist a few spritzes over dry and styled hair to help minimize fly aways and tame frizz. You can also spray a few pumps into your palm and use your hands and fingers to comb through mid-length to ends of hair.

**Full Ingredient List:**

***Conditioning Hair Detangler & Primer with SenePlex+®***

Aqua/Water/Eau, Propanediol, Glycerin, Aloe Barbadensis (Aloe Vera) Leaf Juice, Calanthe Discolor (Ebene) Extract, Laminaria Digitata (Kelp) Extract, Saccharomyces Cerevisiae (Yeast) Extract, Orchis Masculata (Orchid) Flower Extract, Hydrolyzed Opuntia Ficus-Indica (Prickly Pear) Flower Extract, Hydrolyzed Adansonia (Baobab) Digitata Extract, Tocopheryl Acetate, Panthenol, Tocopherol, Ceramide NP, Sodium Hyaluronate, Polysorbate 20, Xanthan Gum, Quaternium-95, Ethylhexylglycerin, Trisodium Ethylenediamine Disuccinate, Citric Acid, Butylene Glycol, Urea\*, Glucosamine HCl, Gluconolactone, 1,2-Hexanediol, Caprylyl Glycol, Polyglyceryl-10 Stearate, Hydrogenated Lecithin, Sucrose Stearate, Calcium Gluconate, Parfum/Fragrance, Sodium Benzoate, Potassium Sorbate, Phenoxyethanol, Amyl Cinnamal, Hexyl Cinnamal, Benzyl Alcohol, Linalool, Benzyl Cinnamate, Citronellol. \*Synthetic