



# Natural discipline for your hair

## HAIR APP

Hair App is a pure powder derived from Cysteine, able to penetrate in the hair shaft and perform a double action:

- It exerts a powerful straightening action, prolonging its efficacy up to 48 hours
- It preserves from damages induced by heat

It represents an innovative treatment based on a combination of hair-like amino acids which straight the hair in a natural way while at the same time **restoring, protecting and reinforcing** hair.



**Sinerga**  
SKIN EVOLUTION

## INCI NAME

Lysine Carboxymethyl Cysteinate

## SPECIFICATIONS

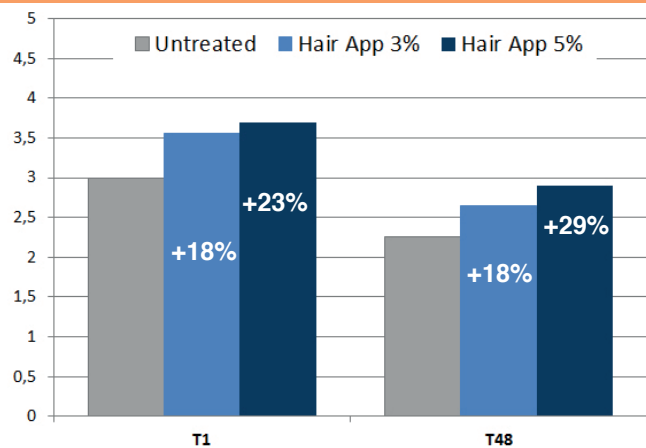
Appearance: fine powder  
 Colour: from white to ivory  
 Odour: characteristic  
 pH (sol 5%): 6.30-7.30

## EFFICACY TESTS

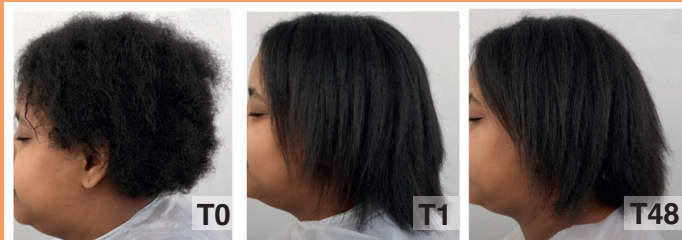
*IN VIVO*

**+ 4%** Hair resistance to breakage

Hair straightening effect, up to 48 hours:

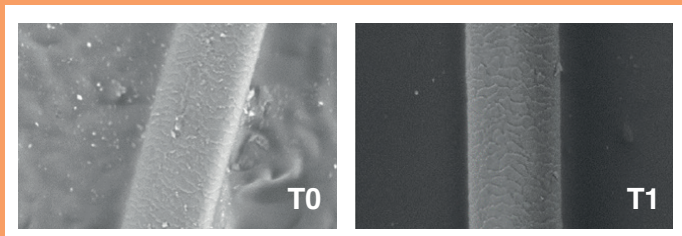


**Figure 1:** Comparison of smoothing effects through clinical parameters from 1 to 5. Results have been evaluated at T1 (soon after product application + hair straightener use) and after 48 hours.



**Figure 2:** Photographic evidence of smoothing effects at T0 (before ironing), at T1 (soon after product application + hair straightener use) and after 48 hours, with Hair App 5%.

Protection from heat damages:



**Figure 3:** Electronic microscopy confirmed the better status of the hair at T1 (after product application + hair straightener use) with Hair App 3%.

## MAIN APPLICATIONS

Straightening lotions, shampoos and treatments, thermal hair protectors.

## FEATURES

- Hair straightener
- Prolongs the straightening effects
- Hair-like amino acids
- Protects from heat damages

## INTENSE STRAIGHT HAIR LOTION

LSIN7500

INGREDIENTS	PHASE	%
Aqua	A	68.56
Disodium EDTA		0.10
Sodium Benzoate		0.40
Hydroxyacetophenone		0.70
<b>HAIR APP</b> (Lysine Carboxymethyl Cysteinate)		5.00
Guar Hydroxypropyltrimonium Chloride	A'	0.10
Alcohol	B	20.00
Cetrimonium Chloride	C	1.50
<b>Vegequat</b> (Cocodimonium Hydroxypropyl Hydrolyzed Wheat Protein)	D	1.00
<b>Natisol®</b> (Cocoyl Proline)	E	2.00
Parfum		0.30
Sodium hydroxide	F	0.34

## CHARACTERISTICS

Aspect: Slightly opalescent  
 Color: Light yellow  
 Odor: Characteristics  
 pH: 7.50- 8.00

## METHOD

Heat phase A at 70°C, then under fast stirring add A'. Cool down at 30°C, under stirring add phases B, C, D and E. Adjust pH with F.